

# STUDENT MONITOR®



Converting data to insight  
LIFESTYLE & MEDIA - Spring 2018

**STUDENT MONITOR LLC**

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This is the **Spring 2018 Lifestyle and Media** study conducted by STUDENT MONITOR®. The study explores college students' activities and interests; it 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 (one each spring and one each fall), there are two in-depth, industry-specific studies (**COMPUTING & THE INTERNET** and **FINANCIAL SERVICES**). Comments or suggestions from subscribers are welcome.

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<b>Executive Summary</b> .....	10
<b>Methodology</b> .....	29

## Chapter 1 – Media

Chapter Overview .....	30
Agreement With Statements About Television Viewing .....	32
Number Of Hours Typically Watch Television By Viewing Method .....	34
Share Of Television Viewing Online.....	35
Devices Used To Watch Television Online .....	36
Device Used Most Often To Watch Television Online .....	37
Where Students Watch Television Online.....	38
Where Students Have Paid Subscriptions .....	39
Paid Subscription Used Most Often .....	40
Who Pays For Subscription Used Most Often.....	41
Students With An Amazon Prime Subscription .....	42
Interest In Watching Television Exclusively Online .....	43
Favorite Sources Of Video Programming .....	44
Devices Used To Listen To Radio Streaming Music In The Past Week.....	47
How Students Listened To Radio Streaming Music In The Past Week.....	48
Readership Of Last Five Issues Of Primary Campus Newspaper .....	49
Time Spent Reading A Typical Issue Of The Campus Newspaper.....	50
Availability/Readership Of Campus Newspaper Online .....	51
Print & Digital National Newspapers Read Weekly .....	53
Preference For Reading Print Or Digital Edition Of National Newspaper.....	56
Online News Sources Used .....	57
Magazine Readership .....	58
Magazine Subscribers, Print Edition .....	61
Magazine Readership, Digital Edition .....	64
Time Spent Reading Magazines In A Typical Week .....	66

## Chapter 2 – The Internet

Chapter Overview .....	67
------------------------	----

Agreement With Statements About Technology .....	69
Weekly Activities Using A Computer.....	70
Preferred Combination Of Devices (In Addition To A Smartphone) To Meet College Needs .....	73
Aided Awareness Of Tablets.....	74
Computer Ownership .....	75
Brand Of Desktop Owned .....	77
Brand Of Laptop Owned .....	78
Brand Of Full Sized Tablet Owned.....	79
Brand Of Small Tablet Owned .....	80
Type Of Computer Used Most Often.....	81
Brand Of Computer Used Most Often .....	82
Plan To Purchase A Computer In The Next Twelve Months.....	83
Type Of Computer Plan To Purchase .....	84
Brand Of Computer Plan To Purchase .....	85
Brand Of Desktop Plan To Purchase .....	86
Brand Of Laptop Plan To Purchase .....	87
Brand Of Full Size Tablet Plan To Purchase.....	88
Brand Of Small Tablet Plan To Purchase .....	89
Items Downloaded From File Sharing Sites.....	90
Music Related Sites Visited This Term .....	91
Music Related Sites Downloaded Or Streamed Free Music .....	92
Music Related Sites Downloaded Or Streamed Paid Music .....	93
Sites Visited This Term .....	94
Networking Sites Visited In A Typical Week.....	100
Frequency Of Using Social Media For Specific Activities.....	103
Reasons To Follow A Brand On Social Media .....	105
Number Of Brands Followed On Specific Social Media Sites .....	106
What Students Use To Get Information About Or Engage With Brands .....	108
Types Of Information Students Like To Receive From Brands Via Text.....	109
Awareness Of Messenger Apps.....	110
Use Of Messenger Apps .....	111
Past Month Online Activities .....	112
Top Of Mind Brands - Online Shopping .....	116
Frequency Of Making Online Purchases .....	117
Past Year Online Purchases .....	118

### **Chapter 3 - Activities & Interests**

Chapter Overview .....	119
Hours Spent Weekly On Schoolwork .....	120



Past Week Activities.....	121
Winter Break Activities Participated In .....	125
Spring Break Activities Planned Or Participated In .....	126
Plans After Graduation.....	127
Importance Of Events After Graduation .....	128

## **Chapter 4 - What's In & Who's In On Campus**

Chapter Overview .....	129
Things That Are “IN” On Campus .....	130
Television Programs That Are “IN” On Campus.....	136

## **Chapter 5 - The Mood On Campus—Attitudes, Concerns, Timing & Plans**

Chapter Overview .....	139
Political Party .....	140
Political Philosophy .....	141
Approval Of President Trump’s Job Performance.....	142
Approval Of Congress’s Job Performance .....	143
Most Important Domestic Issues Facing The U.S. ....	144
Agreement With Statements About Student Issues/Attitudes .....	146
Agreement With Statements About Economic Issues.....	147
Items Of Concern .....	148
Causes Of Daily Stress .....	149
Biggest Problems On Campus.....	150
Amount Of Student Loan Debt Expect To Have .....	151
Study Abroad .....	152

## **Chapter 6 - Students As Active Consumers**

Chapter Overview .....	153
Top Of Mind Brands - All Categories .....	155
Top Of Mind Brands - Wearable Technology Brands.....	156
Top Of Mind Brands - Technology .....	157
Top Of Mind Brands - Banks & Financial Services .....	158
Top Of Mind Brands - Student Loan Providers .....	159
Top Of Mind Brands – School Logoed Apparel.....	160
Share Of Monthly Spending By Payment Method.....	161
Monthly Spending .....	162
Past Week Shopping Locations .....	164

Number of Purchases Made In A Typical Month.....	165
Amount Spent For Purchases Made In A Typical Month .....	168
Method Of Payment For Purchases Made In A Typical Month .....	171
Agreement With Statements About Spending And Credit.....	172
Agreement With Statements About Financial Literacy .....	173
Domestic Air Travel Trips Taken In The Past 12 Months.....	174
Spending For Domestic Air Travel Trips Taken In The Past 12 Months .....	175
International Air Travel Trips Taken In The Past 12 Months .....	176
Spending For International Air Travel Trips Taken In The Past 12 Months.....	177
Domestic Rail Travel Trips Taken In The Past 12 Months .....	178
Spending For Domestic Rail Travel Trips Taken In The Past 12 Months.....	179
International Rail Travel Trips Taken In The Past 12 Months .....	180
Spending For International Rail Travel Trips Taken In The Past 12 Months.....	181
Inter-City/Interstate Bus Trips Taken In The Past 12 Months .....	182
Spending For Inter-City/Interstate Bus Travel Trips Taken In The Past 12 Months .....	183
Anticipated Travel Trips Plan To Take In The Next 12 Months .....	184
Travel Services Used In The Past 12 Months .....	185
Credit Card Availability.....	186
Students With Credit Cards In Own Name.....	187
Mobile Phone Ownership .....	188
Monthly Cost For Mobile Phone Service.....	189
Person Responsible For Mobile Phone Bill .....	190
Mobile Service Provider .....	191
Making Purchases With A Smartphone .....	192
Average Amount Spent Monthly/Number Of Purchases Made With Smartphone .....	193
Past Week's Smartphone Activities.....	194
Most Commonly Used Smartphone Apps .....	195
Ways Used To Manage Bank Account Or Credit Card With Smartphone.....	196
Brand Of Smartphone Owned .....	197
Plan To Buy/Upgrade To A New Smartphone In The Next 12 Months .....	199
Brand Of Smartphone Plan To Buy/Upgrade To.....	1200

## Chapter 7 – Textbooks & Learning Materials

Chapter Overview .....	201
Number Of Academic Courses Taking This Term.....	204
Number Of Required Course Materials .....	205
Number Of Required Course Materials Purchased Or Rented .....	206
Number Of Required Course Materials Acquired Through Financial Aid .....	207
Number Of Required Course Materials Borrowed.....	208

Number Of Required Course Materials Shared With Someone Else.....	209
Courses Didn't Required Printed Materials .....	210
What Was Required Instead Of Printed Materials.....	211
When Course Materials Are Usually Acquired .....	212
Purchased/Rented All Required Course Materials This Term.....	213
Reasons For Purchasing Less Than 100% Of Required Course Materials .....	214
Appealing Course Material Purchase Offers.....	215
Where Students Go First To Purchase Required Course Materials.....	216
Where Students Go To Purchased Printed Textbooks .....	217
Printed Textbooks Bought Or Rented Online.....	218
Have Ever Not Taken Or Dropped A Course Because Of The Cost Of The Course Materials .....	219
Influence Of The Availability Of OER Materials To Take A Course.....	220
Likelihood Of Paying For eTextbooks When Tuition & Course Fees Are Paid.....	221
What Is A Substantial Discount? .....	222
Importance Of Opting Out Of Paying For A Required eTextbook When Tuition And Course Fees Are Paid.....	223
Importance Of A Print Alternative To A Required eTextbook When Tuition And Course Fees Are Paid .....	224
Billed For Digital Course Materials As Part Of Term Bill .....	225
Influence Of Being Billed For Digital Course Materials As Part Of Their Term Bill To Take A Course.....	226
Agreement With Statements About Adaptive Learning Materials .....	227
Share Of Course Materials Cost Personally Paid .....	228
Who Helped Pay For Course Materials.....	229
Share Of Textbooks Purchased Or Rented Online .....	230
Agreement With Statements About Shopping For Course Materials .....	232
Didn't Use Textbooks Or Course Materials Purchased.....	233
Reasons For Purchasing/Renting From The On Campus Bookstore .....	234
Number Of New And Used Printed Textbooks Purchased.....	235
New, Printed Textbooks Purchased From Specific Sources.....	236
Spending For New, Printed Textbooks .....	237
Used, Printed Textbooks Purchased From Specific Sources.....	238
Spending For Used, Printed Textbooks .....	239
Purchased A New Printed Textbook That Was Significantly Cheaper Than The List Price .....	240
Where Students Purchased A New Printed Textbook That Was Significantly Cheaper Than The List Price .....	241
Number Of Printed Textbooks Rented .....	242
Printed Textbooks Rented From Specific Sources.....	243
Spending For Rented, Printed Textbooks .....	244
Likelihood Of Renting Next Term .....	245
Why Students Didn't Rent A Printed Textbook This Term .....	246
Familiarity With eTextbooks.....	247
Reasons Why An eTextbook Was Purchased .....	248
Reasons Why An eTextbook Wasn't Purchased.....	249

Number Of eTextbooks Purchased For Unlimited Use .....	250
Spending For eTextbooks Purchased For Unlimited Use .....	251
eTextbooks With Unlimited Use Purchased From Specific Sources .....	252
Number Of eTextbooks Purchased For Limited Time Use .....	253
Spending For eTextbooks Purchased For Limited Time Use .....	254
eTextbooks With Limited Time Use Purchased From Specific Sources .....	255
eTextbook Features .....	256
Agreement With Statements About eTextbooks .....	258
Preference For Reading eTextbook .....	259
How eTextbook Is Read .....	260
Likelihood Of Purchasing/Renting An eTextbook Next Term .....	261
Top Of Mind Brands - Digital Reading Devices .....	262
Assigned Textbooks Acquired From File Sharing Sites .....	263
Reasons For Downloading Textbooks From File Sharing Sites .....	264
Amount Would Have Spent If Not Acquired Textbooks From File Sharing Sites .....	265
Number Of Classes That Used OER This Term .....	266
Number Of OER Textbooks Acquired .....	267
Where OER Textbooks Were Acquired .....	268
Agreement With Statements About OER Course Materials Or Textbooks .....	269
Purchased An Online Homework Solution .....	270
Number Of Courses Purchased Required Online Homework Solutions .....	271
Number Of Courses Purchased Non Required Online Homework Solutions .....	272
Number Of Online Homework Solutions Purchased This Term .....	273
Online Homework Solutions Purchased From Specific Sources .....	274
Spending For Online Homework Solutions .....	275
How Access Codes For Online Homework Solutions Were Purchased .....	276
Printed Textbooks Purchased With Access Code To An Online Homework Solution .....	277
Specific Online Homework Solutions Purchased This Term .....	278
Reasons For Purchasing An Online Homework Solution .....	279
Online Homework Solutions "Helped To Get A Better Grade" .....	280
Percent Of Grade Represented By Online Homework Solution .....	281
Used An Online Homework Solution In High School .....	282
Features Of Online Homework Solutions Used .....	283
Features Of Online Homework Solutions Would Use If Available .....	284
Likelihood Of Purchasing An Online Homework Solution Next Term .....	285
Agreement With Statements About Online Homework Solutions .....	286
Why Students Haven't Purchased An Online Homework Solution .....	287
Learning Management Systems Used .....	288
Frequency Of Using A Learning Management System .....	289
Preferred Format or Device For Course Related Activities .....	290

When Course Related Activities Are Typically Done.....	292
Top Of Mind Brands - Purchasing Textbooks .....	294
Top Of Mind Brands - Textbook Rental Sources.....	295
Sold Any Textbooks At The End Of The Term .....	296
Where Students Sell Their Textbooks.....	297
Why Students Don't Sell Their Textbooks.....	298

## **Chapter 8 – Demographics**

Chapter Overview .....	299
Age.....	300
Student Profile .....	301
Siblings Also Enrolled In College .....	302
College Residence .....	303
Resident Of Same State In Which Attend College .....	304
Distance From School To Student's Permanent Home.....	305
Students' School Year Employment.....	306
Number Of Hours Students Work During School Year .....	307
Annual Earnings.....	309
Monthly Discretionary Spending .....	310
Funds Received From Home .....	311
Family's Annual Income .....	312
Major Course Of Study.....	313
Number Of Times Have Changed Major.....	314
Average GPA .....	315
Ethnic Background.....	316

## **Interview**

## **Data Tables**



## EXECUTIVE SUMMARY

These are the results of STUDENT MONITOR's Spring 2018 LIFESTYLE & MEDIA study, conducted among a representative sample of Four Year, full-time undergrads nationwide.

The findings generate valuable insights about the student market. We encourage all subscribers to read the entire, comprehensive report in order to fully understand the lifestyles, attitudes and consumer habits of this unique and valuable group of young males and females. This Executive Summary is intended to provide subscribers with an introduction and overview of detailed findings.

### The Topical

The cost of education, and corruption/misconduct among government officials are the highest level topical issues among students.

#### Cost of Education

- 35%, up from 30% of students last year believe the **Cost of Education** is the most important domestic issue facing the U.S. (32% mention **Gun violence**)
- This is supported by the 72% reporting "**the cost of college is excessive**" and the 74% reporting "**the cost of textbooks is excessive**"
- 38%, 39% last year, report "**I have more student loan debt than I'm comfortable with**"
- 60% expect to graduate with an average student loan debt of \$36,401, an amount 15% greater than last year

#### Corruption/misconduct among government officials

- At 15%, President Trump's approval rating is the lowest measure ever ranging from a low of 2% among Asian American students to a high of 59% among 24% of Caucasian students. More than four times as many students disapprove of President Trump's performance as approve
- 15%, and virtually identical to last year's 14% record low, approve of Congress's job performance

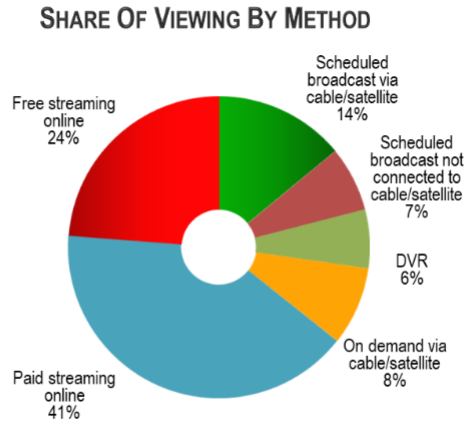
### Media

Students have diverse interests; affording marketers a broad range of traditional and emerging media options.

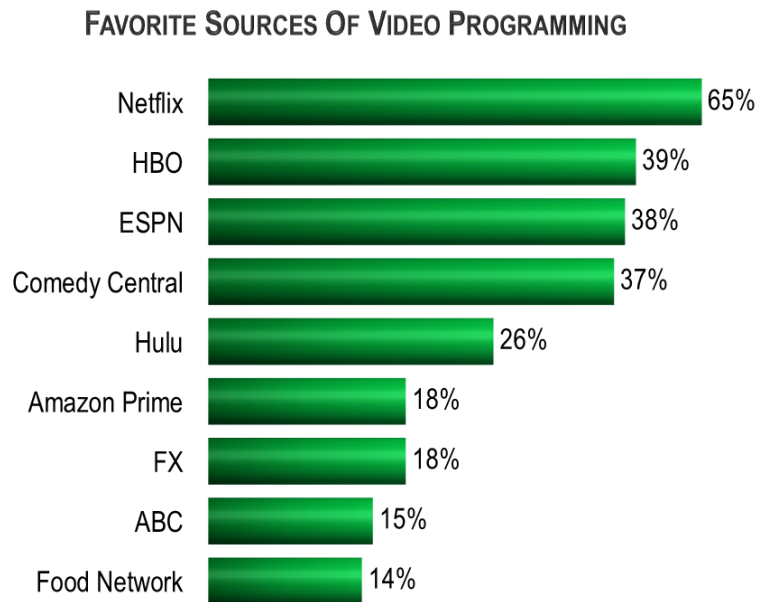
- **Television Viewing:** Students watch 14.3 hours of television per week (somewhat more time than the 13.9 hours weekly students spend on schoolwork outside of class)

65% of television viewing is paid or free streaming

85% are at least "Somewhat interested" in watching television exclusively online



By a wide margin, **Netflix** is students' favorite source of video programming (65%, up somewhat from last year's 62%). **HBO** ranks second (39%, up from 34% last year), followed by **ESPN** (38%), **Comedy Central** (37%) and **Hulu** (26%)

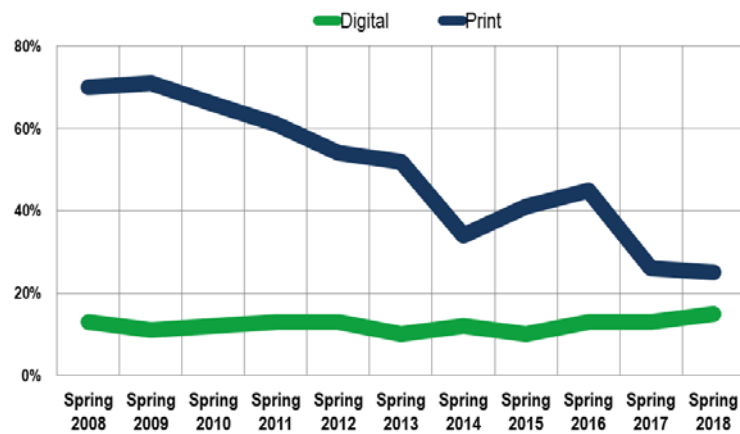


- **Campus Newspaper:**

Previously the domain of the campus newspaper, students now rely on other sources for news and information including social media.

25%, and virtually identical to last year's 26%, read at least 1 of the last 5 issues of the print edition of their campus newspaper. As shown in the following graphic, readership of the digital edition of the campus newspaper has not cannibalized readership of the print edition.

### READ PRINT OR DIGITAL EDITION OF CAMPUS NEWSPAPER

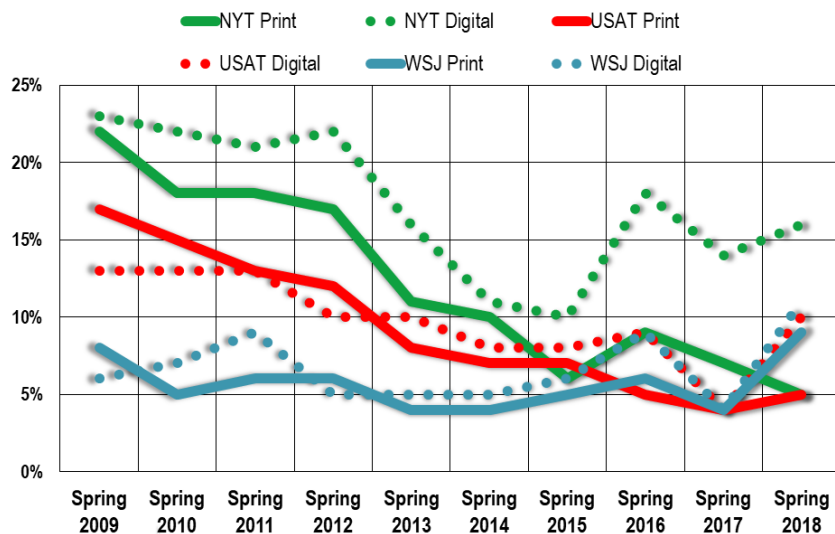


- **National Newspapers**

The longer term decline in student readership of the campus newspaper is also seen in the student readership of each of the three national newspapers (**The New York Times**, **USA Today**, and **The Wall Street Journal**).

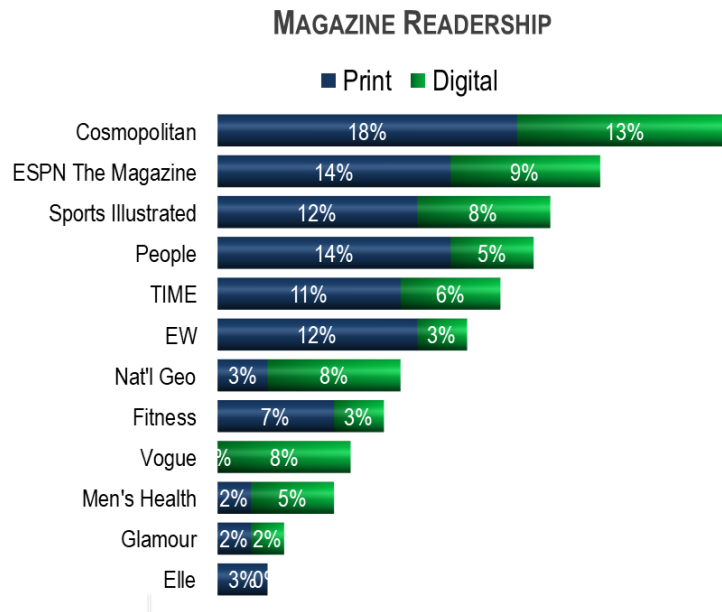
As shown in the following graphic, readership of the digital editions haven't cannibalized readership of the print edition. 16% report reading the print edition of at least 1 national newspaper compared to 29% reading the digital edition of at least 1 national newspaper.

### PRINT AND DIGITAL NATIONAL NEWSPAPERS READ WEEKLY



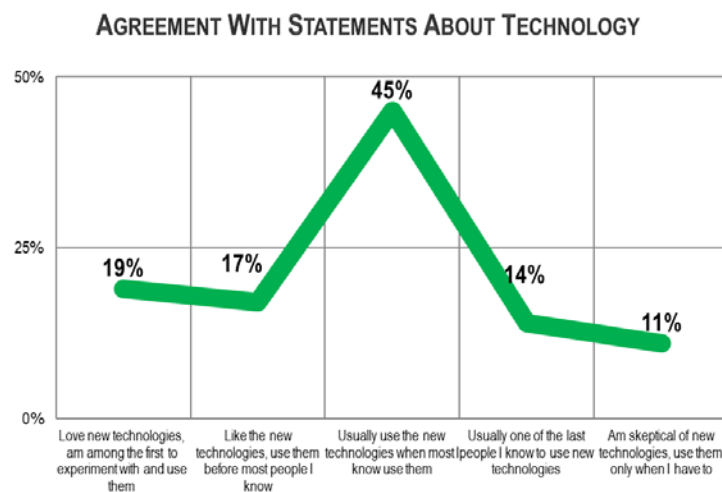
- 80%, up somewhat from last year's 75%, report using 1 or more online source for news in the past month. The most common online news source is **CNN**, 31% followed by **Buzzfeed**, 30% and **Google News**, 23%.
- **Magazine Readership** – Magazine readers spend an average of 27 minutes weekly reading. Readership of print editions are greater than readership of the digital editions. The most read magazines are;



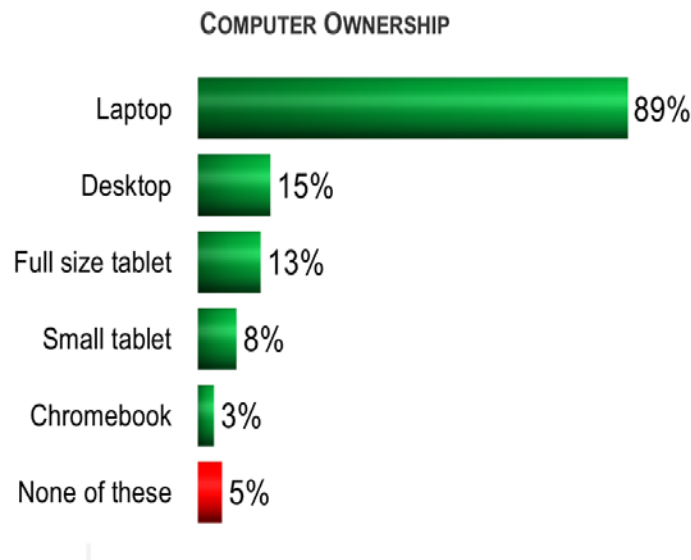


## Computer Ownership & Online Behavior

- Attitudes About Technology:** As a group, students are often believed to be early adopters of new technology. However, students describe themselves differently. As shown in the following graphic, 36% describe themselves as "I like the new technologies and use them before most people I know" or "I love the new technologies and am among the first to use them". The largest group, 45%, report "I use the new technologies when most people I know use them". 25% report "I'm usually one of the last I know to use the new technologies" or "I'm skeptical of the new technologies and use them only when I have to".



- Computer Ownership/Purchase Intent:** 95% own a desktop, laptop, tablet, or Chromebook



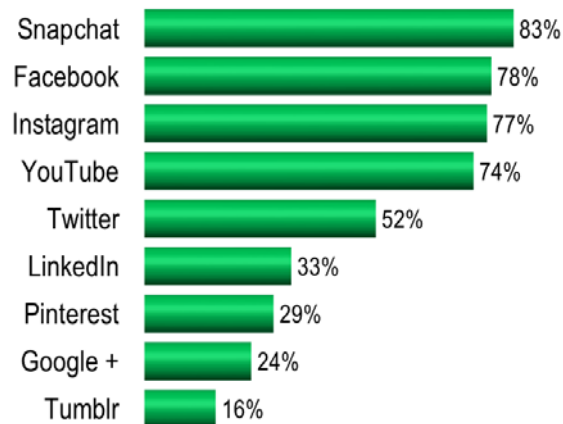
- Among the 89% of laptop owners, **Apple**, 55%, **HP**, 12% and **Dell**, 12%, are most commonly owned.
- Among the 15% of desktop owners, **Apple**, 42%, **Dell**, 28%, , and **HP**, 13% are most commonly owned.
- Among the 13% of full-size tablet owners, **Apple iPad**, 87%, **Microsoft Surface** 6% and **Samsung**, 4%, are most commonly owned.
- Among the 8% of small tablet owners, **Apple iPad Mini**, 69%, **Samsung**, 13% and **Amazon Fire**, also 13% are most commonly owned.
- 68% of those who plan to purchase a new computer or tablet plan to purchase a **Mac** computer or **Apple iPad** tablet.

Brand Of Computer Plan To Purchase					
Base = Plan To Purchase A New Computer In The Next 12 Months					
	All types %	Desktop %	Laptop %	Full-Size Tablet %	Small Tablet %
Apple	68	50	70	62	25
Dell	8	7	8	0	0
Toshiba	4	0	0	23	0
HP	3	14	0	0	0
Acer	3	0	3	0	0
Lenovo	3	0	3	0	0
Microsoft	3	0	3	0	0
Samsung	1	0	0	8	0
Amazon	1	0	0	8	0
Asus	1	0	2	0	0
Google	0	0	0	0	0
Other	1	7	0	0	0
Don't know	9	21	11	0	75

#### Online Behavior:

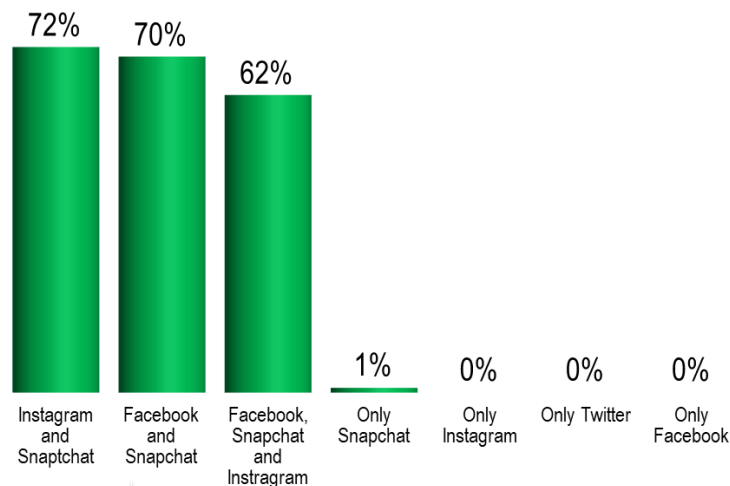
**Networking Sites** – 83% use **Facebook** in a typical week; spending an average of 6.1 hours weekly. 78% use **Facebook**, 77% **Instagram** 74% **YouTube**, and 52% **Twitter**.

#### NETWORKING SITES VISITED IN A TYPICAL WEEK



0% of **Facebook** users use **Facebook** exclusively, 72% use **Instagram** and **Snapchat**, 70% **Facebook** and **Snapchat** indicating that marketers relying on networking sites consider using multiple, rather than a single social media site

#### USE OF MULTIPLE SOCIAL MEDIA SITES



Among the 95% aware of 1 or more messenger sites 69% use **iMessage** compared to 2% of **Google Allo** users

The most commonly reported past month online activities include **Check grades**, 83%, **Check the weather**, 68% and **Did assignments for a course/look up assignments**, 61%.

#### Activities and Interests:

- **Shopping:** Students continue to shop at a wide variety of retail destinations, on campus and off campus. The most frequently visited stores are Supermarkets, 60%, Drugstores, 38%, Department stores, 27%, and Athletic Shoe & Apparel, 25%.
- **Winter Break/Spring Break:** During Winter Break, 35% worked, 54% went home to see family and friends and 26% traveled. During Spring Break, 29% worked, 35% went home and 42% traveled.

### What's "IN" On Campus:

With little difference based on gender, clustered at the top of the "What's IN On Campus" list are **Apple iPhone**, **Coffee**, **Snapchat**, **Working Out**, **Instagram**, and **Text messaging**. What's been seen in the past and is seen again this year, as items and/or activities become more pervasive and more common, the share of students identifying these items and/or activities tend to decline.

Things That Are "IN" On Campus			
Base = All Students			
	Total %	Male %	Female %
Apple iPhone	70	61	77
Coffee	66	61	70
Snapchat	63	57	67
Working out	63	61	65
Instagram	59	49	68
Text messaging	57	49	63
Apple MacBook	56	50	62
Drinking beer	52	52	52
Hooking up	51	50	51
Beats headphones	49	42	55
College football	47	44	50
Uber	46	43	50
Apple Watch	45	40	50
Going out to clubs/bars	45	36	52
Twitter	44	40	48
Smoking marijuana	43	35	51
Internships	42	37	46
Tinder	42	37	46
Buying things online	41	35	47
Drinking mixed drinks	41	35	48
Facebook	41	31	50
Studying at coffee shops	41	30	52
Eating healthy	40	36	43
Taking photos with a mobile phone	40	30	50
Tattoos	40	35	45
Working	40	31	48
Apple iPads	39	36	41
Debit cards	39	34	44
eCigarettes	39	41	37
Going to concerts	39	33	46

Things That Are "IN" On Campus			
Base = All Students			
	Total %	Male %	Female %
Fake IDs	38	31	44
Attending a movie with a date/friends	37	30	43
Being eco-friendly	36	31	40
Downloading music	36	27	43
Going to college sporting events	36	33	39
Laptop computers	36	30	41
Taking videos with a mobile phone	36	28	43
Buying things (not textbooks) from Amazon	34	26	40
Vaping	34	30	37
Apple AirPods	33	33	34
Doing drugs	33	35	32
Buying textbooks from Amazon	31	22	39
Credit cards	31	22	39
Going to the movies	31	21	40
Running	31	28	35
Volunteering	31	27	34
Using an Amazon Prime account	30	24	35

### Television Programs "IN" on Campus:

The "Television Programs IN On Campus" mentioned most often are largely cable based

Television Programs That Are "IN" On Campus (Rank)			
Base = All Students			
	Total %	Male %	Female %
Game of Thrones	58	55	60
The Walking Dead	42	41	44
American Horror Story	39	34	43
Grey's Anatomy	34	24	44
Shameless	34	33	35
Family Guy	34	37	30
Breaking Bad	33	33	33
Orange Is The New Black	30	23	36
How I Met Your Mother	29	26	32
ESPN SportsCenter	26	34	18
NFL Football	24	31	17
Scandal	22	15	29
Law & Order	22	16	29
Shark Tank	22	18	25
House of Cards	21	20	21
Modern Family	20	17	22

### Plans After Graduation

- 71% expect to be employed either full-time or part-time (49% full-time, 11% part-time, and 11% interning). Only 13% "Don't know" what they'll be doing after graduation including 14% of Seniors. 14% of Seniors expect to be attending grad school full-time compared to 10% who plan to be attending grad school part-time

## Students as Active Consumers

### Top Of Mind Brands

When asked what brand or company comes to mind first, regardless of industry or category, 32% mention **Nike**, 19% **Apple** followed by **Adidas**, 9%, **Coca-Cola** and **Google**(each 7%).

Top Of Mind Brands - All Categories							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Nike	32	33	32	34	36	35	24
Apple	19	14	23	18	16	14	28
Adidas	9	10	7	10	6	8	10
Coca-Cola	7	6	9	6	4	11	8
Google	7	10	4	9	4	11	4
Amazon	4	4	4	0	5	2	8
Michael Kors	3	1	5	2	4	3	2
McDonald's	3	4	1	3	3	4	1
Facebook	2	2	1	1	4	1	2
Microsoft	2	2	2	0	4	2	2
Under Armour	1	1	1	1	0	2	2
Target	1	0	1	1	0	1	1
Wal-Mart	1	1	0	1	1	1	0
Pepsi	1	1	0	0	2	1	0
Verizon	0	0	0	1	1	0	0
AT&T	0	0	0	0	0	0	1
Other	9	9	8	14	10	6	6
Nothing comes to mind	1	0	1	0	1	0	2

Students were also asked what brand or company comes to mind first for 9 specific categories. The following table details the most frequently mentioned brand or company for each category.

Top Of Mind Awareness		
Base = All Students		
Category	Brand/Company	%
Banks/Financial Services	Chase	24
Digital reading devices	Amazon Kindle	37
Online Shopping	Amazon	53
School logoed apparel	Campus bookstore	52
Student Loans	Federal government	38
Technology	Apple	62
Textbook purchase	Amazon	40

Textbook rental	Amazon	40
Wearable Technology	Apple	41

## Monthly Spending

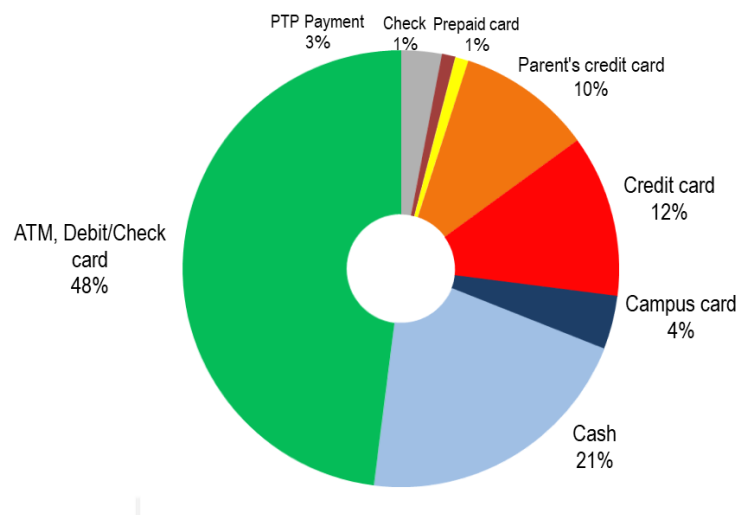
The following table itemizes nearly \$.9 billion in monthly spending among 10 retail categories.

Amount Spent For Purchases Made In A Typical Month			
Base = All Students			
	% Purchasers	Total Mean	User Mean
Eating off campus	54	\$36	\$41
Attending movies in theaters	52	\$12	\$22
School supplies (not textbooks)	44	\$12	\$23
Eating on campus	43	\$19	\$34
Downloadable music	26	\$3	\$12
Attending concerts	21	\$10	\$39
Video games	18	\$6	\$32
Books and magazines (not for class)	16	\$3	\$18
Downloadable movies	13	\$2	\$12
Downloadable TV shows	11	\$1	\$10

## Payment Methods

ATM/debit/check cards, 48%, represent the largest share of monthly spending. Cash represents the second largest share at 21% followed by credit cards at 22%.

### SHARE OF MONTHLY SPENDING BY PAYMENT METHOD

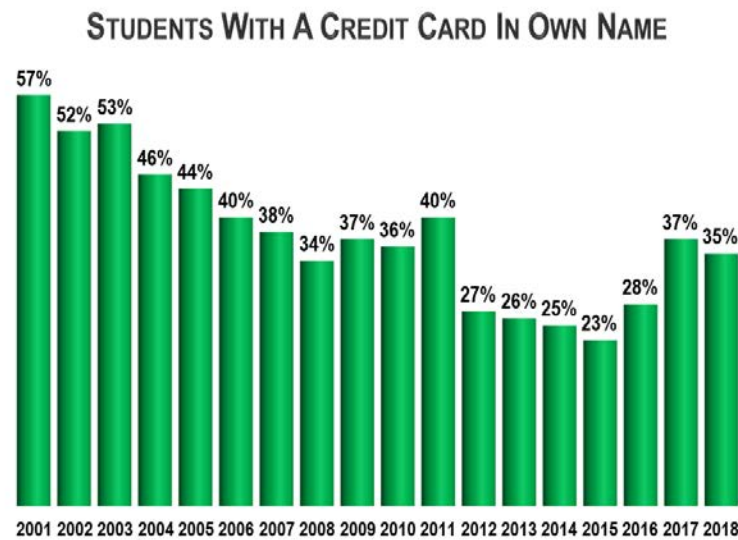


## Credit Cards

40% have a **VISA, MasterCard, Discover, or American Express** credit card available to them. Availability represents the total of those students with a credit card in their own name taken together with the total number of students with permission-based access to someone else's credit card. 35%, compared to 37% last year, have a credit card in their own name.

Students With Credit Cards In Own Name (Rank)					
Base= All Students					
	Total %	Fresh %	Soph %	Junior %	Senior %
<b>Any credit card</b>	<b>35</b>	<b>32</b>	<b>38</b>	<b>24</b>	<b>35</b>
VISA	19	15	23	12	20
MasterCard	9	10	8	10	10
Discover	5	4	6	4	4
American Express	4	3	4	0	4

The decline in the share of students with a credit card in their own name appears to have reversed.

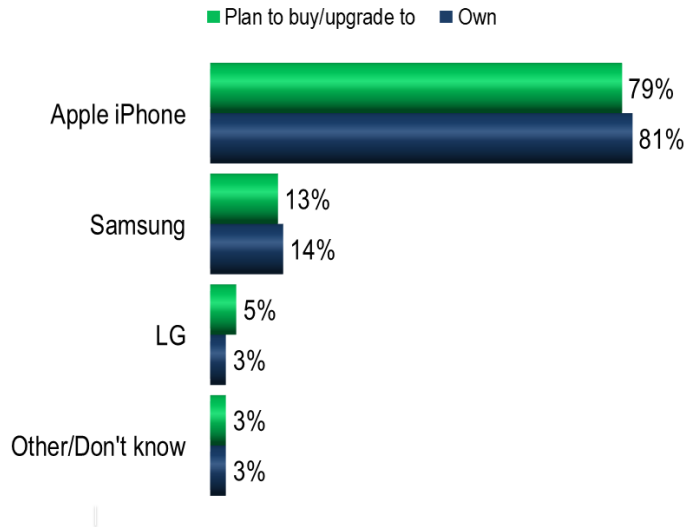


## Mobile Phone Ownership

- 97% own a mobile phone, 92% of all students own a Smartphone
- 27% plan to buy or upgrade to a new Smartphone in the next 12 months
- 81% of Smartphone owners own an **Apple iPhone**
- More students plan to upgrade or buy (79%) an **Apple iPhone** than any other brand
- **Verizon Wireless**, 34% is the leading mobile service provider followed by **AT&T**, 29%



**BRAND OF SMARTPHONE  
PLAN TO BUY/UPGRADE TO IN THE NEXT 12 MONTHS**



- 84% of Smartphone owners with a bank or credit card account use their Smartphone in a variety of ways to manage their bank or credit card account.

<b>Ways Used To Manage Bank Account Or Credit Card With Smartphone</b>					
Base = Smartphone Owners With Bank Account Or Credit Card In Own Name					
	Total %	Male %	Female %	Fresh %	Senior %
Check account balances	59	56	62	55	66
Transfer funds	40	41	39	38	48
Make deposits	39	38	39	31	48
Review account activity	36	33	38	34	44
Call customer service	33	26	40	33	38
Mobile banking via app	32	27	35	32	33
Pay bills	24	26	22	13	33
Locate ATM's	21	20	21	21	29
Locate bank branches	16	11	20	16	21
Mobile banking via Smartphone's browser	13	8	17	13	20
Make contact-less payments	11	7	14	5	14
Don't use my Smartphone for banking/manage credit card	15	14	15	16	13
Don't have a bank account or credit card in my own name	7	7	8	10	6

## Textbooks & Learning Materials

The textbook and learning materials category continues to be fluid and complex due to;

1. **The variety of textbook formats and the rate of student adoption of each format** - In addition to new and used textbooks, the student shopping cart now includes rented textbooks, eTextbooks for unlimited and limited time use as well as eTextbooks acquired from file sharing sites.

- 49% purchased 1 or more new textbooks but 9% purchased only new textbooks
- 52% purchased 1 or more used textbooks but 8% purchased only used textbooks
- 40% rented 1 or more textbooks but 6% only rented textbooks
- 16% purchased 1 or more eTextbooks for unlimited use but 1% purchased only eTextbooks for unlimited use
- 14% purchased 1 or more eTextbooks for limited time use but 2% purchased only eTextbooks for limited time use
- 11% acquired an average of 1.8 textbooks from a file sharing site

2. **Shifts in Acquisition Sources** - Large numbers of students whose purchases or rentals would otherwise be limited to on and off campus bookstores are using online sources like **Amazon**, **Half** and **Chegg**.

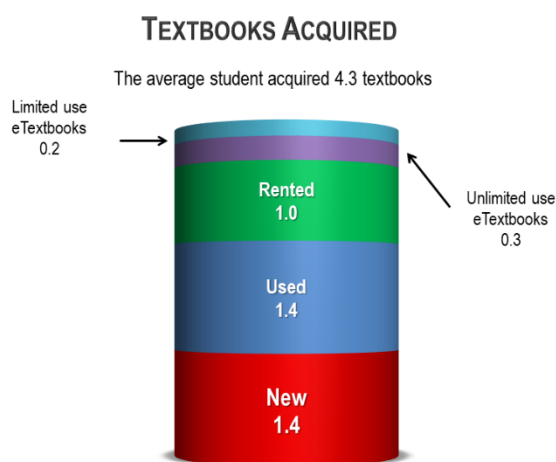
- When asked "When you think of purchasing textbooks, what's the first company or place that comes to mind", 25% more mention **Amazon** at 40%, as mention their **on campus bookstore** at 32%
- When asked "When you think of renting textbooks, what's the first company or place that comes to mind", 43% more mention **Amazon** at 40%, as mention their **on campus bookstore** at 28%
- **Amazon** continues to attract large numbers of textbook purchasers and renters (41% of new, 44% of used, 50% of renters, 33% of eTextbooks for unlimited use shoppers and 29% of eTextbooks for limited time use shoppers)
- Students purchased or rented 38% of their textbooks online, similar to last year's 42%
- 38% go to **Amazon** first to purchase required course materials followed by 32% who mention their **on campus bookstore**
- 35% more renters rented from **Amazon** (50%) than the on campus bookstore (37%)

3. **Fragmented Acquisition Motivations** - Some students are motivated by format, others driven by cost while still others are motivated by convenience rather than format or cost and some don't acquire all of their required materials for a variety of reasons.

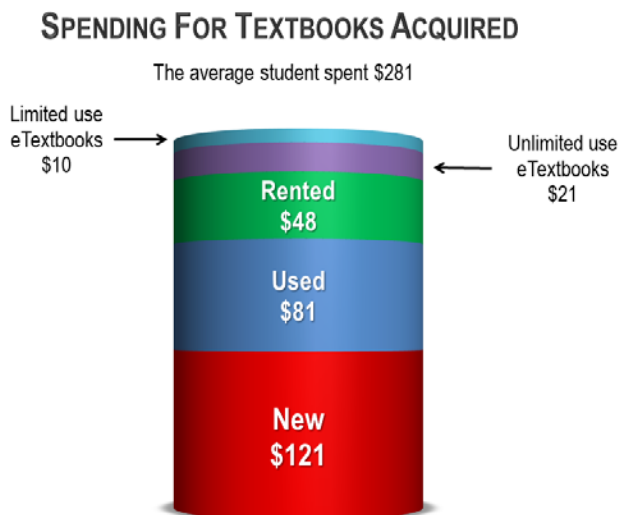
- Students purchased or rented 65% or 3.0 of their required 4.6 learning materials
- 31% borrowed 1 or more of their required learning materials
- 27% acquired their course materials before the first day of class

- 70% personally paid less than 100% of the cost of their textbooks (37% paid nothing)
- 26% of those who didn't sell their textbooks back last semester report buyback was **"not convenient, too much of a hassle"**
- 10% **are unaware of eTextbooks**, 56% **have ever purchased**
- 27% who haven't purchased an eTextbook report **"Don't like reading on a screen for a long period of time"**, 26% mention **"prefer printed textbooks"**

**Number of Textbooks Acquired:** The average student acquired 4.3 textbooks (1.4 new, printed textbooks, 1.4 used, printed textbooks, 1.0 rented, printed textbooks, .3 eTextbooks for unlimited use, .2 eTextbooks for limited time use and .3 eTextbooks downloaded from file sharing sites).



**Spending For Textbooks Acquired:** The average student spent \$281 (\$121 for new, printed textbooks, \$81 for used, printed textbooks, \$48 for rented, printed textbooks, \$21 for eTextbooks for unlimited use and \$10 for eTextbooks for limited time use).

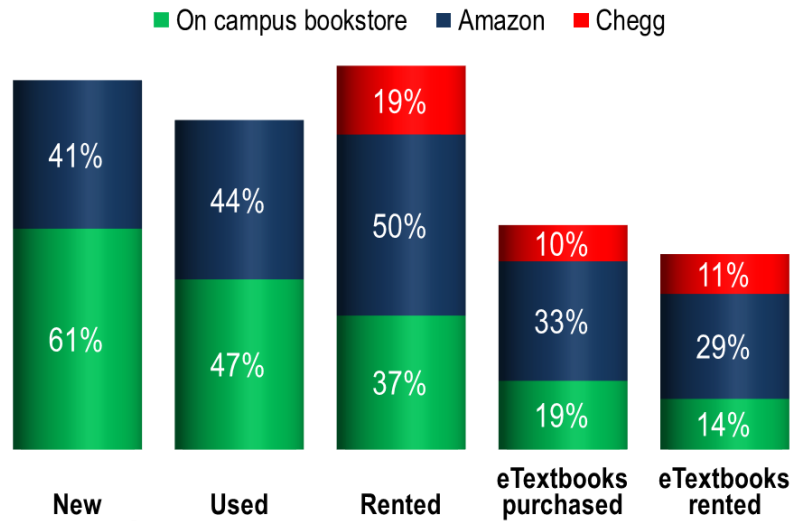


The following table details the total and user mean both for the number of, and spending for, textbooks acquired for the Spring 2018 term.

<b>Spring 2018 Textbook Acquisitions</b>			
	Total	Fresh	Senior
<b>New</b>			
Purchasers	52	60	43
Total mean units	1.4	1.6	1.3
User mean units	2.7	2.6	3.0
Total mean spending	121	147	101
User mean spending	232	246	233
<b>Used</b>			
Purchasers	54	58	46
Total mean units	1.4	1.3	1.2
User mean units	2.6	2.3	2.6
Total mean spending	81	84	70
User mean spending	149	146	150
<b>Rented, print</b>			
Renters	40	40	37
Total mean units	1.0	1.0	1.0
User mean units	2.6	2.5	2.8
Total mean spending	48	46	44
User mean spending	122	116	122
<b>eTextbooks, Unlimited</b>			
Purchasers	16	17	20
Total mean units	.3	.3	.4
User mean units	1.8	1.7	2.1
Total mean spending	21	19	28
User mean spending	127	112	145
<b>eTextbooks, Limited</b>			
Purchasers	15	19	13
Total mean units	.2	.3	.2
User mean units	1.6	1.6	1.2
Total mean spending	10	12	6
User mean spending	65	64	49
<b>OHS</b>			
Purchasers	15	18	14
Total mean units	.2	.3	.2
User mean units	1.5	1.6	1.4
Total mean spending	8	9	6
User mean spending	52	51	44

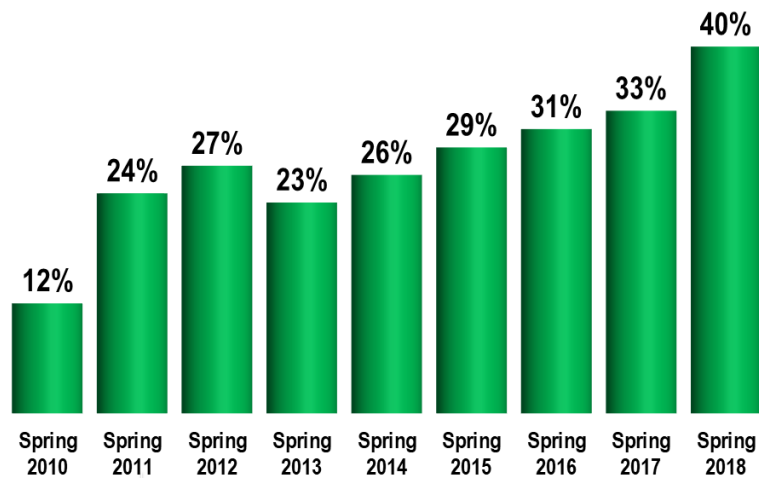
## WHERE STUDENTS ACQUIRED TEXTBOOKS

(AMONG ACQUIRERS OF EACH FORMAT/TYPE)



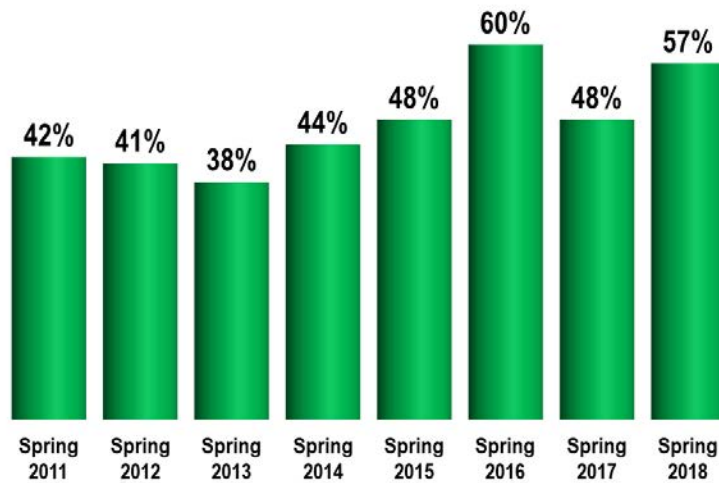
- As shown in the following graphic, and as another example of the diversity of student preference for methods of acquiring textbooks, over the last few years, the share of students renting 1 or more printed textbooks has grown, particularly over the last two years.

## TEXTBOOK RENTERS



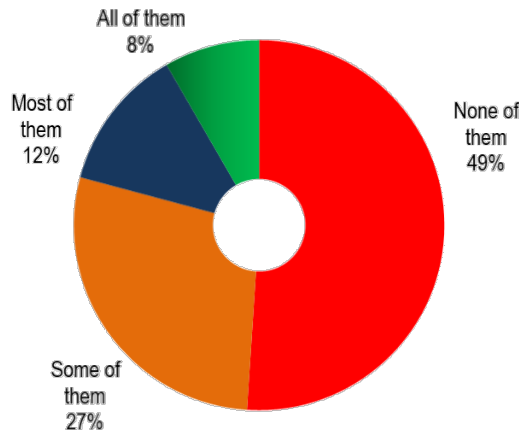
- Likelihood Of Renting Next Term:** 57% who expect to be in school next term are at least "Somewhat likely" to rent at least 1 of their textbooks for the Fall 2018 term (historically, the share of students who plan to rent has consistently been greater than the share of actual renters).

### LIKELIHOOD OF RENTING NEXT TERM



- **Share Of Textbook Cost Personally Paid:** The average student personally paid 44% of the cost of their textbooks (30% personally paid 100% of the cost).
- **Selling Back Textbooks:** 51% sold their textbooks back at the end of last term, Fall 2017. 16% of this group sold all of their textbooks back. 39% sold their textbooks to their on campus bookstore. Among the 49% who didn't sell their textbooks back, 34% didn't do so because **"I rented my textbooks"** or report **"Not convenient, too much of a hassle"** (26%).

### SOLD ANY TEXTBOOKS AT THE END OF THE TERM



- **eTextbooks:** Among those who used an eTextbook this term, the largest groups were motivated for the following reasons;
  - ✓ 41% report "My professor required it"
  - ✓ 32% report "Don't have to carry a book"
  - ✓ 29% report "Buying or renting an eTextbook gave me instant access to my textbook"

The most common reasons for not purchasing an eTextbook continue to be;

- ✓ 27% report "I don't like reading on a screen for a long period of time"
- ✓ 26% report "I prefer printed textbooks"
- ✓ 16% report "Easier to take notes with printed textbooks"
- ✓ 16% report "I get distracted by other things"
- ✓ 15% report "No buy back option"

40%, identical to last year, are either "Very likely" or "Somewhat likely" to purchase or rent an eTextbook next term.

## Demographics

Among the full-time undergraduates in this study:

- Average age is 20.3 (59% are younger than 21)
- 10% are first in their family to attend college, 2% are returning to college for a second time, 2% were in the military (not ROTC), 4% are or were enrolled in ROTC, 1% are married, 5% have one or more children
- 39% have one or more siblings currently enrolled in a Four Year school, 13% a sibling currently enrolled in a Two Year school
- 44% live on campus, 40% off campus and the remaining 15% live at home and commute to school each day
- 69% attend a school in the same state as their permanent home (average student lives 253 miles from their permanent home)
- 6% are employed full-time, 34% part-time and 10% have a paid or unpaid internship
- Students employed full-time work an average of 29 hours weekly compared to 25 hours for those employed part-time (less for internships)
- Annual personal earnings average \$3,943
- 71% get money from home averaging \$231 monthly
- Monthly discretionary spending averages \$213
- Family HH income averages \$127,700
- "Business" is the most common major (18%), 44% have changed their major at least once and the average GPA is 3.4

The balance of this volume includes detailed, table-by-table analyses of the findings of this study while also exploring the implications of each question. There are eight chapters:

Chapter 1 - Media

Chapter 2 - The Internet

Chapter 3 - Activities and Interests

Chapter 4 - What's In & Who's In on Campus

Chapter 5 - The Mood on Campus—Attitudes, Concerns, Timing & Plans

Chapter 6 - Students as Active Consumers

Chapter 7 - Textbook & Learning Materials

Chapter 8 - Demographics

A copy of the survey questionnaire and the full tabular results of the study are provided at the back of the Report. Significance testing is reflected in the data tables (upper case letters indicate significance at the 95% confidence level; lower case letters indicate significance at the 90% level).

Subscribers are urged to review our findings and participate in our 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 and your business.

Welcome to Student Monitor® Spring 2018 LIFESTYLE & MEDIA!

A handwritten signature in blue ink, appearing to read 'Ei', with a stylized flourish at the end.

Eric Weil, Managing Partner  
May 2018



In person on campus interviewing for the Spring 2018 LIFESTYLE & MEDIA study was conducted the week of March 7<sup>th</sup>, 2018 among a total of 1,020 college students enrolled full-time at 86 Four Year colleges and universities throughout the United States. All interviewing was conducted in person, on campus, by professional survey researchers.

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

Completed Interviews by Gender and Year in School			
	Males	Females	Total
Freshman	105	103	208
Sophomore	116	122	238
Junior	97	136	233
Senior	102	99	201
<b>TOTAL</b>	<b>420</b>	<b>460</b>	<b>880</b>

Quotas were also established to insure adequate representation based on school location (North, South, Midwest and West), type of school (Public or Private), and enrollment size. The number of completed interviews for the resulting cells is as follows;

Completed Interviews by Region, School Type & School Size			
	Under 5,000	5,000 or more	TOTAL
North	37	139	176
South	76	250	326
Midwest	79	166	245
West	46	87	133
<b>TOTAL</b>	<b>238</b>	<b>642</b>	<b>880</b>
Public	96	534	630
Private	142	108	250
<b>TOTAL</b>	<b>238</b>	<b>642</b>	<b>880</b>

### CHAPTER OVERVIEW

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This chapter examines student consumption of broadcast (television and radio) and print media (campus newspapers, national newspaper and general circulation magazines) to include student viewing, listening and reading behavior and preferences.

Specifically, in terms of television preferences and habits, this chapter quantifies and identifies how students watch television, the number of hours students watch television by method, online versus offline viewing, devices used to watch television online, where students watch television online, where students have paid subscriptions, interest in watching television exclusively online, streaming devices owned and students' favorite sources of video programming.

In addition to television, student listenership of streaming music including how and where students listen is quantified.

In terms of print media, student readership of the campus newspaper is quantified including the amount of time spent reading, availability of the campus newspaper online and preferred format. Additionally student readership of national newspapers (both print and digital editions) is quantified as well as the preferred format for reading a national newspaper and online news sources used by students.

Lastly, this chapter quantifies student readership of 32 general circulation of national magazines to include occasional readers (1 or 2 of the last 4 issues), regular readers (at least 3 of the last 4 issues) and subscribers of each magazine's print format. In addition to quantifying readership of each magazine's print format, readership of the digital format is quantified as is the amount of time students spend reading magazines in a typical week.

#### Television Viewing

- 40%, up from 35% last year, watch television on a desktop, laptop or tablet computer
- 65% of the 14 hours students spend watching television weekly is spent viewing free or paid streaming
- 66% of viewing is done online (71% use a laptop, 28% a Smartphone and 24% a gaming console)
- 84% of online viewers, similar to last year's 85%, use **Netflix** (38% of online viewers have a paid Netflix subscription)
- 84%, similar to last year's 85% and up from 54% five years ago, are at least "Somewhat interested" in watching television exclusively online
- By a wide margin, **Netflix** is students' favorite sources of video programming (65%, up somewhat from last year's 62%). **HBO** ranks second (39%, up from 34% last year), followed by **ESPN** (38%), **Comedy Central** (37%) and **Hulu** (26%)

#### Music Streaming Listenership

- Among the 83% who listened to radio streaming music in the past week, 78% listened with a Smartphone, 51% listened with a laptop and 45% listened with a car or truck radio

- 56%, up from 48% last year, who listened to radio streaming music used **Spotify**, 32%, unchanged from last year, **YouTube** and 27%, down from 36% last year, **Pandora**

### **Campus Newspaper Readership**

- 25% (26% last year) read at least 1 of the last 5 issues of the print edition of their campus newspaper, spending an average of 17 minutes reading a typical issue
- 44%, up from 36% last year, report their campus newspaper is available online and 35% of this group read it online in the past month

### **National Newspaper Readership**

- While more students read the digital editions than print editions, increases in readership of the digital editions of national newspapers (**The New York Times**, **USA Today** or **The Wall Street Journal**) haven't compensated for the continuing decline in readership of the print editions
- 16%, up somewhat from 13% last year, read the print edition of at least 1 national newspaper in the past week while 29%, (24% last year) read the digital edition
- Among the 59% (unchanged from last year) with an interest in reading a national newspaper, more than twice as many (59%) prefer digital as print (27%)

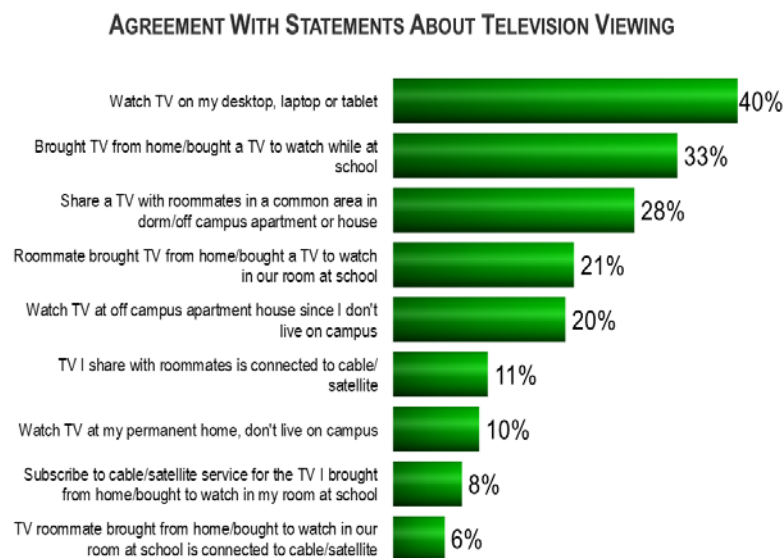
### **National Magazine Readership**

- The best read magazines (print format) continue to be **Cosmopolitan**, **People**, **ESPN: The Magazine** and **Vogue**
  - The most commonly subscribed to print magazines are **Cosmopolitan**, **National Geographic**, **ESPN: The Magazine**, **Allure** and **Elle**
- Readership of the digital editions of magazines is significantly less than that of the print editions

## AGREEMENT WITH STATEMENTS ABOUT TELEVISION VIEWING (Q. 24)

To more clearly understand how students watch television and how viewing habits are influenced by where students live during the school year, students were provided with a list of statements and asked to identify which of those statements applied to them.

As shown in the following graphic, the largest share (40%, up from last year's 35%) report **"I watch TV on my desktop, laptop, netbook or tablet computer"**. Females are virtually as likely as males (39% compared to 40% among males) to report this statement applied to them.



Agreement With Statements About Television Viewing						
Base = All Students						
	Total %	Male %	Female %	On Campus %	Off Campus %	At Home %
I watch TV on my desktop, laptop or tablet	40	40	39	35	44	35
I brought a TV set from home or bought a TV set to watch in my room while at school	33	35	32	35	33	27
I share a TV set with roommates in a common area in my dorm or off campus apartment or house	28	27	29	24	37	8
My roommate brought a TV set from home or bought a TV set to watch in our room while at school	21	20	22	22	25	3
I watch TV at my off campus apartment or house since I don't live on campus	20	21	18	6	33	17
The TV set I share with roommates in a common area in my dorm or off campus apartment or house is connected to a cable or satellite service	11	11	12	10	16	0
I watch TV at my permanent home since I don't live on campus	10	11	9	4	8	33

Agreement With Statements About Television Viewing						
	Base = All Students					
	Total %	Male %	Female %	On Campus %	Off Campus %	At Home %
I subscribe to a cable or satellite service for the TV set I brought from home or bought to watch TV in my room while at school	8	9	7	7	11	0
The TV set my roommate brought from home or bought to watch in our room while at school is connected to a cable or satellite service	6	6	5	8	4	2

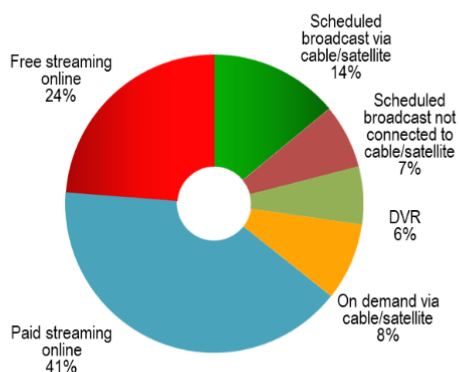
## NUMBER OF HOURS TYPICALLY WATCH TELEVISION BY VIEWING METHOD (Q. 25)

Students were asked how many hours they spend watching television by method in a typical week.

Students watch television for an average of 14.3 hours weekly. 41% of viewing is spent watching television online as paid streaming and compared to 24% as free streaming online. As shown below, students spend more than three times as much time streaming online (65%) than via scheduled broadcast with or without a cable/satellite connection, 21%.

In terms of the total amount of time students spend watching television, as shown below, males and students living at home report the highest levels of viewing.

SHARE OF VIEWING BY METHOD



Number of Hours Typically Watch Television By Viewing Method

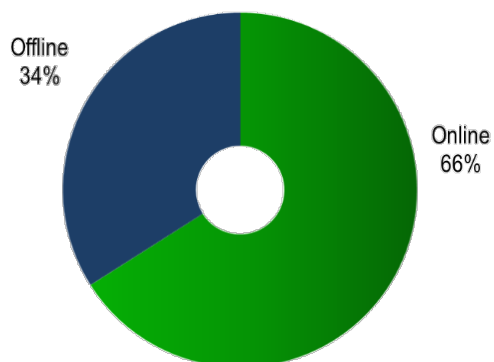
Base = All Students

	Total	Male	Female	On Campus	Off Campus	At Home
Paid streaming online	5.8	6.0	5.6	4.6	7.1	5.2
Free streaming online	3.4	3.9	3.0	3.7	3.0	4.4
Scheduled broadcast connected to cable or satellite	2.0	2.4	1.6	2.1	1.6	3.0
On demand connected to cable or satellite	1.2	1.2	1.1	1.2	.9	1.9
Scheduled broadcast not connected to cable or satellite	1.0	1.3	.7	.8	.8	2.0
DVR	.9	1.1	.7	.7	.8	1.9
<b>TOTAL</b>	<b>14.3</b>	<b>15.9</b>	<b>12.7</b>	<b>13.1</b>	<b>14.2</b>	<b>18.4</b>

## SHARE OF TELEVISION VIEWING ONLINE (Q. 26)

Students were asked how much of the time they spend viewing television is done online and how much is done offline. Up from last year's 55% finding, 66% of viewing is spent online while 34% is offline.

SHARE OF TELEVISION VIEWING ONLINE



Share of Television Viewing Online						
Base = All Students						
	Total %	Male %	Female %	On Campus %	Off Campus %	At Home %
Online						
None	8	5	11	7	8	13
1% or more	92	95	89	93	92	87
Total mean	66	67	65	66	68	59
User mean	72	70	73	71	74	66

## DEVICES USED TO WATCH TELEVISION ONLINE (Q. 27)

The 92% who watch television online were asked to identify which devices they use to watch. By a wide margin, more students continue to watch television online using a **laptop** than any other method.

71% of those who watch television online watch using a **laptop** while 28% use a **Smartphone**. 18% report watching on a Smart TV compared to 12% who use an **Apple TV**, **xBox** or **PlayStation**.

Devices Used To Watch Television Online						
Base = Watch Television Online						
	Total %	Male %	Female %	On Campus %	Off Campus %	At Home %
Laptop	71	69	73	75	68	67
Smartphone	28	26	29	19	30	43
Smart TV	18	19	18	20	16	19
Apple TV	12	13	11	5	17	13
xBox	12	17	7	10	13	13
PlayStation	12	17	6	13	11	9
Roku	10	6	13	9	8	17
Amazon Fire TV Stick	9	10	9	10	9	11
Tablet	9	9	8	5	9	20
Chromecast	6	8	4	3	10	0
Desktop	4	3	6	5	5	0
Amazon Fire TV	2	3	2	4	2	2
Roku Stick	2	3	2	4	2	0
Other	2	2	3	2	3	2



## DEVICE USED MOST OFTEN TO WATCH TELEVISION ONLINE (Q. 28)

The 92% who watch television online were asked to identify which 1 device they use to watch most often. By a wide margin, more students continue to watch television online using a **laptop** most often than any other method. More than half of those (51%) who watch television online, watch using a **laptop most** often.

Female viewers (53%) are somewhat more likely than male viewers (49%) to use a **laptop** most often. Students living on campus (65%) are more than twice as likely to watch television online with a **laptop** most often than students living at home (31%).

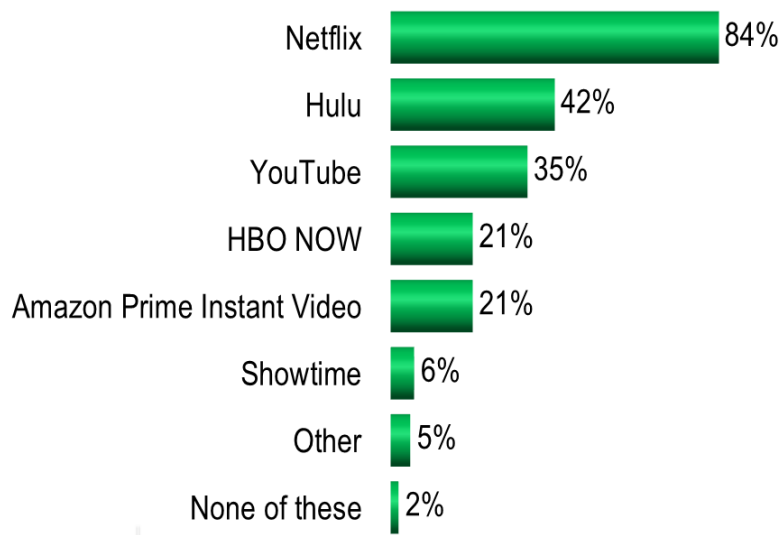
Far fewer online viewers report using a **Smart TV** (9%) most often.

Device Used Most Often To Watch Television Online						
Base = Watch Television Online						
	Total %	Male %	Female %	On Campus %	Off Campus %	At Home %
Laptop	51	49	53	65	44	31
Smart TV	9	9	9	8	9	11
Smartphone	8	3	13	3	11	11
Apple TV	5	4	6	2	8	6
Amazon Fire TV Stick	5	6	4	5	6	0
xBox	5	8	2	2	7	4
Roku	5	2	7	5	2	13
Chromecast	4	5	2	2	6	0
PlayStation	3	6	1	2	3	7
Amazon Fire TV	2	3	0	2	1	6
Tablet	2	3	0	1	1	9
Desktop	0	1	0	0	1	0
Roku Stick	0	0	0	1	0	0
Other	1	0	1	1	1	2

## WHERE STUDENTS WATCH TELEVISION ONLINE (Q. 31)

The largest share of online viewers and by a wide margin (84%, and nearly identical to last year's 82%) use **Netflix** to watch television online followed by **Hulu** at 42% (up sharply from 28% last year) and **YouTube** at 35%.

### WHERE STUDENTS WATCH TELEVISION ONLINE



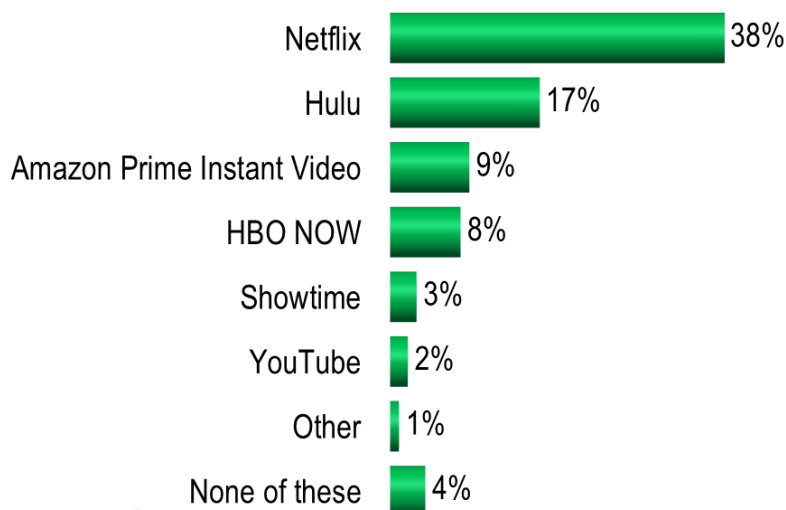
Where Students Watch Television Online						
Base = Watch Television Online						
	Total %	Male %	Female %	On Campus %	Off Campus %	At Home %
Netflix	84	81	87	77	91	82
Hulu	42	39	45	43	44	27
YouTube	35	34	36	29	38	45
Amazon Prime Instant Video	21	18	25	19	26	13
HBO NOW	21	21	21	20	24	9
Showtime	6	5	8	9	6	0
Other	5	4	6	6	5	2
None of these	2	2	2	2	2	4

## WHERE STUDENTS HAVE PAID SUBSCRIPTIONS (Q. 32)

96%, up from 79% last year, of online viewers have a paid subscription to watch online.

38% of online viewers have a paid subscription to **Netflix** compared to 17% with a paid **Hulu** subscription and 9% **Amazon Prime Instant Video**.

### WHERE STUDENTS HAVE PAID SUBSCRIPTIONS



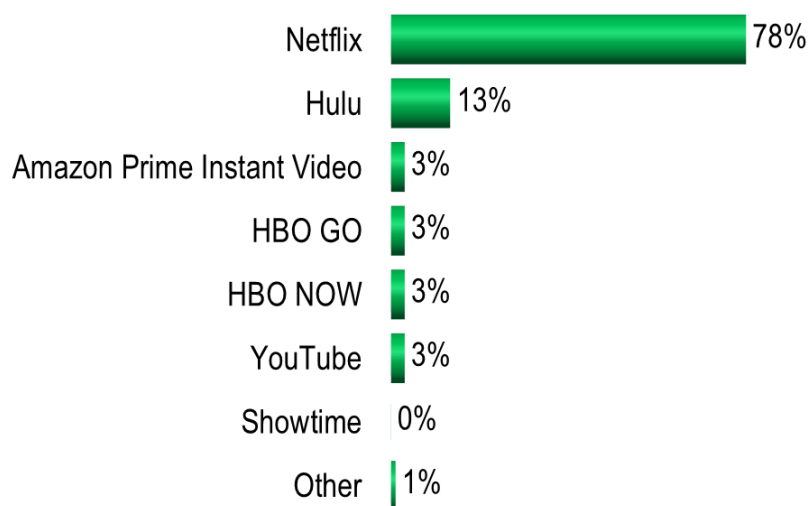
Where Students Have Paid Subscriptions						
Base = Students Who Watch Television Online						
	Total %	Male %	Female %	On Campus %	Off Campus %	At Home %
Netflix	38	39	37	32	46	33
Hulu	17	16	17	17	19	10
Amazon Prime Instant Video	9	10	8	7	12	7
HBO NOW	8	10	6	6	11	1
Showtime	3	3	3	3	4	1
YouTube	2	2	1	2	3	0
Other	1	0	1	1	1	0
None of these	4	4	3	5	3	1

## PAID SUBSCRIPTION USED MOST OFTEN (Q. 33)

Among online viewers with a paid subscription, 78% report **Netflix** is the one paid subscription they use most often.

13% mention **Hulu** compared to 3% who mention **Amazon Prime Instant Video**, **HBO GO**, **HBO NOW** or **YouTube**.

### PAID SUBSCRIPTION USED MOST OFTEN

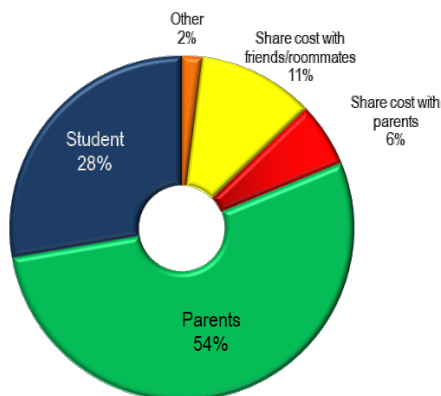


Paid Subscription Used Most Often						
Base = Students With A Paid Subscription						
	Total %	Male %	Female %	On Campus %	Off Campus %	At Home %
Netflix	78	74	81	75	80	76
Hulu	13	13	13	16	11	14
Amazon Prime Instant Video	3	4	2	2	3	2
HBO NOW	3	4	2	3	3	0
YouTube	3	4	1	3	2	6
Other	1	0	2	1	1	0

## WHO PAYS FOR SUBSCRIPTION USED MOST OFTEN (Q. 34)

Among online viewers with a paid subscription, 54% report their parents pay for the subscription they use most often while 28% personally pay for their subscription.

**WHO PAYS FOR SUBSCRIPTION USED MOST OFTEN**



Who Pays For Subscription Used Most Often						
Base = Students With A Paid Subscription						
	Total %	Male %	Female %	On Campus %	Off Campus %	At Home %
Parents pay	54	57	50	54	50	67
Student pays	28	25	31	24	32	24
Share cost with friends/roommates	11	11	10	12	12	4
Share cost with parents	6	6	5	7	4	4
Other	2	1	3	3	2	2

STUDENTS WITH AN AMAZON PRIME SUBSCRIPTION (Q. 35)

60% of students have their own Amazon Prime subscription or use someone else’s account (35% and 25% respectively).

Female students (38%) are somewhat more likely than males (31%) to have their own Amazon Prime subscription. Students attending Private schools are 39% more likely to have their own subscription than students attending Public schools. Hispanic students (38%) are most likely to have their own subscription while African American students (27%) are least likely.

In addition to the 35% with their own Amazon Prime subscription, another 25% report that they use someone else’s account. Asian American students are most likely to use someone else’s account (34%) while African American students are least likely (12%).

STUDENTS WITH AN AMAZON PRIME SUBSCRIPTION



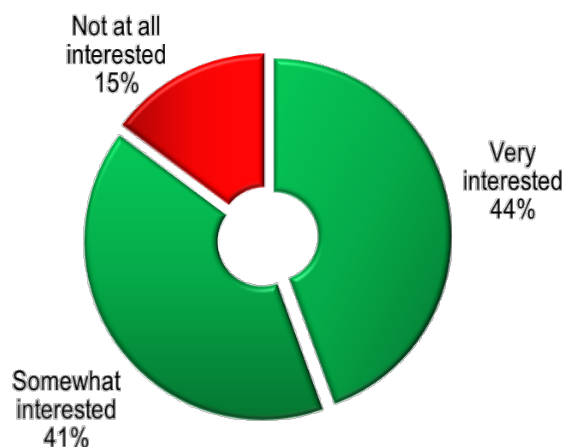
Students With An Amazon Prime Subscription						
Base = All Students						
	Total %	Male %	Female %	On Campus %	Off Campus %	At Home %
I have my own	35	31	38	30	39	35
I use someone else's account	25	25	25	23	30	22
I don't have or use someone else's account	40	43	36	47	30	43

## INTEREST IN WATCHING TELEVISION EXCLUSIVELY ONLINE (Q. 36)

As a follow up question to the share of viewing online, students were asked how interested they were in the concept of watching all of their television online.

85% (identical to last year's finding) report being at least "Somewhat interested" (44% report being "Very interested") in watching television exclusively online. 15%, also identical to last year, are "Not at all interested".

### INTEREST IN WATCHING TELEVISION EXCLUSIVELY ONLINE



Interest In Watching Television Exclusively Online						
Base = Watch Television Online						
	Total %	Male %	Female %	On Campus %	Off Campus %	At Home %
<b>TOP 2 BOX</b>	<b>84</b>	<b>83</b>	<b>84</b>	<b>79</b>	<b>87</b>	<b>87</b>
Very interested	40	38	42	35	46	33
Somewhat interested	44	45	42	44	41	54
Not at all interested	16	17	15	21	13	13

## FAVORITE SOURCES OF VIDEO PROGRAMMING (Q. 37)

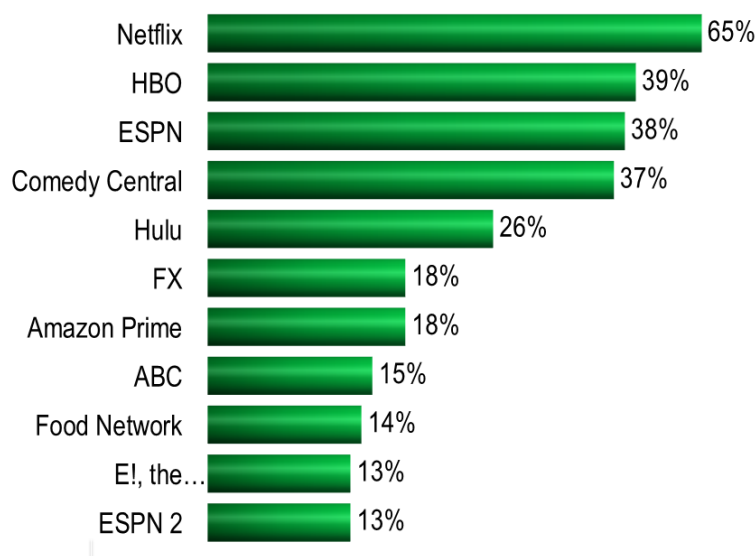
We provided students with a list of 38 sources of video programming and asked them to choose their 5 favorite. Previously this question specified “television networks”.

By a wide margin, **Netflix** is students' favorite sources of video programming (65%, up from last year's 62%). **HBO** ranks second (39%, up from 34% last year), followed by **ESPN** (38%), and **Comedy Central** (37%).

6% of males rank **Netflix** as their favorite sources of video programming. In rank order, other favorites include **ESPN** (52%), **Comedy Central** (41%) and **HBO** (36%).

The favorite sources of video programming among college females are **Netflix** (64%), **HBO** (42%), and **Comedy Central** (33%).

### FAVORITE SOURCES OF VIDEO PROGRAMMING



Favorite Sources Of Video Programming			
Base = All Students			
	Total %	Male %	Female %
Netflix	65	66	64
HBO	39	36	42
ESPN	38	52	24
Comedy Central	37	41	33
Hulu	26	20	32
Amazon Prime	18	19	17
FX	18	15	21
ABC	15	11	19
Food Network	14	10	18
ESPN 2	13	21	6
E!, the Entertainment Network	13	10	15
The Cartoon Network	12	12	12
BET	12	13	11
Freeform	12	5	18
MTV	12	10	14



<b>Favorite Sources Of Video Programming</b>			
Base = All Students			
	Total %	Male %	Female %
FOX	11	10	11
Discovery Channel	10	10	9
Animal Planet	9	9	8
CW	9	7	11
NFL Network	8	14	3
Showtime	8	7	9
CNN	8	9	7
USA	7	6	8
A&E	7	7	6
HGTV	6	3	9
NBC	6	6	7
Starz	6	7	6
TLC	6	4	8
Bravo	6	3	8
CBS	6	7	4
National Geographic (Nat Geo)	6	7	5
AMC	5	6	5
TNT	5	5	6
Lifetime	5	1	9
The History Channel	5	6	4
Sci-Fi Channel	3	5	1
TBS Superstation	3	5	1
Spike TV	3	2	3

The following table details in descending rank sequence the 11 favorite sources of video programming mentioned by at least 12% of males.

<b>Favorite Sources Of Video Programming Among Males</b>			
Base = Males			
	Total %	Male %	Female %
Netflix	65	66	64
ESPN	38	52	24
Comedy Central	37	41	33
HBO	39	36	42
ESPN 2	13	21	6
Hulu	26	20	32
Amazon Prime	18	19	17
FX	18	15	21
NFL Network	8	14	3
BET	12	13	11
The Cartoon Network	12	12	12

The following table details in descending rank sequence the 11 favorite sources of video programming mentioned by at least 15% of females.

<b>Favorite Sources Of Video Programming Among Females</b>			
Base = Females			
	Total %	Male %	Female %
Netflix	65	66	64
HBO	39	36	42
Comedy Central	37	41	33
Hulu	26	20	32
ESPN	38	52	24
FX	18	15	21
ABC	15	11	19
Food Network	14	10	18
Freeform	12	5	18
Amazon Prime	18	19	17
E!, the Entertainment Network	13	10	15

#### DEVICES USED TO LISTEN TO RADIO STREAMING MUSIC IN THE PAST WEEK (Q. 38)

---

83%, down somewhat from last year's 86%, listened to radio streaming music in the past week and listen in a variety of ways.

More listened to a radio streaming music with a Smartphone than with a car or truck radio during the past week (65% compared to 37%). More listened with a laptop than listened with a car or truck radio.

Devices Used To Listen To Radio Streaming Music In The Past Week						
Base = All Students						
	Total %	Male %	Female %	On Campus %	Off Campus %	At Home %
Smartphone	65	64	65	63	66	66
Laptop	42	43	42	41	49	31
Car or truck radio	37	34	41	34	38	48
Bluetooth wireless speaker	19	17	21	17	22	16
Smart speaker	9	10	8	10	9	7
Tablet	7	8	7	9	6	8
Desktop	6	7	5	3	10	6
Traditional radio (not car or truck)	5	5	4	4	4	6
Other	1	1	1	0	1	2
Haven't listened	17	17	18	19	16	13

## HOW STUDENTS LISTENED TO RADIO STREAMING MUSIC IN THE PAST WEEK (Q. 39)

Among the 83% who listened to radio streaming music in the past week, 56%, up from 48% last year, and the largest share used **Spotify**. Somewhat fewer mention **YouTube** (32%) or **Pandora** (27%, down from 36% last year).

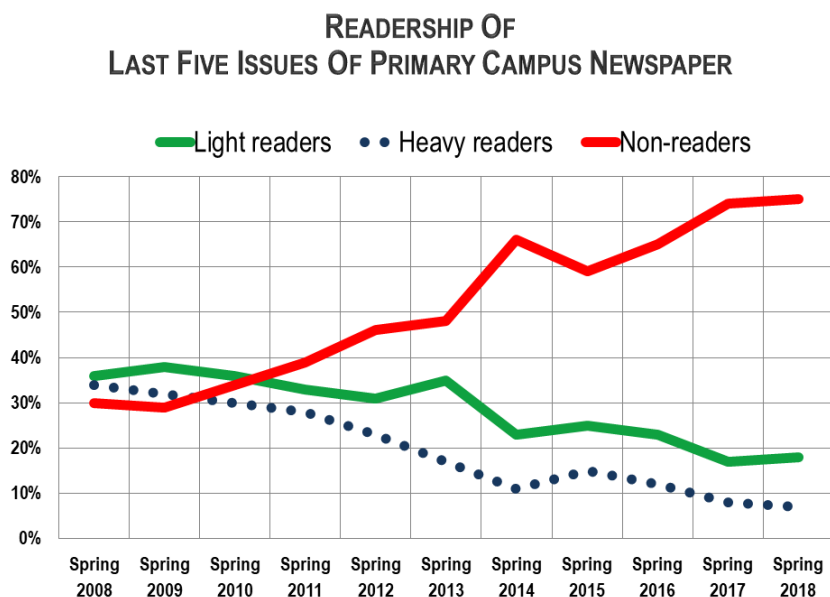
Comparatively fewer students mention **Apple Music** (26%, up from 20% last year), **Soundcloud**, 19% or **Sirius XM** (10%, unchanged from last year). No other streaming service is mentioned by more than 6%.

How Students Listened To Radio Streaming Music In The Past Week						
Base = Listen to Radio Streaming Music						
	Total %	Male %	Female %	On Campus %	Off Campus %	At Home %
Spotify	56	57	55	56	59	47
YouTube	32	30	33	30	32	36
Radio station	29	23	34	28	27	35
Pandora	27	22	31	28	24	30
Apple Music	26	28	24	25	24	32
Soundcloud	19	24	15	16	25	15
SiriusXM	10	11	9	12	6	15
Amazon Prime Music	6	6	6	6	7	6
iHeart Radio	5	5	6	6	3	12
Google Play	4	5	4	3	5	4
Tidal	2	3	2	2	1	5
Slacker Radio	2	2	1	2	1	3

## READERSHIP OF LAST FIVE ISSUES OF PRIMARY CAMPUS NEWSPAPER (Q. 47)

Compared to last year's 26%, virtually no change is seen in the readership of the print edition of the campus newspaper. 25% report reading 1 or more of the last 5 issues of the print edition of their campus newspaper. We continue to believe the longer term decline in the readership of the print edition of the campus newspaper can be attributed to former readers now relying on other sources of news and information including social media previously the domain of the campus newspaper.

18% (17% last year) are "light readers" (1 or 2 of the last 5 issues). The remaining 7% ("heavy readers") read at least 3 or more of the last 5 issues.



Readership Of Last Five Issues Of Primary Campus Newspaper						
Base = All Students						
	Total		Male		Female	
	S17 %	S18 %	S17 %	S18 %	S17 %	S18 %
Heavy readers (Net)	8	7	7	6	10	7
5 issues	3	1	3	1	4	1
4 issues	1	2	1	1	1	3
3 issues	4	4	3	4	5	3
Light readers (Net)	17	18	18	23	17	14
2 issues	8	8	8	11	8	5
1 issue	9	10	10	12	9	9
Readers	26	25	25	29	27	21
Non readers	74	75	75	71	73	79

#### TIME SPENT READING A TYPICAL ISSUE OF THE CAMPUS NEWSPAPER (Q. 48)

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Among the 25% who read the print edition of campus newspaper the average reader spends 17 minutes reading a typical issue (virtually identical to last year's 18 minute finding).

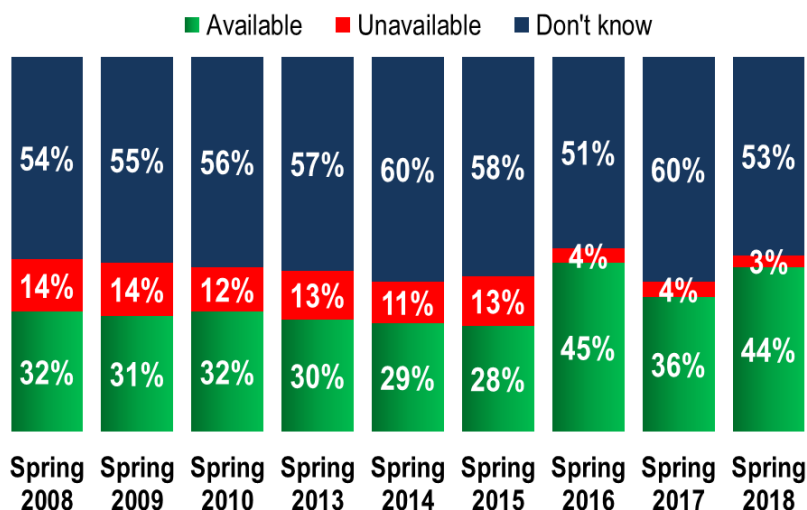
Students living off campus spend 42% more time reading a typical issue than students living on campus (17 minutes compared to 12 minutes).

Time Spent Reading A Typical Issue Of The Campus Newspaper								
Base = Read At Least 1 Of The Last 5 Issues								
	Total %	Male %	Female %	Fresh %	Senior %	On Campus %	Off Campus %	At Home %
Mean	17	18	16	18	17	12	17	18

44%, up from 36% last year, report that their campus newspaper is available online compared to 53% who report that they "Don't know" if their campus newspaper is available online.

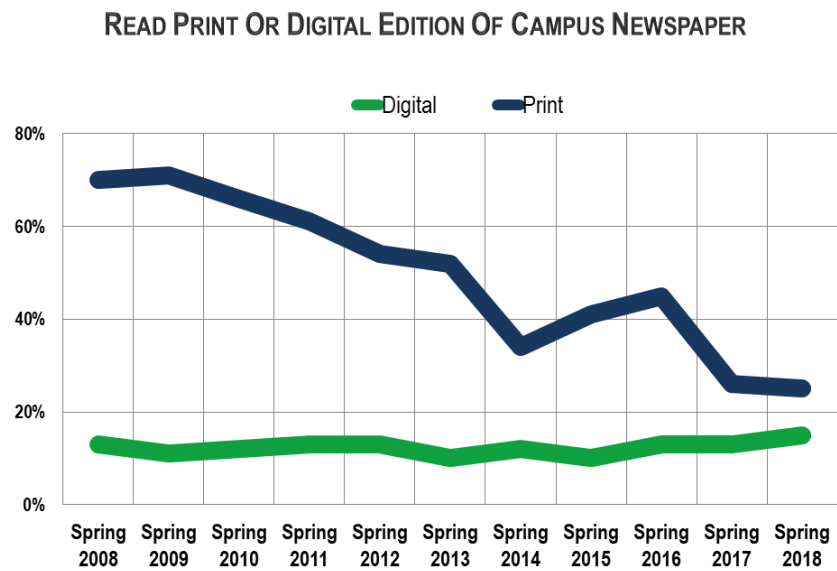
Suggesting a lack of interest, as shown below, and highest among students living at home, the share of students who "Don't know" if their campus newspaper is available as a digital edition continues to represent the largest share of all students.

### AVAILABILITY OF CAMPUS NEWSPAPER ONLINE



Availability Of Campus Newspaper Online								
Base = All Students								
	Total %	Male %	Female %	Fresh %	Senior %	On Campus %	Off Campus %	At Home %
Available	44	47	41	43	47	41	47	41
Unavailable	3	4	2	3	3	3	4	2
Don't know	53	49	57	54	50	56	49	58

Of those students aware of their campus newspaper's availability online, 35% (37% last year) have read it in the past month. As shown in the following graphic, over the longer term, readership of the campus newspaper online is virtually unchanged while print readership has sharply declined.



Read Online Campus Newspaper In Past Month								
Base = Campus Newspaper Is Available Online								
	Total %	Male %	Female %	Fresh %	Senior %	On Campus %	Off Campus %	At Home %
Have read	35	36	35	43	28	43	29	33
Haven't read	65	64	66	57	72	57	71	67

Number Of The Last 5 Issues Of Online Campus Newspaper Read								
Base = Campus Newspaper Is Available Online								
	Total %	Male %	Female %	Fresh %	Senior %	On Campus %	Off Campus %	At Home %
None	65	64	66	57	72	57	71	67
1	16	17	15	26	16	19	15	8
2	10	8	13	9	4	12	7	21
3	5	8	2	7	6	8	3	4
4	2	0	3	0	2	3	1	0
5	2	3	1	2	0	1	3	0
Total mean	.7	.7	.6	.7	.5	.8	.6	.6
User mean	1.9	2.0	1.9	1.7	1.8	1.9	3.0	1.9

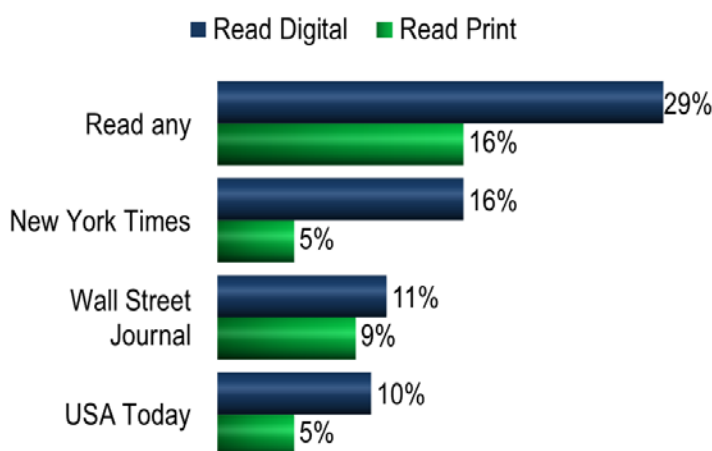


The continuing decline in student readership of the campus newspaper is also seen in the student readership of each of the three national newspapers (**The New York Times**, **USA Today**, and **The Wall Street Journal**).

Up somewhat from last year's 13% finding, 16% report reading the print version of at least 1 national newspaper in the past week. College males are more likely than college females to report reading 1 or more national newspapers (21% compared to 11% among females).

**The Wall Street Journal** (9%) is the most widely read print edition national newspaper among college students. **The New York Times** and **USA Today** are each mentioned by 4%. Of note, this is the first measure in more than 20 years that **The New York Times** has not been reported as the most widely read, print edition national newspaper.

#### PRINT & DIGITAL NATIONAL NEWSPAPERS READ WEEKLY



#### Print National Newspapers Read Weekly

Base = All Students

	Total %	Male %	Female %	Public %	Private %
<b>Read print version</b>	16	21	11	17	13
New York Times	5	5	6	6	4
USA Today	5	7	3	6	2
Wall Street Journal	9	11	6	9	8
<b>Read none</b>	84	79	89	83	87

#### National Newspaper Readership

Base = All Students

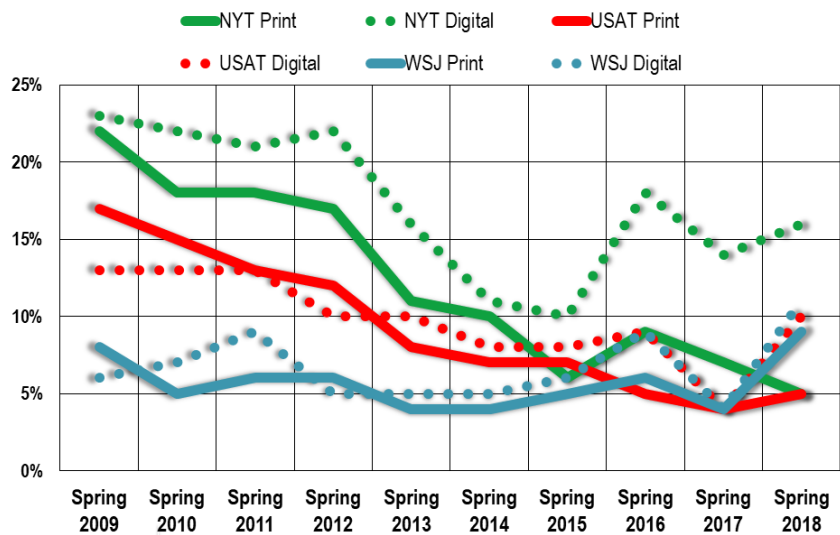
	Total %	Male %	Female %	Fresh %	Senior %	Public %	Private %
1 or more digital	29	32	25	29	31	28	32
<b>New York Times</b>	16	16	17	10	24	15	21
<b>USA Today</b>	10	12	8	9	13	11	9
<b>Wall Street Journal</b>	11	14	9	13	10	11	12
None of these	71	68	75	71	69	72	68

National Newspaper Readership							
	Base = All Students						
	Total %	Male %	Female %	Fresh %	Senior %	Public %	Private %
<b>NEW YORK TIMES</b>							
Read print	5	5	6	8	5	6	4
Read digital	16	14	7	9	23	14	21
Read only print	4	5	3	7	4	5	2
Read only digital	14	14	15	7	22	13	18
Read print and digital	1	0	2	2	1	1	2
Don't read print or digital	8	81	78	84	73	81	78
<b>USA TODAY</b>							
Read print	5	7	3	10	5	6	2
Read digital	10	12	8	8	13	11	8
Read only print	2	3	2	6	2	3	1
Read only digital	7	8	7	4	10	7	7
Read print and digital	3	4	1	5	3	3	2
Don't read print or digital	88	85	90	86	85	87	91
<b>WSJ</b>							
Read print	9	11	6	6	7	9	8
Read digital	11	14	9	13	10	11	12
Read only print	5	7	3	1	4	5	5
Read only digital	8	10	5	8	7	7	8
Read print and digital	4	4	3	5	3	4	3
Don't read print or digital	84	79	89	86	86	84	83

As shown in the following graphic, readership of the digital editions haven't cannibalized readership of the print editions, but have actually declined as well. 16% report reading the print edition of at least 1 national newspaper compared to 29% who report reading the digital edition of at least 1 national newspaper.

As seen with the readership trend for the campus newspaper, students are apparently relying on sources other than national newspapers for "news".

### PRINT AND DIGITAL NATIONAL NEWSPAPERS READ WEEKLY



## PREFERENCE FOR READING PRINT OR DIGITAL EDITION OF NATIONAL NEWSPAPER (Q. 46)

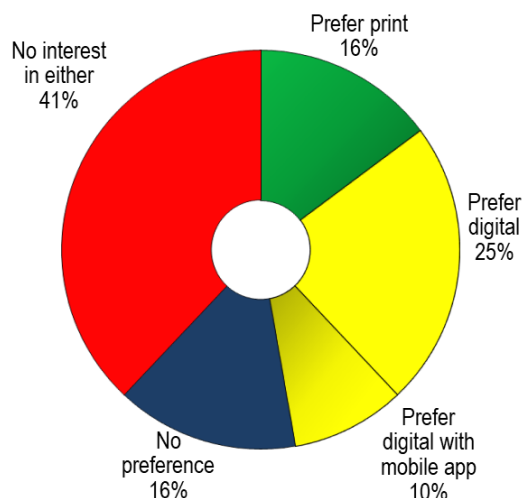
When asked to choose between reading the print edition of a national newspaper or the digital edition of a national newspaper, the digital edition has a nearly 2 to 1 advantage. However, when including the option of reading the digital edition with a mobile app, the digital edition is favored by more than a 2 to 1 margin compared to the print edition.

16% have no preference between reading the print or digital edition and the remaining 33% report they have no interest in either the print or digital version of a national newspaper.

As shown below, little difference is seen based on among gender or residency.

Preference For Reading Print Or Digital Edition Of National Newspaper						
Base = All Students						
	Total %	Male %	Female %	On Campus %	Off Campus %	At Home %
Prefer to read the print instead of the online edition	16	18	14	16	15	19
Prefer to read the online instead of the print edition	25	23	27	25	28	17
Prefer to read the online edition with an app on my mobile device	10	7	13	10	11	6
Have no preference between the print or online edition	16	13	18	14	17	16
Have no interest in the print or online edition	33	38	28	35	29	41

**PREFERENCE FOR READING  
PRINT OR DIGITAL EDITION OF NATIONAL NEWSPAPER**



## ONLINE NEWS SOURCES USED (Q. 51)

In a typical month, 80% of students, up from 75% last year, use 1 or more online news sources. Students were provided with a list of 13 online sources of news and asked to identify which of these sources they have used in the past month.

The most common online news source used by students is **CNN** (31%, 33% last year) followed by **Buzzfeed** (30%, 29% last year), **Google News** and **Fox** (each 23%). No other site is mentioned by more than 18%.

Online News Sources Used							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
CNN	31	32	30	36	31	24	36
Buzzfeed	30	26	35	24	18	34	44
Google News	23	16	29	11	23	30	26
Fox	23	24	21	31	20	14	28
Reddit	21	28	13	20	18	23	21
Huffington Post	18	18	18	18	19	16	19
ABC	10	13	7	12	9	6	13
Apple News	9	10	9	7	6	11	13
TIME	9	8	9	7	10	8	8
CBS	8	7	9	9	12	7	5
MSNBC	8	10	6	6	5	7	14
NBC	8	9	7	7	5	5	14
Bloomberg	6	9	3	6	8	6	5
Other	7	4	11	7	10	4	9
None of these	20	20	20	22	25	18	14

We provided students with a list of 32 general circulation magazines and asked them which of these magazines they read. More specifically, students were asked to indicate which of the following three levels of readership apply to them: if they read any of the titles regularly (at least 3 of the last 4 issues), occasionally (1 or 2 of the last 4 issues), and finally whether they subscribe to any of the magazines. Results are presented separately for each level of readership and are reported for all students, as well as for males and females.

We have modified the method we use to record student responses to this question, which we believe yields more accurate results. This is the reason why, as shown in the table below, net readership results track significantly higher when compared to prior periods.

For the first set of tables, we focus on net readership, which is the unduplicated sum of all three readership levels (read regularly, read occasionally, and subscribe). We believe net readership to be the most comprehensive and practical measurement of students' magazine reading habits.

Students' television preferences provide evidence of the diverse interests of college students. Looking at the various magazine titles read by college students provides additional evidence of these diverse interests. The editorial focus of the best read magazines ranges from health/beauty and celebrity gossip to current events and from sports and cars to personal fitness. As shown below and typically reflecting year over year declines in readership, the best read titles (read by at least 10%) are:

- **Cosmopolitan** (18%, up from 14% last year)
- **People** (14%, 13% last year)
- **ESPN, The Magazine** (14%, up from 12% last year)
- **Vogue** (14%, up from 11% last year)
- **Sports Illustrated** (12%, 11% last year)
- **Entertainment Weekly** (12%, 11% last year)
- **TIME** (11%, down from 14% last year)
- **Fitness** (7%, down from 10% last year)

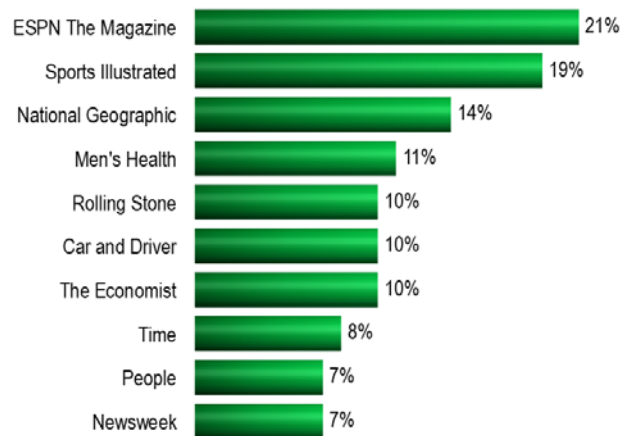
Magazine Readership (Net)									
Base = All Students									
	S10	S11	S12	S13	S14	S15	S16	S17	S18
Cosmopolitan	19	21	19	14	11	15	12	14	18
People	20	19	15	13	11	16	13	13	14
ESPN: The Magazine	11	11	10	6	7	15	10	12	14
Vogue	9	9	10	6	8	11	8	11	14
Sports Illustrated	17	14	11	10	10	17	13	11	12
Entertainment Weekly	10	5	7	7	5	12	10	11	12
TIME	17	14	10	8	5	16	11	14	11
Fitness	8	9	8	7	6	15	8	10	7

The best read magazines among males are:

- **ESPN: The Magazine** (21%, up from 18% last year)
- **Sports Illustrated** (19%, up from 16% last year)
- **National Geographic** (14%, down from 16% last year)

- **Men's Health**(11%, 13% last year)
- **Rolling Stone** (10%, 12% last year)
- **Car & Driver** (10%, 11% last year)
- **The Economist** (10%, up from 5% last year)
- **TIME** (8%, down from 14% last year)
- **Newsweek** (7%, down from 10% last year)
- **Playboy** (6%, down from 7% last year)

#### MAGAZINE READERSHIP AMONG MALES



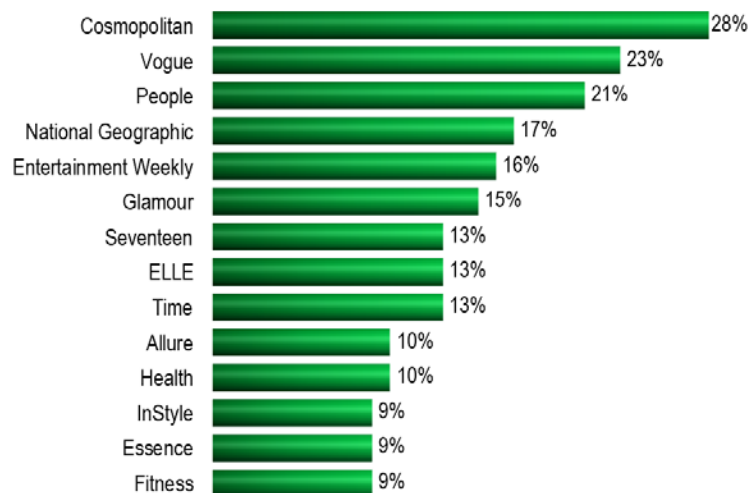
Magazine Readership Among Males (Net)									
Base = Males									
	S10 %	S11 %	S12 %	S13 %	S14 %	S15 %	S16 %	S17 %	S18 %
ESPN: The Magazine	20	19	17	9	11	25	17	18	21
Sports Illustrated	27	23	18	16	17	24	22	16	19
National Geographic	13	7	8	6	6	17	17	16	14
Men's Health	19	15	12	11	9	15	17	13	11
Rolling Stone	13	10	6	8	9	9	9	12	10
Car & Driver	8	10	8	5	10	14	7	11	10
The Economist	NA	NA	NA	NA	NA	NA	5	10	10
TIME	16	12	9	7	5	16	12	14	8
Newsweek	10	6	5	3	4	11	5	10	7
Playboy	12	8	5	4	5	10	7	10	6

As shown below, the best read magazines among females are:

- **Cosmopolitan**, (28%, 27% last year)
- **Vogue** (23%, 21% last year)
- **People** (21%, unchanged from last year)

- **National Geographic** (17%, up from 11% last year)
- **Entertainment Weekly** (16%, 14% last year)
- **Glamour** (15%, unchanged from last year)
- **Seventeen** (13%, down from 16% last year)
- **Elle** (13%, 15% last year)

### MAGAZINE READERSHIP AMONG FEMALES



Magazine Readership Among Females (Net)									
Base = Females									
	S10 %	S11 %	S12 %	S13 %	S14 %	S15 %	S16 %	S17 %	S18 %
Cosmopolitan	35	38	35	26	20	23	21	27	28
Vogue	15	16	20	11	14	19	14	21	23
People	32	34	26	24	18	23	21	21	21
National Geographic	9	8	8	6	6	12	12	11	17
Entertainment Weekly	13	12	8	8	7	13	16	14	16
Glamour	17	21	17	11	13	20	10	15	15
Seventeen	16	19	15	17	11	13	13	16	13
ELLE	12	12	11	9	7	13	14	15	13
TIME	12	9	7	5	5	15	10	13	13
Allure	5	9	9	5	7	12	4	12	10
Health	7	7	7	6	6	12	7	11	10
InStyle	13	14	9	10	5	11	10	13	9
Essence	5	5	3	4	4	4	6	12	9
Fitness	10	11	10	9	8	16	7	11	9

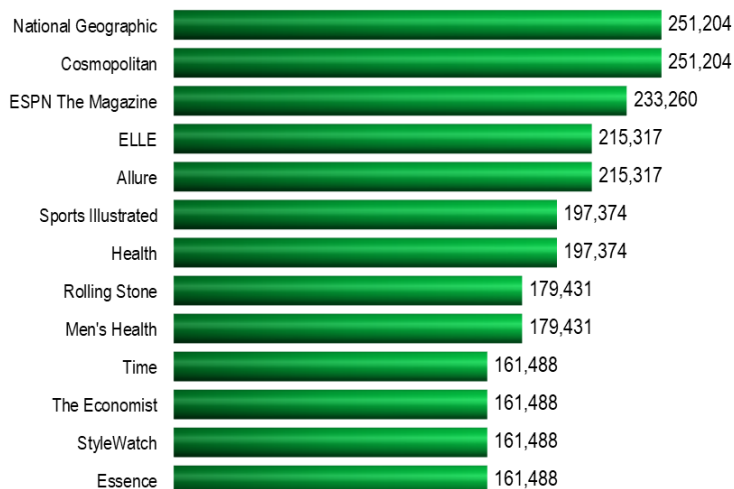


While net readership is an important and effective measure of student reading habits, we separately examine those students who are magazine subscribers—the most desirable readership segment for magazine publishers.

The table below details the top magazines students subscribe to.

**Entertainment Weekly, ESPN The Magazine, Cosmopolitan** and **People** are the most subscribed to magazines.

### MAGAZINE SUBSCRIBERS (PRINT FORMAT)



Magazine Subscribers		
Base = All Students		
	Total %	Subscribers
Cosmopolitan	3.06%	251,204
National Geographic	3.06%	251,204
ESPN The Magazine	2.84%	233,260
Allure	2.63%	215,317
ELLE	2.63%	215,317
Health	2.41%	197,374
Sports Illustrated	2.41%	197,374
Men's Health	2.19%	179,431
Rolling Stone	2.19%	179,431
Essence	1.97%	161,488
StyleWatch	1.97%	161,488
The Economist	1.97%	161,488
Time	1.97%	161,488
Car and Driver	1.75%	143,545
Entertainment Weekly	1.75%	143,545
Glamour	1.75%	143,545
InStyle	1.75%	143,545
Newsweek	1.75%	143,545
Playboy	1.75%	143,545
Seventeen	1.75%	143,545

<b>Magazine Subscribers</b>		
Base = All Students		
	Total %	Subscribers
In Touch	1.53%	125,602
People	1.53%	125,602
US Weekly	1.53%	125,602
Business Week	1.31%	107,659
GQ	1.31%	107,659
Vogue	1.31%	107,659
Fitness	1.09%	89,716
Ebony	0.88%	71,772
OK!	0.88%	71,772
Maxim	0.44%	35,886
Self	0.44%	35,886

**Male Subscribers – ESPN The Magazine, National Geographic, Men's Health, Rolling Stone and Car & Driver are the most subscribed to magazine among males.**

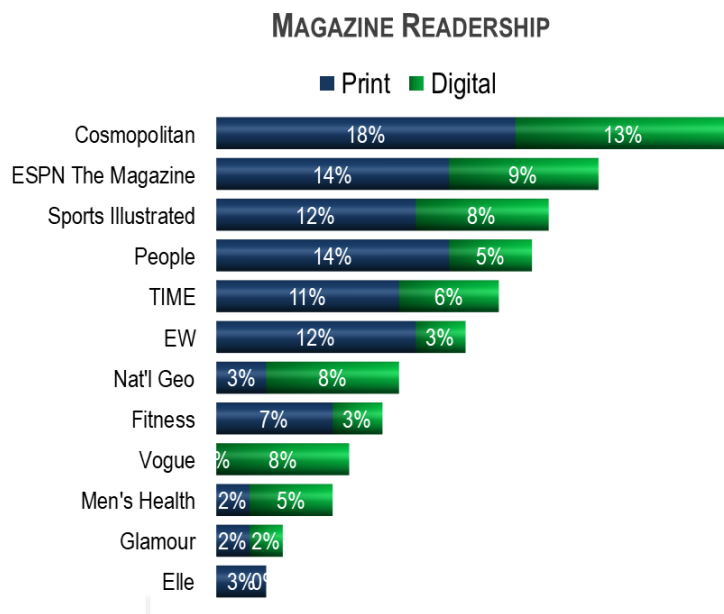
<b>Magazine Subscribers (Among Males)</b>		
Base = Males		
	Male %	Subscribers
ESPN The Magazine	5.36%	219,643
National Geographic	2.68%	109,821
Men's Health	2.68%	109,821
Rolling Stone	2.68%	109,821
Car & Driver	2.68%	109,821
TIME	2.23%	91,518
Entertainment Weekly	2.23%	91,518
Sports Illustrated	1.79%	73,214
Essence	1.79%	73,214
The Economist	1.79%	73,214
Newsweek	1.79%	73,214
In Touch	1.79%	73,214
Business Week	1.79%	73,214
GQ	1.79%	73,214
Fitness	1.79%	73,214
Ebony	1.79%	73,214
Allure	1.34%	54,911
Glamour	1.34%	54,911
InStyle	1.34%	54,911
Playboy	1.34%	54,911
People	1.34%	54,911
Health	0.89%	36,607
US Weekly	0.89%	36,607

**Female Subscribers – Allure** is the most subscribed-to magazine by college females.

<b>Magazine Subscribers (Among Females)</b>		
Base = Females		
	Females %	Subscribers
Allure	3.86%	158,369
Health	3.86%	158,369
National Geographic	3.43%	140,773
Sports Illustrated	3.00%	123,176
Cosmopolitan	2.58%	105,579
Vogue	2.58%	105,579
ELLE	2.15%	87,983
Essence	2.15%	87,983
The Economist	2.15%	87,983
Glamour	2.15%	87,983
InStyle	2.15%	87,983
Playboy	2.15%	87,983
Seventeen	2.15%	87,983
US Weekly	2.15%	87,983
Men's Health	1.72%	70,386
Rolling Stone	1.72%	70,386
Time	1.72%	70,386
Newsweek	1.72%	70,386
People	1.72%	70,386
OK!	1.72%	70,386
Entertainment Weekly	1.29%	52,790
In Touch	1.29%	52,790
StyleWatch	0.86%	35,193
Self	0.86%	35,193
Car and Driver	0.86%	35,193
Business Week	0.86%	35,193
GQ	0.86%	35,193
Maxim	0.86%	35,193
ESPN The Magazine	0.43%	17,597
Fitness	0.43%	17,597

With few exceptions, students report lower levels of readership of the digital editions of national magazines than the print editions.

The following graphic compares student readership of the print edition (subscribe, read regularly or read occasionally) with that of the digital edition. As shown for **Sports Illustrated**, readership of the digital edition is 67% that of the print edition. Said differently, readership of the digital edition is 40% that of the net of print and digital combined.



The following table quantifies in rank order the readership of the digital edition of the 31 titles measured.

Magazine Readership (Digital Edition)					
	Base = All Students				
	Total %	Male %	Female %	Fresh %	Senior %
Cosmopolitan	13	2	24	10	19
ESPN The Magazine	9	17	1	14	8
National Geographic	8	8	8	8	7
Sports Illustrated	8	16	0	12	6
Vogue	8	2	13	5	12
The Economist	6	10	2	3	8
Time	6	6	6	6	3
Men's Health	5	9	1	6	7
People	5	1	9	4	7
Business Week	4	5	3	4	3
Fitness	3	5	2	2	4
Newsweek	3	3	3	7	1
Entertainment Weekly	3	1	5	4	4
Car and Driver	3	6	0	2	1
GQ	3	5	1	2	7

<b>Magazine Readership (Digital Edition)</b>					
	Base = All Students				
	Total %	Male %	Female %	Fresh %	Senior %
US Weekly	3	3	3	2	2
Allure	3	1	4	4	3
Rolling Stone	3	2	3	4	4
Maxim	2	5	0	4	2
Essence	2	1	3	6	1
Health	2	0	4	1	3
Glamour	2	2	2	3	5
InStyle	2	2	2	3	2
OK!	2	1	3	4	0
ELLE	2	0	3	1	3
Playboy	1	2	1	1	3
Seventeen	1	0	3	0	1
In Touch	1	2	0	3	1
Self	1	0	1	0	1
StyleWatch	0	0	1	2	0
Ebony	0	0	0	0	0
None of these	60	60	60	57	59

## TIME SPENT READING MAGAZINES IN A TYPICAL WEEK (Q. 54)

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56% report reading 1 or more magazines in a typical week. Among this 56%, readers spend an average of 27 minutes (25 minutes last year) weekly reading a magazine.

Little difference is seen based on gender, year in school or residency.

Time Spent Reading Magazines In A Typical Week								
Base = All Students								
	Total %	Male %	Female %	Fresh %	Senior %	On Campus %	Off Campus %	At Home %
User mean number of minutes	27	28	27	24	29	27	30	22
Total mean number of minutes	15	15	16	14	17	15	16	15



## Chapter 2

# THE INTERNET

### CHAPTER OVERVIEW

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This chapter examines how and why the Internet is such an integral part of student lifestyle including their consumer behavior.

As an introduction to students' online behavior, the chapter begins by examining student attitudes specific to the adoption of new technologies followed by student ownership of and purchase intent to acquire a new, desktop, laptop, Chromebook and, or tablet. Students also report the type and brand used most often as well as plans to purchase a new computer, the type and brand they plan to purchase

This chapter quantifies the incidence of students' weekly activities using a computer and the ideal combination of devices students most prefer to own and use to meet their needs.

The incidence of downloading 5 different categories of unlicensed files from file sharing sites is quantified as are the music related sites students visit, download free music and download paid music from. Also included is the incidence of visiting specific websites and separately, which social network sites students visit each week and how much time they spend with each site. This chapter also includes a comprehensive list of both school-related and non school-related online activities students participate in.

Students identify on a top of mind basis what online shopping brand comes to mind first, how often they make an online purchase, what they purchased online and how much they spend for online purchases.

- Only about a third, 36%, report they **"I love the new technologies and among the first to experiment with and use them"** or **"I like the new technologies and use them before most people I know"**
- In a typical week, 87% use a laptop to complete online homework, 86% to create Word documents and 83% to research online for class or homework projects
- 72% (61% last year) believe a **laptop** and **Smartphone** is what they most prefer to own and use to most efficiently and effectively meet their college needs
- 89% own a laptop, 13% a full size tablet, 15% a desktop, 8% a small tablet and 3% a Chromebook
- **Apple** is the leading brand of desktop owned (42%), **Apple** is the leading brand of laptop (55%), **Apple iPad** the leading brand of full size tablet (87%) and **Apple iPad Mini**, the leading brand of small tablet owned (69%)
- Among the 9% who plan to purchase a new computer, 73% plan to purchase a **laptop**, 12% a **full size tablet**, 17% a **desktop**, 5% a **Chromebook**, and 5% a **small tablet**
- 70% (up from 62% last year) of laptop purchase intenders plan to buy a **Mac**
- Since the start of the term, 6% downloaded unlicensed music, 19% unlicensed movies and 15% unlicensed TV shows

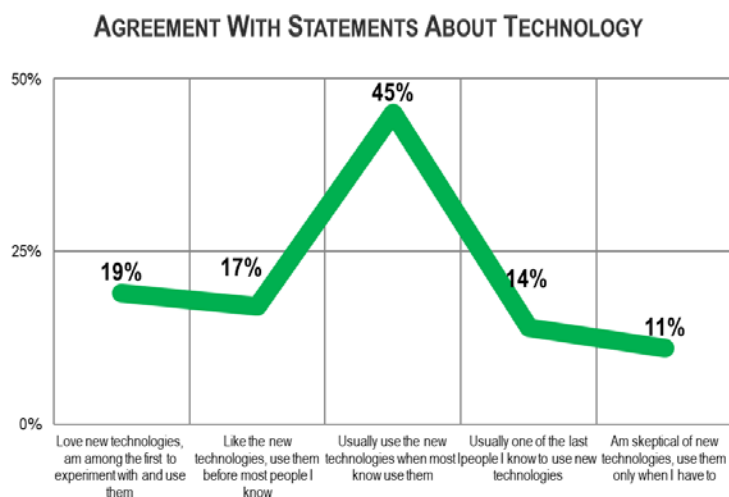
- **Spotify** is the most commonly visited music-related site (55%, up from 46% last year) and is also the site where students most commonly download free music (46%, up from 35% last year) and where students download or stream paid music (41%, up from 28% last year) most commonly
- This term, **Amazon** (73%), **YouTube** (61%), **Google** (46%), **Apple** (38%) and **Quizlet** (37%) are the 5 most commonly visited sites
- **In a typical week**, 83% spend time with **Snapchat**, spending an average of 6.1 hours weekly compared to 78% for **Facebook** and spending an average of 5.7 hours weekly
- **Students use multiple networking sites** (only 0% of **Facebook** users use **Facebook** exclusively, 70% use **Facebook** and **Snapchat**, 62% use **Facebook**, **Snapchat** and **Instagram**)
- 95% are aware of 1 or more messenger apps ranging from a low of 11% for **Google Allo** to a high of 83% for **iMessage** and among those aware, 2% use **Google Allo** compared to 69% of **iMessage** users
- “**Check grades**” continues to top the list as the most commonly reported past month online activity along with “**Check the weather**” and “**Did assignments/looked up assignments**”
- **Amazon**, mentioned by 53%, is online shopping brand mentioned most often on an unaided basis
- 68% make purchases online spending nearly \$4.4 billion annually



## AGREEMENT WITH STATEMENTS ABOUT TECHNOLOGY (Q. 79)

As a group, students are commonly perceived to be early adopters of new technology. However, students describe themselves differently. As shown in the following graphic, well fewer than half (36%) describe themselves as **"I like the new technologies and use them before most people I know"** or **"I love the new technologies and am among the first to use them"**. 45% and the largest group report **"I use the new technologies when most people I know use them"**.

The remaining 25% report **"I'm usually one of the last I know to use the new technologies"** or **"I'm skeptical of the new technologies and use them only when I have to"**.



As shown in the following table, males are somewhat more likely than females to describe themselves as early adopters reporting **"I love the new technologies"** or **"I like the new technologies"** (42% of males compared to 32% of females).

Agreement With Statements About Technology								
Base = All Students								
	Total %	Male %	Female %	Fresh %	Senior %	On Campus %	Off Campus %	At Home %
I love new technologies and am among the first to experiment with and use them	19	18	21	17	15	24	17	15
I like new technologies and use them before most people I know	17	24	11	22	12	21	14	15
I usually use new technologies when most people I know use them	45	42	48	38	55	33	55	48
I am usually one of the last people I know to use new technologies	14	10	17	16	15	15	10	21
I am skeptical of new technologies and use them only when I have to	4	5	4	6	3	7	3	2

Students were provided with a list 15 of computer-related activities and asked to identify which of these activities they participated in using a desktop, laptop, Chromebook, tablet or Smartphone.

As shown below, for each of the 15 computer related activities, students report using a laptop most often for each activity and using a Chromebook least often for each activity. As will be seen later, with the exception of Smartphones, these responses correlate with the levels of ownership for each device. The Smartphone exception is explained and is a function of the specific activity. For example, 87% report **“Complete online homework”** with a laptop compared to 4% with a Smartphone, while 71% report **“Interact on social networking sites”** with a Smartphone.

Weekly Activities Using A Computer					
Base = All Students					
	Total %	Male %	Female %	Fresh %	Senior %
<b>Complete online homework</b>					
None of these	4	5	3	2	6
Desktop	22	25	19	28	28
Laptop	87	82	92	89	85
Chromebook	2	2	1	2	3
Smartphone	4	4	4	4	4
<b>Create presentations (PowerPoint, Keynote, etc.)</b>					
None of these	3	4	2	2	4
Desktop	23	25	21	28	26
Laptop	84	80	88	86	87
Chromebook	2	3	1	2	3
Smartphone	2	2	2	0	4
<b>Create spreadsheets (Excel, Numbers, etc)</b>					
None of these	5	6	4	4	6
Desktop	23	24	23	27	28
Laptop	82	78	86	84	81
Chromebook	2	2	1	2	3
Smartphone	2	2	2	1	3
<b>Create Word documents</b>					
None of these	2	3	1	1	5
Desktop	22	22	22	26	24
Laptop	86	81	90	85	84
Chromebook	3	4	2	3	3
Smartphone	6	5	7	9	5
<b>Interact on social networking sites</b>					
None of these	3	4	3	4	5
Desktop	12	14	9	12	12
Laptop	56	54	57	55	56
Chromebook	2	2	1	2	2
Smartphone	71	67	74	71	70
<b>Manage finances online (personal banking, investments, budgets)</b>					
None of these	7	6	7	8	6
Desktop	12	15	9	13	11

Weekly Activities Using A Computer					
Base = All Students					
	Total %	Male %	Female %	Fresh %	Senior %
Laptop	60	58	63	58	62
Chromebook	2	3	1	1	5
Smartphone	51	47	54	49	54
<b>Organize calendar, to do lists, and coordinate activities (invites)</b>					
None of these	11	11	11	11	11
Desktop	12	15	10	13	11
Laptop	52	48	55	47	48
Chromebook	2	3	1	1	3
Smartphone	52	49	55	52	54
<b>Participate in video calls via Skype, Facetime or another app</b>					
None of these	6	9	3	8	6
Desktop	11	12	10	11	10
Laptop	57	54	61	52	56
Chromebook	2	3	1	2	3
Smartphone	58	53	63	64	60
<b>Prepare/study for an exam</b>					
None of these	6	6	5	7	6
Desktop	17	20	15	21	14
Laptop	82	78	87	82	82
Chromebook	2	3	1	3	3
Smartphone	14	14	15	19	12
<b>Play video games</b>					
None of these	36	31	41	36	43
Desktop	12	16	9	11	10
Laptop	42	46	38	39	38
Chromebook	2	4	1	0	4
Smartphone	24	23	24	31	23
<b>Read an eTextbook</b>					
None of these	24	23	24	21	29
Desktop	13	16	11	16	11
Laptop	64	62	66	67	57
Chromebook	2	3	2	4	4
Smartphone	9	9	10	13	8
<b>Research online for class homework/projects</b>					
None of these	3	4	3	6	4
Desktop	20	21	19	22	23
Laptop	83	77	89	81	80
Chromebook	3	4	2	2	4
Smartphone	11	12	11	16	11
<b>Take tests for class</b>					
None of these	13	15	12	15	15
Desktop	17	20	15	17	19
Laptop	75	70	81	76	71
Chromebook	2	3	1	1	5

Weekly Activities Using A Computer					
Base = All Students					
	Total %	Male %	Female %	Fresh %	Senior %
Smartphone	4	5	3	4	5
<b>Take an online course</b>					
None of these	14	14	14	14	16
Desktop	16	16	16	17	17
Laptop	76	72	80	78	76
Chromebook	3	4	2	2	3
Smartphone	4	6	3	4	4
<b>Watch recorded or on-demand TV programs/series, not live</b>					
None of these	12	15	9	11	14
Desktop	13	13	13	12	15
Laptop	75	70	79	74	70
Chromebook	3	4	2	2	5
Smartphone	25	22	26	37	22

## PREFERRED COMBINATION OF DEVICES (IN ADDITION TO A SMARTPHONE) TO MEET COLLEGE NEEDS (Q. 327)

Students were asked to identify what combination of devices (in addition to a Smartphone) would they most prefer to own and use to most efficiently and effectively meet their college needs.

As shown below, 72%, up somewhat from last year's 61%, believe only a laptop in addition to a Smartphone is what they most prefer to own and use to most efficiently and effectively meet their college needs. Another 22% mention a laptop and a tablet.

No other combination of devices is mentioned by more than 6%. Little difference is seen based on gender or year in school.

<b>Preferred Combination Of Devices (In Addition To A Smartphone) To Meet College Needs</b>					
Base = All Students					
	Total %	Male %	Female %	Fresh %	Senior %
Laptop only	72	75	69	66	73
Tablet only	6	5	6	5	6
Laptop + Tablet	22	20	25	29	21

## AIDED AWARENESS OF TABLETS (Q. 19)

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Students were provided with a list of brands of tablets and asked which of these tablet they were aware of. The graphic below details the share of students aware of each brand of tablet. Many may find these results to be surprisingly low. These results vary little from those of last year.

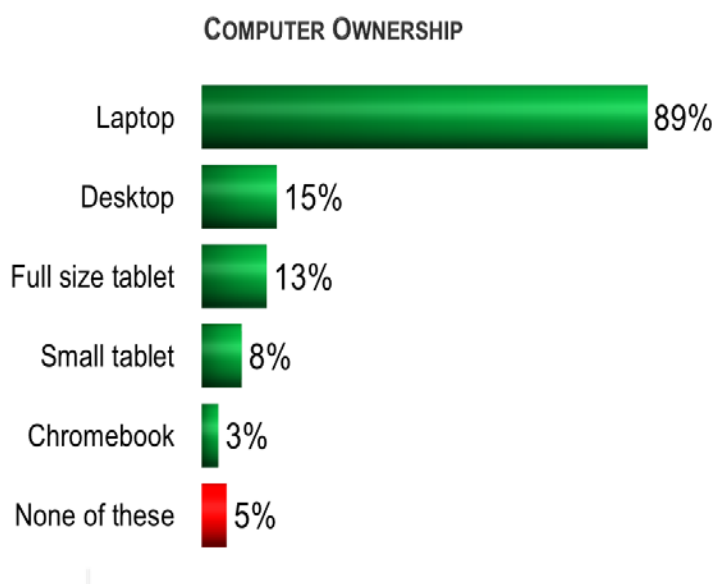
Aided Awareness Of Tablets							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Apple iPad	91	91	91	94	91	90	90
Amazon Fire	69	64	74	71	66	70	70
Samsung Galaxy	68	68	68	68	66	70	67
Microsoft Surface Pro	58	60	57	61	55	58	60
Samsung Nook	44	43	45	48	40	42	49
Google Pixel C	24	23	26	26	24	21	27
Lenovo Yoga	20	21	18	21	15	17	27
Asus Zen	9	11	7	9	9	9	9
Acer Iconia	7	9	6	7	6	8	9
None of these	3	3	3	1	3	3	5

Students are as likely to own a computer as they are to own a Smartphone.

Computer Ownership									
Base = All Students									
	Total			Male			Female		
	Spring 2016 %	Spring 2017 %	Spring 2018 %	Spring 2016 %	Spring 2017 %	Spring 2018 %	Spring 2016 %	Spring 2017 %	Spring 2018 %
Own a computer	95	95	95	95	94	93	96	96	97

Among all students . . .

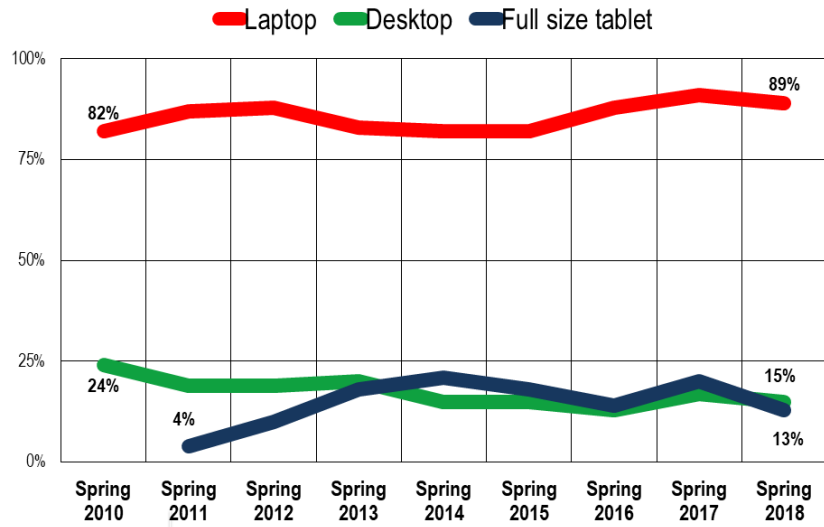
- 89% (91% last year) own a laptop
- 21% own a tablet (13% own a full-size tablet and 8% own a small tablet)
- 15% (17% last year) own a desktop
- 3% own a Chromebook (Unchanged)



As shown in the following graphic, tablets haven't cannibalized laptop purchases. While 13% own a full size tablet and 8% a small tablet, laptop ownership reflects a near 89% record high.

Compared to Fall 2009, desktop ownership has declined 47% from 32% to 15% of students this term.

## DESKTOP, LAPTOP, FULL SIZE TABLET OWNERSHIP



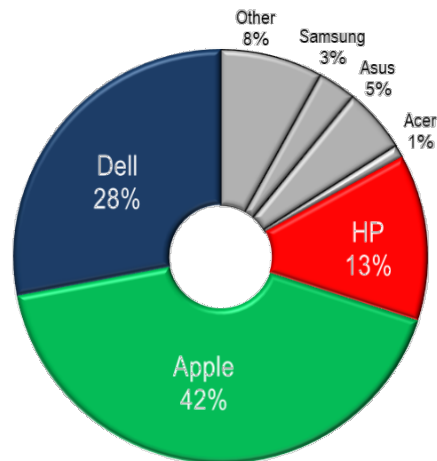


## BRAND OF DESKTOP OWNED (Q. 96)

Among the 15% who own a desktop, **Apple** is the leading desktop owned with a 42% share. **Dell** and **HP** follow (28% and 13% respectively). No other desktop brand is mentioned by more than 5% of desktop owners.

Gains or losses in market share by brand should be regarded in context of desktop ownership as well as desktop purchase intent; each of which over the longer term has trended down.

**BRAND OF DESKTOP OWNED**

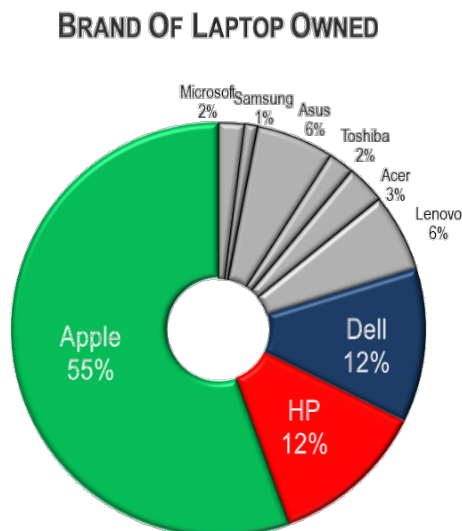


Brand Of Desktop Owned							
Base = Desktop Owners							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Apple	42	41	43	48	48	44	25
Dell	28	18	41	26	22	19	46
HP	13	15	10	10	7	19	14
Asus	5	8	0	6	0	8	4
Samsung	3	6	0	0	11	3	0
Acer	1	1	0	3	0	0	0
Other	8	10	6	6	11	6	11

## BRAND OF LAPTOP OWNED (Q. 98)

Among the 89% who own a laptop, by a wide margin **Apple** is the most commonly owned brand (55%, up from 45% last year). **Apple's** share is more than twice that of **HP** and **Dell** combined (each 12%).

Gains or losses in market share by an individual laptop brand should be regarded in context of student laptop ownership and purchase intent; each of which, over the long term, unlike desktops, has trended up.



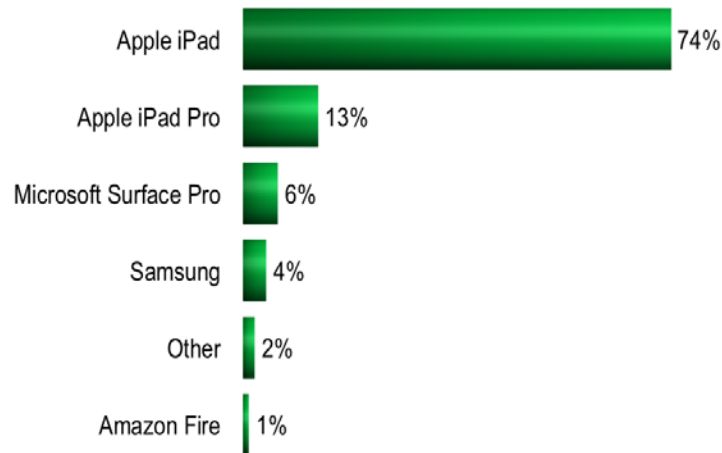
Brand Of Laptop Owned							
Base = Laptop Owners							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Apple	55	52	58	52	62	49	57
HP	12	12	12	10	12	15	12
Dell	12	14	10	17	12	9	10
Asus	6	5	7	7	3	9	5
Lenovo	6	8	4	6	6	6	5
Acer	3	3	4	3	2	7	2
Toshiba	2	2	2	2	3	2	2
Microsoft	2	2	1	1	2	2	2
Samsung	1	2	1	0	0	1	5

## BRAND OF FULL SIZE TABLET OWNED (Q. 112)

By a wide margin, the **Apple iPad** (87%) is the most commonly owned brand among the 13% of student owners of a full size tablet. 4% own a **Samsung Galaxy** and 6% mention the **Microsoft Surface Pro**.

As will be seen later, 39% believe **Apple iPad** is "IN on campus" compared to 14% who report the **Microsoft Surface Pro** is "IN on campus". What's more, 42% report being unaware of the **Microsoft Surface Pro**.

BRAND OF FULL SIZE TABLET OWNED



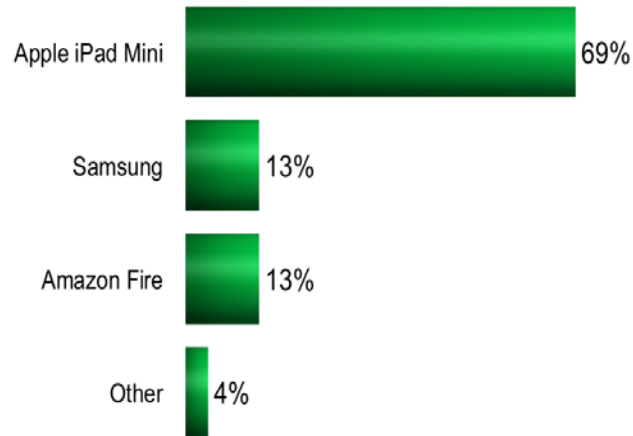
Brand Of Full Size Tablet Owned							
Base = Full Size Tablet Owners							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Apple iPad	74	71	75	70	73	72	81
Apple iPad Pro	13	17	11	14	18	13	6
Amazon Fire	1	0	1	0	2	0	0
Microsoft Surface Pro	6	9	4	11	2	8	6
Samsung	4	3	5	5	2	8	3
Other	2	0	3	0	4	0	3

## BRAND OF SMALL TABLET OWNED (Q. 113)

8% own a small tablet. By a wide margin, the **Apple iPad Mini** (69%) is the most commonly owned brand of small tablet. 13% own a **Samsung Galaxy** small tablet compared and 13% an **Amazon Fire**.

No other brand is mentioned by more than 4% of small tablet owners.

BRAND OF SMALL TABLET OWNED



Brand Of Small Tablet Owned							
Base = Small Tablet Owners							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Apple iPad Mini	69	69	69	71	79	63	67
Amazon Fire	13	19	10	7	11	17	17
Samsung	13	12	14	21	11	17	6
Other	4	0	6	0	0	4	11

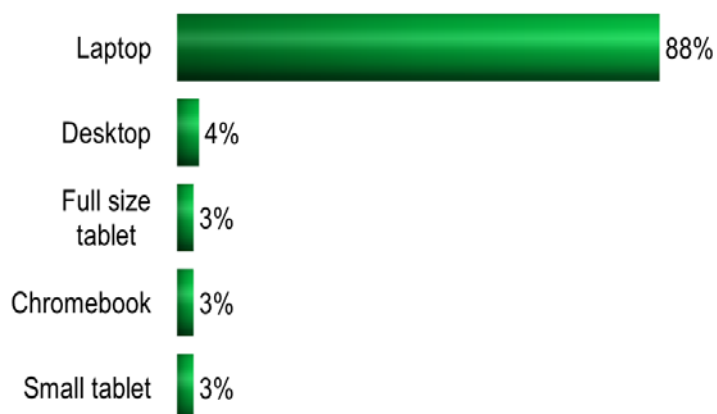
## TYPE OF COMPUTER USED MOST OFTEN (Q. 141)

Students were asked to identify what type of computer they use most often. 88% report using a laptop most often compared to 4% a desktop and 3% each a full size tablet, small tablet or Chromebook.

Following laptops, full size tablets (6%) and desktops (5%) are the next most commonly used types

Type Of Computer Used Most Often							
Base = Computer Owners							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Laptop	88	84	91	87	88	88	89
Desktop	4	5	2	6	2	5	2
Full size tablet	3	3	3	3	3	2	3
Chromebook	3	5	1	3	3	3	3
Small tablet	3	4	1	1	4	2	3

### TYPE OF COMPUTER USED MOST OFTEN



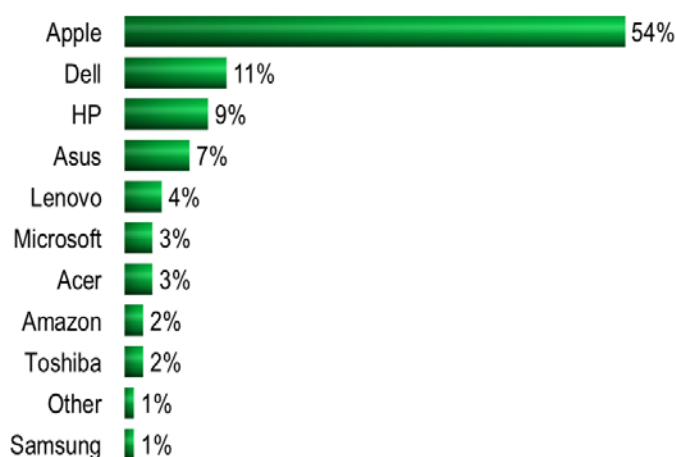
## BRAND OF COMPUTER USED MOST OFTEN (Q. 144)

Students were asked to identify the brand of the computer they use most often. 74%, unchanged from last year, use an **Apple**, **HP** or **Dell** computer most often.

As shown below, by a significant margin more student computer owners use an Apple computer than any other brand. More than students use an **Apple** (54%, up from 45% last year) computer than an **HP** (9%) or **Dell** (11%) combined. 56% of females mention **Apple** compared to 52% of males.

No other brand is mentioned by more than 7% of owners.

### BRAND OF COMPUTER USED MOST OFTEN



Brand Of Computer Used Most Often							
Base = Computer Owners							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Apple	54	52	56	56	57	47	57
Dell	11	13	9	15	11	9	10
HP	9	9	10	8	9	10	10
Asus	7	7	6	7	4	10	5
Lenovo	4	6	3	4	4	5	4
Acer	3	2	5	4	1	6	2
Microsoft	3	3	3	3	3	6	2
Toshiba	2	3	2	2	2	3	3
Amazon	2	3	2	0	5	2	1
Samsung	1	1	2	0	0	0	5
Other	1	1	1	0	2	2	1

## PLAN TO PURCHASE A COMPUTER IN THE NEXT TWELVE MONTHS (Q. 148)

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9% (compared to 10% last year), or 740,000 students plan to buy purchase a computer in the next twelve months. This incidence excludes the 23% or 1,890,000 who "Don't know" or are unsure if they will purchase a new computer in the next twelve months.

Similar to last year's finding, 12% of Seniors (the group most likely to be thinking about replacing their current computer since they are likely to have had their current computer for a longer period of time than younger students) are more likely than others to plan to purchase a new computer.

Plan To Purchase A Computer In The Next Twelve Months							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Plan to purchase	9	10	8	7	8	9	12
Don't plan to purchase	68	69	67	71	70	63	70
Don't know	23	21	25	23	22	29	18

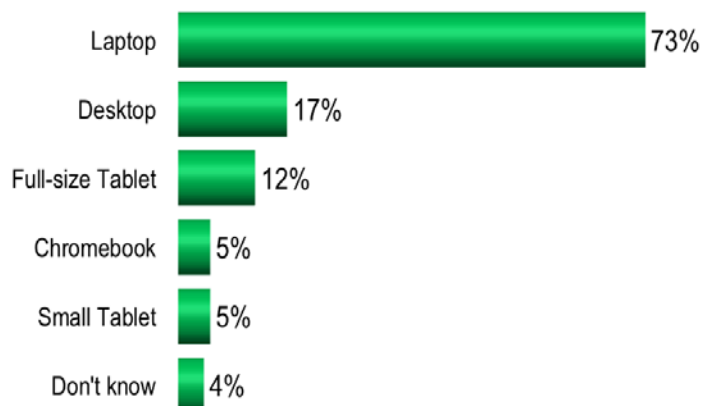
## TYPE OF COMPUTER PLAN TO PURCHASE (Q. 149)

Laptops continue to be not only the most commonly type of computer owned, the type of computer used most often and also the type of computer the largest share of students who plan to purchase a new computer. 73% of purchase intenders (74% last year) plan to purchase a laptop.

17% plan to purchase a desktop and a similar number 12%, a full size tablet. Only 4% of purchase intenders "Don't know" what type of computer they will purchase.

Type Of Computer Plan To Purchase							
Base = Plan To Purchase A Computer In The Next 12 Months							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Laptop	73	72	74	71	68	73	79
Desktop	17	23	9	24	16	9	21
Full size tablet	12	6	20	24	16	9	4
Chromebook	5	4	6	0	16	5	0
Small tablet	5	4	6	0	11	5	4
Don't know	4	4	3	0	0	9	4

### TYPE OF COMPUTER PLAN TO PURCHASE





## BRAND OF COMPUTER PLAN TO PURCHASE (Q. 150, 151, 153-154)

Among the 9% who plan to purchase a computer or tablet in the next 12 months, 68%, up somewhat from 63% last year, plan to purchase an **Apple** product. **Dell** (8%) is mentioned next most often.

No other brand is mentioned by more the 4% of purchase intenders.

Brand Of Computer Plan To Purchase					
Base = Plan To Purchase A New Computer In The Next 12 Months					
	All types %	Desktop %	Laptop %	Full-Size Tablet %	Small Tablet %
Apple	68	50	70	62	25
Dell	8	7	8	0	0
Toshiba	4	0	0	23	0
HP	3	14	0	0	0
Acer	3	0	3	0	0
Lenovo	3	0	3	0	0
Microsoft	3	0	3	0	0
Samsung	1	0	0	8	0
Amazon	1	0	0	8	0
Asus	1	0	2	0	0
Google	0	0	0	0	0
Other	1	7	0	0	0
Don't know	9	21	11	0	75

## BRAND OF DESKTOP PLAN TO PURCHASE (Q. 150)

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Among the 9% who plan to buy a new computer in the next 12 months, 17% plan to buy a desktop.

The number of desktop purchase intenders represents 1% of total respondents; an incidence far too small to report statistically significant shares based on the specific desktop brand students plan to purchase.

The following table is provided for information purposes only.

Brand Of Desktop Plan To Purchase							
Base = Plan To Purchase A Desktop Computer In The Next 12 Months							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Apple	50	45	67	100	0	0	60
HP	14	18	0	0	0	0	40
Dell	7	9	0	0	0	50	0
Other	7	9	0	0	33	0	0
Don't know	21	18	33	0	67	50	0

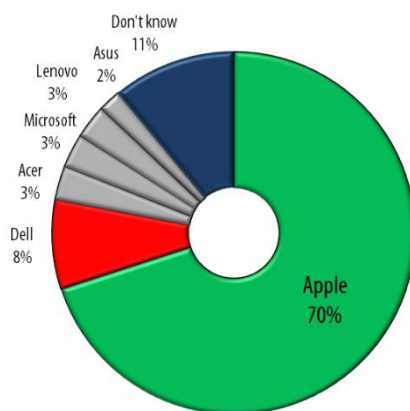
## BRAND OF LAPTOP PLAN TO PURCHASE (Q. 151)

Among the 9% who plan to purchase a new computer or tablet in the next 12 months, 73% plan to purchase a laptop (represents 7% of all students).

For the 12th consecutive year, more laptop purchase intenders plan to purchase an **Apple** laptop (70% up from 62% last year and up from 36% five years ago) than any other brand of laptop.

8% mention **Dell**. No other laptop brand is mentioned by more than 3% of laptop purchase intenders. 11% of laptop purchase intenders "**Don't know**" what brand they will purchase.

**BRAND OF LAPTOP PLAN TO PURCHASE**



Brand Of Laptop Plan To Purchase							
Base = Plan To Purchase A Laptop Computer In The Next 12 Months							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Apple	70	72	67	100	67	47	74
Dell	8	3	15	0	7	18	5
Acer	3	6	0	0	7	6	0
Lenovo	3	3	4	0	7	0	5
Microsoft	3	3	4	0	0	6	5
Asus	2	3	0	0	0	6	0
Don't know	11	11	11	0	13	18	11

## BRAND OF FULL SIZE TABLET PLAN TO PURCHASE (Q. 153)

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Among the 9% who plan to buy a new computer in the next 12 months, 12% plan to buy a full size tablet.

The number of full size tablet purchase intenders represents 1% of total respondents; an incidence far too small to report statistically significant shares based on the specific brand of full size tablet students plan to purchase.

The following table is provided for information purposes only.

Brand Of Full Size Tablet Plan To Purchase							
Base = Plan To Purchase A Full Size Tablet In The Next 12 Months							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Apple iPad (NET)	62	40	75	75	60	33	100
Apple iPad	31	20	38	75	0	0	100
Apple iPad Pro	31	20	38	0	60	33	0
Toshiba	23	40	13	0	40	33	0
Amazon Fire	8	20	0	25	0	0	0
Samsung	8	0	13	0	0	33	0

#### **BRAND OF SMALL TABLET PLAN TO PURCHASE (Q. 154)**

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Among the 9% who plan to buy a new computer or tablet in the next twelve months, 5% plan to buy a small tablet.

The number of small tablet purchase intenders represents less than 1% of total respondents; an incidence far too small to report statistically significant shares based on the specific brand of small tablet students plan to purchase.

## ITEMS DOWNLOADED FROM FILE SHARING SITES (Q. 180)

Students were asked how many unlicensed movies, TV shows, and music they've downloaded from file sharing sites this term.

As shown in the following table, students report being most likely to have downloaded unlicensed movies (19%) and unlicensed TV shows (15%); and less likely to have downloaded unlicensed music (6%).

- Among the 19% who downloaded unlicensed movies from file sharing sites, an average of 7.5 were downloaded
- Among the 15% who downloaded unlicensed TV shows from file sharing sites, an average of 8.2 were downloaded
- Among the 6% who downloaded unlicensed music from file sharing sites, an average of 16.3 songs were downloaded

Items Downloaded From File Sharing Sites								
Base = All Students								
	Total	Male	Female	Fresh	Senior	On Campus	Off Campus	At Home
Unlicensed music	6	8	5	7	6	6	7	8
Total mean	0.2	0.2	0.2	0.2	0.3	0.2	0.2	0.4
User mean	16.3	13.1	20.2	12.8	24.7	13.9	20.6	12.7
Unlicensed movies	19	21	18	19	22	20	18	21
Total mean	1.5	1.4	1.5	1.6	1.5	1.4	1.2	2.1
User mean	7.5	6.8	8.4	8.6	6.8	7.2	6.9	9.7
Unlicensed TV shows	15	14	16	17	14	15	14	17
Total mean	1.2	1.2	1.3	1.9	0.9	1.2	1.0	2.1
User mean	8.2	8.1	8.4	11.5	6.4	7.7	6.9	12.3

## MUSIC RELATED SITES VISITED THIS TERM (Q. 168)

Students were provided with a list of 14 music related sites and asked which of the sites they visited this term.

86% visited 1 or more of the 14 sites. Among this 86%, 64% visited **Spotify** and 34% visited **AppleMusic**. 31% visited **Souncloud** or **Pandora**.

No other site was mentioned by more than 15% of those visiting 1 or more of the 14 sites.

Music Related Sites Visited This Term						
Base = All Students						
	Total %	Male %	Female %	On Campus %	Off Campus %	At Home %
Spotify	55	54	56	53	60	49
AppleMusic	29	27	30	29	26	34
Soundcloud	27	32	24	23	33	25
Pandora	27	21	33	27	26	29
Amazon Prime Music	13	14	12	14	10	17
Apple iTunes Music Store	12	13	12	9	15	15
GooglePlay	6	7	5	6	6	6
MTV	5	5	5	5	3	10
Tidal	4	5	3	4	2	9
eBay	3	3	3	4	3	2
Yahoo	3	4	3	3	2	9
VH1	3	3	3	5	0	7
MTV2	2	3	1	4	0	4
mtvU	1	2	1	1	1	3
None of these	14	13	16	17	11	15

## MUSIC RELATED SITES DOWNLOADED OR STREAMED FREE MUSIC (Q. 169)

75%, (77% last year) downloaded or streamed free music this term from 1 or more of 13 music related sites. Among this 75%, 61% downloaded or streamed free music from **Spotify** while 33% downloaded or streamed free music from **Soundcloud** and 32% **Pandora**.

No other site is mentioned by more than 9% of downloaders.

Music Related Sites Downloaded Or Streamed Free Music						
Base = All Students						
	Total %	Male %	Female %	On Campus %	Off Campus %	At Home %
Spotify	46	46	45	43	49	43
Soundcloud	25	27	23	22	30	20
Pandora	24	21	27	25	22	25
Amazon	7	9	6	7	7	11
GooglePlay	4	4	3	2	5	3
eBay	3	4	2	4	1	2
MTV2	2	1	2	2	1	2
Yahoo	2	3	1	2	0	7
MTV	2	2	2	2	0	5
mtvU	1	2	1	2	0	2
VH1	1	1	1	2	0	2
None of these	25	22	28	26	23	28



## MUSIC RELATED SITES DOWNLOADED OR STREAMED PAID MUSIC (Q. 170)

69%, up somewhat from 59% last year, downloaded or streamed paid music this term from 1 or more of 14 music related sites. Among this 69%, 59% downloaded paid music from **Spotify** while 33% downloaded or streamed paid music from the **AppleMusic**.

No other site is mentioned by more than 13% of downloaders.

Music Related Sites Downloaded Or Streamed Paid Music						
Base = All Students						
	Total %	Male %	Female %	On Campus %	Off Campus %	At Home %
Spotify	41	43	39	39	46	31
AppleMusic	23	23	23	20	24	30
Soundcloud	9	12	6	9	10	3
Amazon Prime Music	6	6	6	6	5	8
Pandora Premium	4	4	4	5	4	4
GooglePlay	3	6	1	3	3	5
eBay	2	3	0	2	1	2
MTV2	2	2	2	2	1	2
MTV	1	2	1	1	1	2
mtvU	0	0	0	0	0	0
None of these	31	28	33	34	27	33

## SITES VISITED THIS TERM (Q. 155)

We provided students with a list of 104 sites and asked them which of these they have visited this term.

The following tables list these sites ordered first in descending rank order based on the number of students visiting and secondly, alphabetically based on the name of the site.

Sites Visited This Term (Rank)						
Base = All Students						
	Total %	Male %	Female %	On Campus %	Off Campus %	At Home %
Amazon	73	71	74	69	78	69
YouTube	61	56	65	58	66	57
Google	46	43	50	41	50	54
Apple	38	36	41	37	39	41
Quizlet	37	31	42	35	39	37
Wikipedia	31	26	35	31	35	20
Hulu	30	25	34	25	36	25
Chegg	27	23	30	29	29	13
Blackboard	26	24	29	31	20	32
LinkedIn	26	21	30	22	34	15
RateMyProfessors	25	22	29	19	31	28
ESPN	24	37	13	29	21	22
HBO	23	21	25	23	27	14
Reddit	22	26	18	19	27	16
Target	21	12	29	17	27	18
BestBuy	20	25	16	18	20	26
Yahoo	20	18	21	22	18	19
iTunes	19	14	24	20	21	13
Craigslist	19	24	15	20	18	19
Groupon	18	15	22	16	19	22
eBay	18	19	18	18	20	15
Barnes & Noble	18	16	20	22	13	18
CNN	18	19	17	17	20	13
SparkNotes	17	14	20	21	16	11
Nike	17	18	16	23	13	9
IMDB	15	15	16	14	18	13
Wal-Mart	15	13	18	17	15	13
Chase	14	13	15	14	13	18
NBA	14	24	6	17	11	18
NYTimes	14	11	17	13	18	9
TicketMaster	14	11	17	13	18	8
Bank of America	14	13	15	15	14	13
Bed Bath & Beyond	14	6	21	12	20	6
Pandora	14	11	17	12	13	24
BleacherReport	14	18	10	16	10	16
NFL	13	18	9	17	10	11

Sites Visited This Term (Rank)						
Base = All Students						
	Total %	Male %	Female %	On Campus %	Off Campus %	At Home %
Adobe	13	12	13	14	12	11
Wells Fargo	12	12	12	13	13	6
ABC	12	9	15	14	10	9
Kahn Academy	12	10	14	14	10	11
VictoriasSecret	12	3	19	10	12	16
FoxSports	11	17	6	15	7	10
Fandango	11	10	12	13	11	7
WordPress	11	9	13	12	11	8
FOX	10	12	9	12	9	10
Abercrombie	10	8	12	12	10	6
CBSSports	10	13	8	11	10	10
Microsoft	10	9	10	11	10	7
CheapTickets	9	9	8	9	8	10
AE	9	6	11	9	8	8
Banana Republic	8	9	8	10	7	7
AddictingGames	8	13	4	9	7	8
CollegeHumor	8	9	8	10	7	6
Costco	8	5	11	8	10	4
NBC	8	10	6	12	5	6
Expedia	8	7	8	8	7	9
JCrew	8	6	9	10	7	4
CollegeBoard	7	7	8	10	4	9
Internships	7	7	8	7	8	8
MTV	7	6	9	11	3	8
TIME	7	9	6	8	6	11
NHL	7	9	4	9	5	5
MSNBC	7	7	7	4	11	4
Scholarships	7	5	8	5	5	15
MLB	7	7	6	10	4	3
Showtime	6	6	7	9	5	4
USAToday	6	6	7	8	6	2
Ask	6	4	8	8	3	7
EW (Entertainment Weekly)	6	3	9	7	7	2
Zappos	6	3	9	6	5	8
AOL	6	6	6	6	6	5
CareerBuilder	6	6	6	7	4	6
Rent-A-Textbook	6	5	6	6	5	7
Textbooks	6	6	5	7	3	7
Dell	5	5	6	7	4	6
Capital One	5	7	4	6	4	6
Kayak	5	2	8	6	5	4
People	5	3	7	5	5	5
VerizonWireless	5	5	5	6	6	1

Sites Visited This Term (Rank)						
Base = All Students						
	Total %	Male %	Female %	On Campus %	Off Campus %	At Home %
HerCampus	5	2	7	6	4	5
InStyle	5	2	8	2	8	3
SallieMae	5	3	6	7	1	7
Players Tribune	4	5	4	8	2	1
Yahoo! Sports	4	6	3	5	4	5
Gap	4	3	6	6	3	5
SI (Sports Illustrated)	4	7	2	5	4	4
Monster	4	3	5	5	3	4
eCampus	4	3	5	4	5	2
MeetUp	4	3	5	6	2	3
Yahoo! Finance	4	4	4	5	4	1
MSN	4	4	4	3	5	4
GoArmy	4	3	4	2	6	2
Citibank	3	2	5	5	2	2
SB Nation	3	3	4	6	0	4
DeadSpin	3	3	3	3	1	7
VH1	3	3	3	3	2	3
MTV2	2	3	2	4	1	2
Half	2	1	3	4	1	2
HotJobs	2	2	2	4	1	0
mtvU	2	3	2	4	1	2
HelloGiggles	2	0	4	3	1	2
Undefeated	2	3	1	2	1	3
TodaysMilitary	1	1	2	2	1	2
VitalSource	1	2	1	2	1	1

The following table lists the 104 sites alphabetically by name.

Sites Visited This Term (Alpha)						
Base = All Students						
	Total %	Male %	Female %	On Campus %	Off Campus %	At Home %
ABC	12	9	15	14	10	9
Abercrombie	10	8	12	12	10	6
AddictingGames	8	13	4	9	7	8
Adobe	13	12	13	14	12	11
AE	9	6	11	9	8	8
Amazon	73	71	74	69	78	69
AOL	6	6	6	6	6	5
Apple	38	36	41	37	39	41
Ask	6	4	8	8	3	7
Banana Republic	8	9	8	10	7	7
Bank of America	14	13	15	15	14	13

Sites Visited This Term (Alpha)						
Base = All Students						
	Total %	Male %	Female %	On Campus %	Off Campus %	At Home %
Barnes & Noble	18	16	20	22	13	18
Bed Bath & Beyond	14	6	21	12	20	6
BestBuy	20	25	16	18	20	26
Blackboard	26	24	29	31	20	32
BleacherReport	14	18	10	16	10	16
Capital One	5	7	4	6	4	6
CareerBuilder	6	6	6	7	4	6
CBSsports	10	13	8	11	10	10
Chase	14	13	15	14	13	18
CheapTickets	9	9	8	9	8	10
Chegg	27	23	30	29	29	13
Citibank	3	2	5	5	2	2
CNN	18	19	17	17	20	13
CollegeBoard	7	7	8	10	4	9
CollegeHumor	8	9	8	10	7	6
Costco	8	5	11	8	10	4
Craigslist	19	24	15	20	18	19
DeadSpin	3	3	3	3	1	7
Dell	5	5	6	7	4	6
eBay	18	19	18	18	20	15
eCampus	4	3	5	4	5	2
ESPN	24	37	13	29	21	22
EW (Entertainment Weekly)	6	3	9	7	7	2
Expedia	8	7	8	8	7	9
Fandango	11	10	12	13	11	7
FOX	10	12	9	12	9	10
FoxSports	11	17	6	15	7	10
Gap	4	3	6	6	3	5
GoArmy	4	3	4	2	6	2
Google	46	43	50	41	50	54
Groupon	18	15	22	16	19	22
Half	2	1	3	4	1	2
HBO	23	21	25	23	27	14
HelloGiggles	2	0	4	3	1	2
HerCampus	5	2	7	6	4	5
HotJobs	2	2	2	4	1	0
Hulu	30	25	34	25	36	25
IMDB	15	15	16	14	18	13
InStyle	5	2	8	2	8	3
Internships	7	7	8	7	8	8
iTunes	19	14	24	20	21	13
JCrew	8	6	9	10	7	4
Kahn Academy	12	10	14	14	10	11

Sites Visited This Term (Alpha)						
Base = All Students						
	Total %	Male %	Female %	On Campus %	Off Campus %	At Home %
Kayak	5	2	8	6	5	4
LinkedIn	26	21	30	22	34	15
MeetUp	4	3	5	6	2	3
Microsoft	10	9	10	11	10	7
MLB	7	7	6	10	4	3
Monster	4	3	5	5	3	4
MSN	4	4	4	3	5	4
MSNBC	7	7	7	4	11	4
MTV	7	6	9	11	3	8
MTV2	2	3	2	4	1	2
mtvU	2	3	2	4	1	2
NBA	14	24	6	17	11	18
NBC	8	10	6	12	5	6
NFL	13	18	9	17	10	11
NHL	7	9	4	9	5	5
Nike	17	18	16	23	13	9
NYTimes	14	11	17	13	18	9
Pandora	14	11	17	12	13	24
People	5	3	7	5	5	5
Players Tribune	4	5	4	8	2	1
Quizlet	37	31	42	35	39	37
RateMyProfessors	25	22	29	19	31	28
Reddit	22	26	18	19	27	16
Rent-A-Textbook	6	5	6	6	5	7
SallieMae	5	3	6	7	1	7
SB Nation	3	3	4	6	0	4
Scholarships	7	5	8	5	5	15
Showtime	6	6	7	9	5	4
SI (Sports Illustrated)	4	7	2	5	4	4
SparkNotes	17	14	20	21	16	11
Target	21	12	29	17	27	18
Textbooks	6	6	5	7	3	7
TicketMaster	14	11	17	13	18	8
TIME	7	9	6	8	6	11
TodaysMilitary	1	1	2	2	1	2
Undefeated	2	3	1	2	1	3
USAToday	6	6	7	8	6	2
VerizonWireless	5	5	5	6	6	1
VH1	3	3	3	3	2	3
VictoriasSecret	12	3	19	10	12	16
VitalSource	1	2	1	2	1	1
Wal-Mart	15	13	18	17	15	13
Wells Fargo	12	12	12	13	13	6

Sites Visited This Term (Alpha)						
Base = All Students						
	Total %	Male %	Female %	On Campus %	Off Campus %	At Home %
Wikipedia	31	26	35	31	35	20
WordPress	11	9	13	12	11	8
Yahoo	20	18	21	22	18	19
Yahoo! Finance	4	4	4	5	4	1
Yahoo! Sports	4	6	3	5	4	5
YouTube	61	56	65	58	66	57
Zappos	6	3	9	6	5	8

## NETWORKING SITES VISITED IN A TYPICAL WEEK (Q. 162)

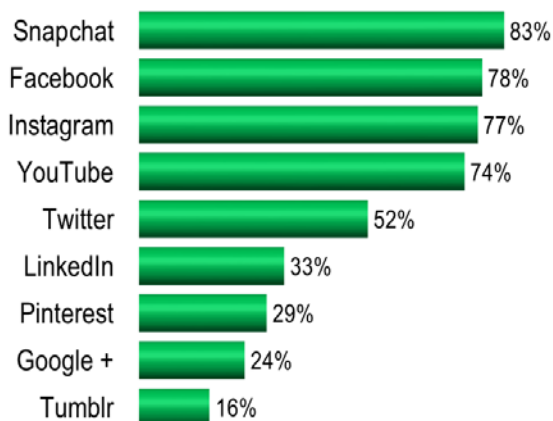
Students were provided with a list of 9 social networking sites and asked to identify in a typical week at school how many hours per week they spend with each of these sites.

The table below details each of these networking sites in descending sequence based on the share of students visiting 1 or more of these sites. 83% (79% last year) report spending time with **Snapchat**.

Second place **Facebook** is mentioned by 78% (82% last year) while **Instagram** is mentioned by 77%, up somewhat from last year's 74%. Twitter is mentioned by 52%, up from 49% last year.

No other networking site is mentioned by more than 33%.

### NETWORKING SITES VISITED IN A TYPICAL WEEK



Networking Sites Visited In A Typical Week						
Base = All Students						
	Total %	Male %	Female %	On Campus %	Off Campus %	At Home %
Snapchat	83	82	83	85	84	73
Facebook	78	73	81	76	83	68
Instagram	77	75	79	78	77	77
YouTube	74	79	70	76	73	71
Twitter	52	50	53	56	47	50
LinkedIn	33	32	34	31	39	21
Pinterest	29	18	38	28	31	26
Google +	24	22	25	28	18	27
Tumblr	16	12	20	18	13	17

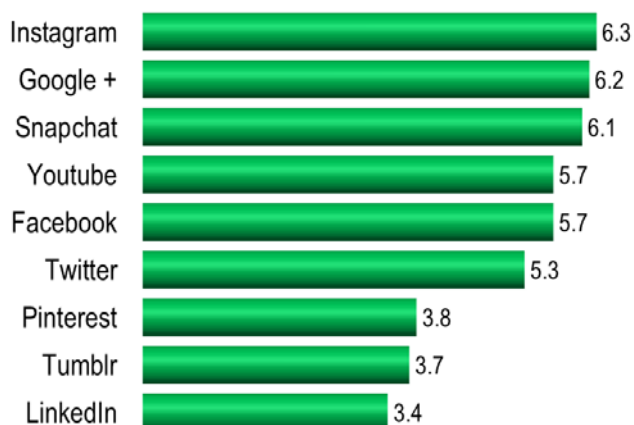
The following graphic and table below details the number of hours students report spending with each of these networking sites, in descending sequence based on the number of hours students reporting visiting each of these sites.

- Among **Snapchat** users, the average student spends 6.1 hours weekly
- Among **Facebook** users, the average student spends 5.7 hours weekly



- Among **Instagram** users, the average student spends 6.3 hours weekly

#### HOURS SPENT WEEKLY WITH NETWORKING SITES



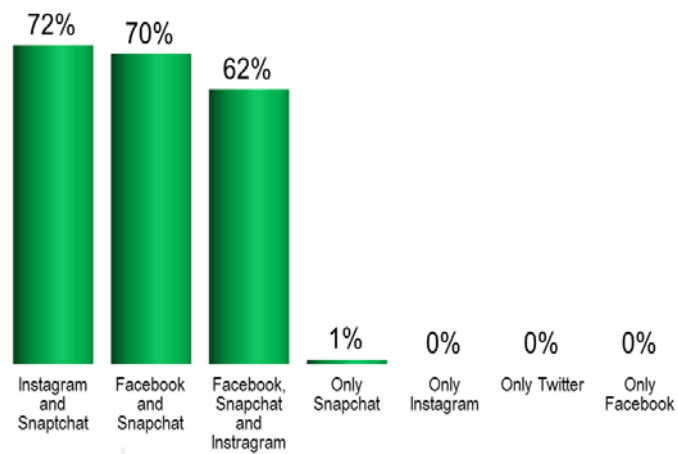
Networking Sites Visited In A Typical Week						
Base = All Students						
	Total	Male	Female	On Campus	Off Campus	At Home
Facebook	78	73	81	76	83	68
User mean	5.7	5.2	6.2	4.8	6.7	5.7
Google +	24	22	25	28	18	27
User mean	6.2	5.5	6.8	4.5	6.5	10.7
Instagram	77	75	79	78	77	77
User mean	6.3	5.2	7.3	5.5	7.0	7.0
LinkedIn	33	32	34	31	39	21
User mean	3.4	3.2	3.6	2.8	3.6	4.7
Pinterest	29	18	38	28	31	26
User mean	3.8	3.5	3.9	2.7	4.7	4.0
Snapchat	83	82	83	85	84	73
User mean	6.1	5.4	6.8	5.7	6.4	6.8
Tumblr	16	12	20	18	13	17
User mean	3.7	3.6	3.8	2.5	5.2	4.3
Twitter	52	50	53	56	47	50
User mean	5.3	5.3	5.3	4.7	5.3	7.4
YouTube	74	79	70	76	73	71
User mean	5.7	5.4	6.0	5.4	5.1	8.0

These findings provide additional insight in terms of student use of more than 1 networking site. As shown in the following 72% use Instagram and Snapchat and 62% use Facebook, Snapchat and Instagram. Only 1% use Snapchat exclusively, 0% Instagram exclusively, 0% Twitter exclusively and 0% Facebook exclusively.

Use of Multiple Networking Sites						
Base = All Students						
	Total	Male	Female	On Campus	Off Campus	At Home
Use Snapchat	83	82	83	85	84	73
Use Facebook	78	73	81	76	83	68
Use Instagram	77	75	79	78	77	77

Use of Multiple Networking Sites						
Base = All Students						
	Total	Male	Female	On Campus	Off Campus	At Home
Use Snapchat	83	82	83	85	84	73
Use Instagram and Snapchat	72	70	73	72	72	67
Use Facebook and Snapchat	70	66	73	69	75	57
Use Facebook, Snapchat and Instagram	62	59	65	60	66	56
Use only Snapchat	1	2	1	2	0	3
Use only Instagram	0	0	0	0	0	0
Use only Twitter	0	0	0	0	0	0
Use only Facebook	0	0	0	0	0	0

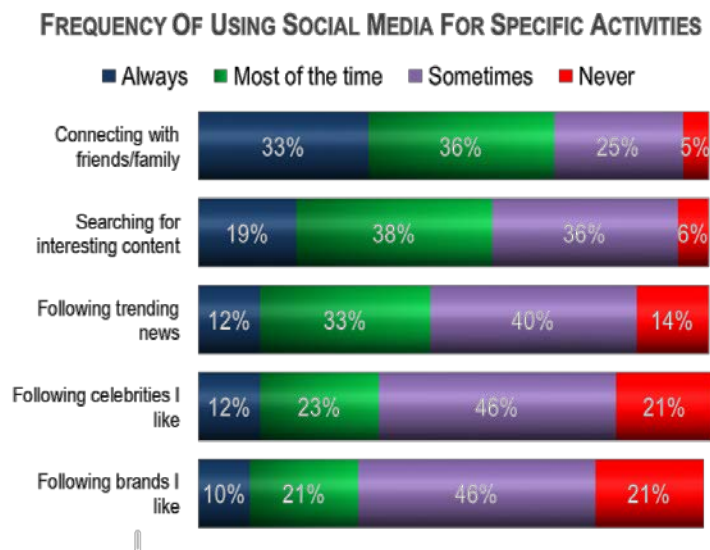
### USE OF MULTIPLE SOCIAL MEDIA SITES



## FREQUENCY OF USING SOCIAL MEDIA FOR SPECIFIC ACTIVITIES (Q. 163)

Students were provided with a list of 5 activities and asked to identify how frequently, based on a subjective measure ranging from “Never” to “Always” they use social media for each activity.

To attempt to compensate for the subjective measure, the following graphic illustrates the comparative incidence of “Always” ranging from a low of 10% for **“Following the brands I like”** to a high of 33% for **“Connecting with friends/family”**.



The following tablet details the incidence for each activity.

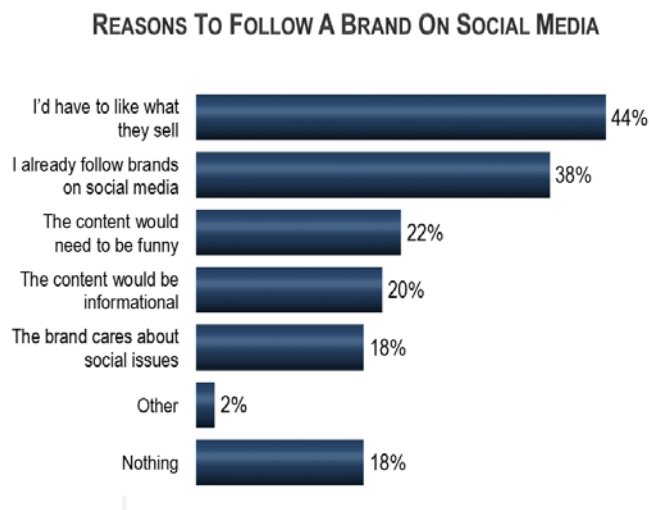
Frequency Of Using Social Media For Specific Activities						
	Base = All Students					
	Total %	Male %	Female %	On Campus %	Off Campus %	At Home %
<b>Connecting with friends and family</b>						
Never	5	6	4	4	6	5
Sometimes	25	30	21	33	18	22
Most of the time	36	37	35	35	38	36
Always	33	27	40	28	38	37
<b>Following celebrities I like</b>						
Never	21	27	15	19	21	26
Sometimes	45	43	46	43	46	48
Most of the time	23	22	23	27	22	12
Always	12	7	15	11	12	13
<b>Following brands I like</b>						
Never	21	25	18	15	25	32
Sometimes	46	49	44	51	42	45
Most of the time	21	21	22	24	22	11
Always	10	5	15	9	11	12
<b>Searching for interesting content</b>						
Never	6	7	5	5	7	9
Sometimes	36	39	34	39	34	32

Frequency Of Using Social Media For Specific Activities						
	Base = All Students					
	Total %	Male %	Female %	On Campus %	Off Campus %	At Home %
Most of the time	38	40	36	35	42	34
Always	19	14	24	20	17	25
<b>Following trending news</b>						
Never	14	19	10	11	15	19
Sometimes	40	43	37	40	41	37
Most of the time	33	31	36	35	34	27
Always	12	8	17	13	10	16

## REASONS TO FOLLOW A BRAND ON SOCIAL MEDIA (Q. 164)

Students were provided with a list of 5 reasons to follow a brand on social media and asked to identify which reasons would convince them to follow a brand on social media.

As shown below, 82% of students are receptive to following brands on social media. The reasons for doing so range from 18%, “**The brand cares about social media**” to a high of 44% “**I’d have to like what they sell**”.



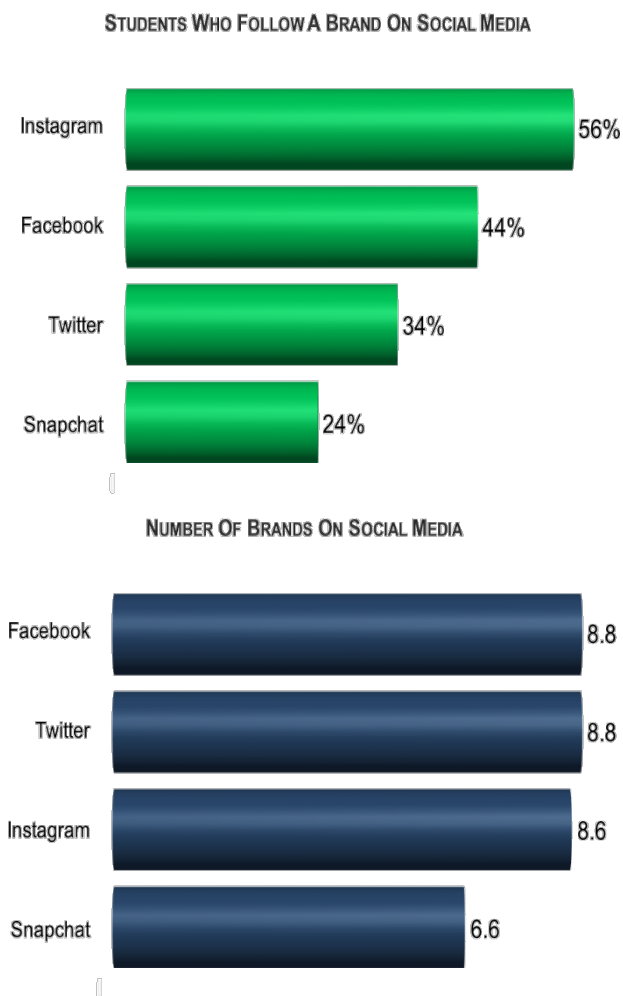
As shown in the following the females and students living off campus are somewhat more receptive to the notion of following a brand on social media than other groups of students.

Reasons To Follow A Brand On Social Media						
Base = All Students						
	Total %	Male %	Female %	On Campus %	Off Campus %	At Home %
I'd have to like what they sell	44	38	49	40	52	35
I already follow brands on social media	38	37	39	37	41	31
The content would need to be funny	22	24	20	21	23	20
The content would be informational	20	19	21	19	22	18
The brand cares about social issues	18	14	22	18	18	19
Other	2	2	2	2	1	2
Nothing	18	20	16	20	15	23

## NUMBER OF BRANDS FOLLOWED ON SPECIFIC SOCIAL MEDIA SITES (Q. 165)

Students were provided with a list of 4 social media sites and asked how many brands they follow on each social media site.

As shown below, more students follow a brand on **Instagram** (56%) than any other social media site and follow a total of 8.6 brands (user mean). However, among the 44% of students who follow a brand on **Facebook**, this group of students follow a somewhat higher number of brands (8.8) than **Instagram** followers. An identical finding is seen for the 34% of **Twitter** users. The 24% of Snapchat users report following somewhat fewer brands (6.6).



With the exception of Snapchat, students living off campus follow a somewhat larger number of brands than students living on campus or at home.

Number Of Brands Followed On Specific Social Media Sites						
Base = All Students						
	Total %	Male %	Female %	On Campus %	Off Campus %	At Home %
<b>Instagram</b>	<b>56</b>	<b>52</b>	<b>61</b>	<b>59</b>	<b>56</b>	<b>50</b>
Total mean	4.9	4.2	5.6	4.7	5.2	4.5
User mean	8.6	8.0	9.1	7.9	9.3	8.9
<b>Facebook</b>	<b>44</b>	<b>44</b>	<b>44</b>	<b>41</b>	<b>50</b>	<b>36</b>
Total mean	3.9	3.7	4.1	3.6	4.5	3.1

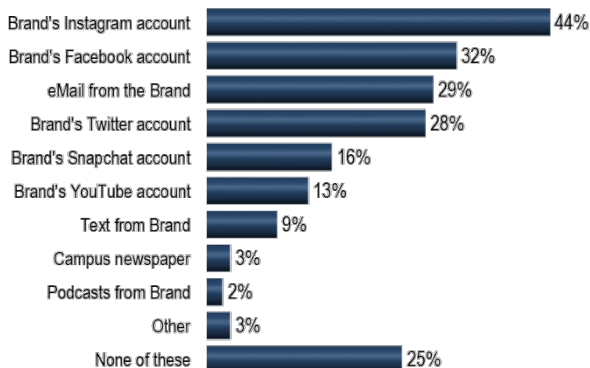
Number Of Brands Followed On Specific Social Media Sites						
Base = All Students						
	Total %	Male %	Female %	On Campus %	Off Campus %	At Home %
User mean	8.8	8.4	9.3	8.6	9.0	8.8
<b>Twitter</b>	<b>34</b>	<b>35</b>	<b>33</b>	<b>39</b>	<b>32</b>	<b>30</b>
Total mean	3.0	3.2	2.9	2.9	3.3	2.6
User mean	8.8	9.0	8.7	7.6	10.5	8.6
<b>Snapchat</b>	<b>24</b>	<b>25</b>	<b>23</b>	<b>24</b>	<b>23</b>	<b>27</b>
Total mean	1.6	1.5	1.7	1.4	1.5	2.3
User mean	6.6	6.0	7.3	6.1	6.5	8.4

## WHAT STUDENTS USE TO GET INFORMATION ABOUT OR ENGAGE WITH BRANDS (Q. 166)

75% of students (higher among females and students living off campus) report using 1 or more of 9 provided methods to get information about or engage with brands.

As shown below, more students use a brand's **Instagram** account (44%) than any other of the remaining 8 methods and of the 9 methods only 2% use **Podcasts** from a brand. More than twice as many students rely on **email from the Brand** than the **Brand's YouTube account** (29% compared to 13%) and only 9% rely upon **Text from the Brand**.

WHAT STUDENTS USE TO GET INFORMATION ABOUT OR ENGAGE WITH BRANDS



What Students Use To Get Information About Or Engage With Brands						
Base = All Students						
	Total %	Male %	Female %	On Campus %	Off Campus %	At Home %
Brand's Instagram account	44	37	51	44	45	42
Brand's Facebook account	32	29	35	32	37	22
eMail from the Brand	29	24	34	26	32	29
Brand's Twitter account	28	28	28	27	31	23
Brand's Snapchat account	16	15	18	17	16	17
Brand's YouTube account	13	13	13	12	11	20
Text from Brand	9	9	10	8	11	7
Campus newspaper	3	4	3	4	3	3
Podcasts from Brand	2	4	1	4	2	0
Other	3	3	3	2	3	5
None of these	25	29	21	26	23	24



## TYPES OF INFORMATION STUDENTS LIKE TO RECEIVE FROM BRANDS VIA TEXT (Q. 167)

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68% of students are interested in receiving 1 or more of 4 types of information from brands via text.

Among this group, 84% like to receive **Discount codes**, by far the most commonly mentioned among the 4 types. In contrast, 29% like to receive **Customer support information**. As shown below, little difference is seen based on gender or residency.

Types Of Information Students Like To Receive From Brands Via Text						
Base = All Students						
	Total %	Male %	Female %	On Campus %	Off Campus %	At Home %
Discount codes	57	53	61	59	60	45
Event promotions	32	27	37	31	35	28
New product alerts	21	18	25	25	19	16
Customer support (bill payment, product returns, etc.)	20	16	24	15	25	21
Other	1	1	1	1	0	6
No interest in receiving information	32	36	29	31	32	38

## AWARENESS OF MESSENGER APPS (Q. 351)

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Students were provided with a list of 5 messenger apps and asked to identify which of these they were aware of. As shown below, not surprisingly, 95% of students were aware of 1 or more apps ranging from a low of 11% for Google Allo to a high of 83% for iMessage.

Awareness Of Messenger Apps						
Base = All Students						
	Total %	Male %	Female %	On Campus %	Off Campus %	At Home %
iMessage	83	82	84	81	87	80
Facebook messenger	80	77	83	81	82	73
GroupMe	73	69	76	75	75	61
WhatsApp	60	55	64	60	64	50
Google Allo	11	11	10	14	6	13
None of these	5	4	6	6	4	3

## USE OF MESSENGER APPS (Q. 352)

---

The 95% of students are of 1 or more messenger apps were provided with the same list of 5 messenger apps and asked to identify which of these they use.

96% of students aware of 1 or more apps report using 1 or more apps. Among this group iMessage and Facebook have the highest level of use at 69% and 66% respectively, Google Allo at 2% the lowest level of use.

Use Of Messenger Apps						
Base = Students Aware Of Messenger Apps						
	Total %	Male %	Female %	On Campus %	Off Campus %	At Home %
iMessage	69	63	75	68	81	48
Facebook messenger	66	64	68	65	68	66
GroupMe	55	53	58	55	60	45
WhatsApp	15	14	15	12	19	13
Google Allo	2	1	2	3	0	2
None of these	4	3	5	4	2	8

## PAST MONTH ONLINE ACTIVITIES (Q. 161)

The tables on the following pages summarize the past month students' online activities in descending rank and alphabetical order.

**"Check grades"** (83%) once again occupies the top spot followed by **"Check the weather** (68%) and **"Did assignments for a course"** (61%).

Past Month Online Activities (Rank)					
Base = All Students					
	Total %	Male %	Female %	Fresh %	Senior %
Check grades	83	82	84	81	84
Check the weather	68	69	66	66	75
Did assignments for a course/Look up assignments	61	57	64	61	60
Check the news	60	61	59	58	60
Checked out someone's online profile on Facebook	56	51	59	59	58
Send or receive eMail	50	47	52	53	57
Made an online purchase	48	38	56	47	48
Visited your school's site	44	31	56	45	37
Check sports scores	42	53	31	38	43
Downloaded/streamed free music	41	42	39	46	49
Researched for school assignments	41	32	48	43	35
Comparison shopping	41	32	49	39	42
Registered for class	39	38	40	43	35
Look/applied for jobs/internships	36	32	40	32	44
Left a message on someone's online profile	35	31	39	39	38
Managed checking or savings accounts	35	32	38	37	34
Updated my profile on a social networking site	34	30	38	43	36
Got help with a homework/research question from my professor	33	29	37	33	35
Paid bills	33	33	34	25	43
Send or receive instant messages (e.g. ICQ)	32	26	38	33	36
Downloaded/streamed free TV programs	32	30	33	36	31
Got information related to hobbies or other personal interests	32	25	38	31	35
Downloaded paid music	31	28	34	36	27
Video chatted with friends or family	31	27	34	33	34
Downloaded/streamed a movie trailer	31	27	34	31	28
Downloaded/streamed a short film or video clip	30	31	30	37	26
Listened to a lecture	29	28	30	33	34
Play games	29	37	22	31	31
Listened to streaming radio	28	28	28	30	28
Posted or shared photos	28	20	36	26	26
Searched for info on a local restaurant or bar	27	23	31	30	31
Studied for an upcoming quiz or exam using virtual flashcards	27	20	33	30	25
Searched for info on a local event (e.g. concert)	27	21	32	28	31
Downloaded/streamed paid TV programs	25	21	28	27	22
Researched career paths best suited to my major	22	16	28	22	17
Managed credit card balances, transactions and payments	22	16	27	17	25
Shared large data files (e.g. group projects)	21	20	23	22	22

Past Month Online Activities (Rank)					
Base = All Students					
	Total %	Male %	Female %	Fresh %	Senior %
Read blogs	21	14	27	19	19
Looked for help/templates for building my resume	21	12	29	18	23
Used message/discussion boards	20	18	21	18	25
Downloaded/streamed paid movies from a website	18	13	24	20	21
Visited company or product sites	18	12	23	19	22
Visited sites for college students	18	17	19	18	17
Searched/checked retail offers	17	13	21	19	20
Looked for/bought travel specials	17	12	21	12	19
Obtained or checked financial aid information	17	12	21	18	13
Researched ways to pay for college	16	14	18	16	10
Talk with others in a chat room	16	15	17	17	16
Visit TV websites (network & local)	16	15	17	20	14
Researched skills/courses needed in my intended career	16	13	18	17	14
Participated in a fantasy league	14	16	13	16	12
Searched for graduate school information	14	8	20	7	13
Look/applied for another school	14	12	16	9	12
Visited a career networking site	14	13	15	14	16
Read a magazine online	14	9	18	14	11
Used music/video file sharing/swapping applications	13	11	15	13	9
Visited a movie's web site	13	11	16	17	14
Looked for/completed skills training/courses not offered by my school	12	8	16	7	15
Looked for career counseling/guidance	12	10	13	9	16
Participated in an online class/distance learning	12	11	13	10	14
Downloaded/streamed an eBook	12	7	16	13	10
Downloaded/streamed full length free copy of a movie that's in the theater	12	10	13	13	12
Video chatted for a job or internship interview	11	8	15	7	13
Researched insurance options and costs	11	10	12	11	9
Visited cable TV websites	11	6	16	11	7
Look/applied for a credit card	10	8	11	12	8
Used an online tutoring service for help with my homework	9	7	11	11	8
Wrote or updated a blog	8	7	9	6	9
Bid in an auction	8	7	8	8	7
Gambled	6	9	3	4	7
Sent an online greeting card	6	4	8	9	7
Played poker online	5	7	3	5	9

The following table details past month online activities students in alpha sequence.

Past Month Online Activities (Alpha)					
Base = All Students					
	Total %	Male %	Female %	Fresh %	Senior %
Bid in an auction	8	7	8	8	7
Check grades	83	82	84	81	84
Check sports scores	42	53	31	38	43

Past Month Online Activities (Alpha)					
Base = All Students					
	Total %	Male %	Female %	Fresh %	Senior %
Check the news	60	61	59	58	60
Check the weather	68	69	66	66	75
Checked out someone's online profile on Facebook	56	51	59	59	58
Comparison shopping	41	32	49	39	42
Did assignments for a course/Look up assignments	61	57	64	61	60
Downloaded paid music	31	28	34	36	27
Downloaded/streamed a movie trailer	31	27	34	31	28
Downloaded/streamed a short film or video clip	30	31	30	37	26
Downloaded/streamed an eBook	12	7	16	13	10
Downloaded/streamed free music	41	42	39	46	49
Downloaded/streamed free TV programs	32	30	33	36	31
Downloaded/streamed full length free copy of a movie that's in the theater	12	10	13	13	12
Downloaded/streamed paid movies from a website	18	13	24	20	21
Downloaded/streamed paid TV programs	25	21	28	27	22
Gambled	6	9	3	4	7
Got help with a homework/research question from my professor	33	29	37	33	35
Got information related to hobbies or other personal interests	32	25	38	31	35
Left a message on someone's online profile	35	31	39	39	38
Listened to a lecture	29	28	30	33	34
Listened to streaming radio	28	28	28	30	28
Look/applied for a credit card	10	8	11	12	8
Look/applied for another school	14	12	16	9	12
Look/applied for jobs/internships	36	32	40	32	44
Looked for career counseling/guidance	12	10	13	9	16
Looked for help/templates for building my resume	21	12	29	18	23
Looked for/bought travel specials	17	12	21	12	19
Looked for/completed skills training/courses not offered by my school	12	8	16	7	15
Made an online purchase	48	38	56	47	48
Managed checking or savings accounts	35	32	38	37	34
Managed credit card balances, transactions and payments	22	16	27	17	25
Obtained or checked financial aid information	17	12	21	18	13
Paid bills	33	33	34	25	43
Participated in a fantasy league	14	16	13	16	12
Participated in an online class/distance learning	12	11	13	10	14
Play games	29	37	22	31	31
Played poker online	5	7	3	5	9
Posted or shared photos	28	20	36	26	26
Read a magazine online	14	9	18	14	11
Read blogs	21	14	27	19	19
Registered for class	39	38	40	43	35
Researched career paths best suited to my major	22	16	28	22	17
Researched for school assignments	41	32	48	43	35
Researched insurance options and costs	11	10	12	11	9
Researched skills/courses needed in my intended career	16	13	18	17	14
Researched ways to pay for college	16	14	18	16	10
Searched for graduate school information	14	8	20	7	13

<b>Past Month Online Activities (Alpha)</b>					
Base = All Students					
	Total %	Male %	Female %	Fresh %	Senior %
Searched for info on a local event (e.g. concert)	27	21	32	28	31
Searched for info on a local restaurant or bar	27	23	31	30	31
Searched/checked retail offers	17	13	21	19	20
Send or receive eMail	50	47	52	53	57
Send or receive instant messages (e.g. ICQ)	32	26	38	33	36
Sent an online greeting card	6	4	8	9	7
Shared large data files (e.g. group projects)	21	20	23	22	22
Studied for an upcoming quiz or exam using virtual flashcards	27	20	33	30	25
Talk with others in a chat room	16	15	17	17	16
Updated my profile on a social networking site	34	30	38	43	36
Used an online tutoring service for help with my homework	9	7	11	11	8
Used message/discussion boards	20	18	21	18	25
Used music/video file sharing/swapping applications	13	11	15	13	9
Video chatted for a job or internship interview	11	8	15	7	13
Video chatted with friends or family	31	27	34	33	34
Visit TV websites (network & local)	16	15	17	20	14
Visited a career networking site	14	13	15	14	16
Visited a movie's web site	13	11	16	17	14
Visited cable TV websites	11	6	16	11	7
Visited company or product sites	18	12	23	19	22
Visited sites for college students	18	17	19	18	17
Visited your school's site	44	31	56	45	37
Wrote or updated a blog	8	7	9	6	9

Students were asked "When you think of online shopping brands, what one brand comes to mind first?"

53%, 56% last year and up from 42% four years ago, mention **Amazon** first. No other online shopping brand is mentioned by more than 4%



Top Of Mind Brands - Online Shopping							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Amazon	53	63	44	57	52	56	47
Forever 21	10	4	16	9	11	6	14
eBay	5	5	5	7	6	4	5
Victoria's Secret	5	1	10	3	6	5	8
JCrew	2	4	0	3	1	4	2
Craig's List	2	3	1	2	3	3	1
Zappos	2	2	1	2	2	1	2
Macy's	1	1	1	0	2	2	1
Other	15	10	19	14	9	16	19
Nothing comes to mind	5	6	3	4	9	4	2



## FREQUENCY OF MAKING ONLINE PURCHASES (Q. 174)

76% make purchases online. Among this 76%, 17% make online purchases weekly or more often compared to 26% making online purchases less often than monthly.

### FREQUENCY OF MAKING ONLINE PURCHASES



Frequency Of Making Online Purchases					
Base = All Students					
	Total %	Male %	Female %	Fresh %	Senior %
Daily	2	3	2	4	2
Once a week	11	14	8	6	11
Two or three times a month	19	15	22	18	12
Once a month	15	13	18	20	23
Less than once a month	20	23	18	29	24
Never	32	32	33	24	29

## PAST YEAR ONLINE PURCHASES (Q. 175)

Students were provided with a list of 10 categories and asked to identify which of these categories represented an online purchase they made in the past year and how much they spent for each category.

As itemized below, “**Apparel**”, purchased by 70%, continues to be the most commonly purchased category. Students reported spending nearly \$1 billion online for “**Apparel**”.

The following table reports the share of students who made a purchase for each category, the user mean and total mean amount of spending.

Past Year Online Purchases					
Base = All Students					
	Total	Male	Female	Fresh	Senior
Apparel, not footwear	70	62	77	62	68
User mean	\$173	\$190	\$160	\$162	\$158
Books, not textbooks	37	34	39	25	38
User mean	\$128	\$136	\$122	\$134	\$98
Concert/sports tickets	58	63	54	59	52
User mean	\$181	\$170	\$193	\$176	\$160
Downloadable music	32	36	29	36	32
User mean	\$41	\$25	\$58	\$48	\$35
eTextbooks	31	35	27	27	35
User mean	\$150	\$124	\$181	\$148	\$172
Food	48	44	52	44	56
User mean	\$193	\$201	\$188	\$226	\$209
Footwear	61	65	57	58	50
User mean	\$177	\$187	\$166	\$161	\$164
Kitchen/bath/bed items					
User mean	\$120	\$118	\$122	\$82	\$97
Printed textbooks	55	56	54	60	53
User mean	\$229	\$228	\$231	\$261	\$183
Travel/airline tickets	32	29	35	21	42
User mean	\$345	\$317	\$366	\$329	\$433



## Chapter 3

# ACTIVITIES & INTERESTS

### CHAPTER OVERVIEW

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This chapter examines student activities outside the classroom.

Specifically, this chapter details students' past week participation in 1 or more of 62 activities, time spent on schoolwork outside of the classroom, Winter Break and Spring Break activities. Students also identify what their plans are following graduation.

#### Top 5 Past Week Activities

- "Ate at a fast-food restaurant off campus" (67%)
- "Drank bottled water" (63%)
- "Texted parents" (59%)
- "Spoke to parents" (59%)
- "Used a debit card" (58%)

#### Class-related Activities

- Students spend an average of 13.7 hours per week on schoolwork outside of the classroom

#### Non Class-related Activities

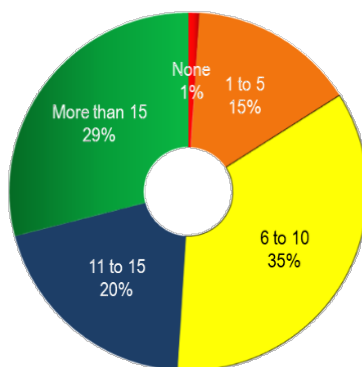
- During **Winter Break**, 54% "Went/Stayed home, 21% worked at a job at home compared to 15% who discussed their personal finances with their family
- During **Spring Break**, 35% "Went/Stayed home. 15% worked at a job at home compared to 10% who discussed their personal finances with their family
- 72% (74% last year) expect to be employed either full-time or part-time (49% full-time, 11% part-time, and 11% interning). Only 13% "Don't know" what they'll be doing after graduation including 14% of Seniors. 14% of Seniors expect to be attending grad school full-time compared to 10% who plan to be attending grad school part-time.

## HOURS SPENT WEEKLY ON SCHOOLWORK (Q. 285)

Students spend an average of 13.7 hours per week on schoolwork outside of the classroom.

As shown below, 71% (down from 63% last year) spend 15 or fewer hours on schoolwork outside the classroom. Female students spend 11% more time on schoolwork outside of the classroom than males

### HOURS SPENT WEEKLY ON SCHOOLWORK



Hours Spent Weekly On Schoolwork							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
None	1	2	0	0	2	0	2
1 to 5	15	20	10	15	15	15	15
6 to 10	35	30	40	30	35	35	39
11 to 15	20	22	18	21	22	21	14
More than 15	29	27	31	34	25	29	29
Total mean	13.7	13.0	14.4	15.4	13.1	13.3	13.3
User mean	13.9	13.3	14.4	15.4	13.4	13.3	13.6

## PAST WEEK ACTIVITIES (Q. 287)

In addition to attending classes, completing schoolwork, and time spent at work, students participate in a wide array of leisure activities. In order to gather a complete understanding of what students do in their free time, we provided respondents with 62 activities and asked them to indicate which activities they participated in during the past week

This year we see high levels of participation in many different categories, but food-related activities and communications-related activities remain the two activity groups with the highest levels of participation. The Top 5 activities were;

1. Ate at a fast-food restaurant off campus
2. Drank bottled water
3. Texted parents
4. Spoke to parents
5. Used a debit card

The following details the past week activities in descending order.

Past Week Activities (Rank)						
Base = All Students						
	Total %	Male %	Female %	On Campus %	Off Campus %	At Home %
Ate at a fast food restaurant off campus	67	67	67	63	68	75
Drank bottled water	63	63	63	60	63	69
Texted parents	59	57	61	57	59	67
Spoke to parents	59	54	64	53	64	59
Used a debit card	58	58	59	57	60	56
Drank coffee	57	52	63	56	60	52
Ate at a full service restaurant	45	38	52	34	57	41
Ate at a fast food restaurant on campus	43	48	39	51	38	41
Drank a soft drink	42	48	36	46	40	36
Used a mobile phone to go online	41	34	48	32	48	46
Downloaded a free app	39	35	42	38	39	39
Exercised or worked out on campus	38	35	41	42	36	31
Used a mobile device to view an account balance	35	33	38	29	40	41
Drank 5 or more beers or cocktails in a single evening	33	34	32	26	40	33
Spoke to family member other than parents	32	27	38	26	32	52
Drank orange juice	31	27	35	35	26	34
Used a credit card	31	25	37	24	38	26
Used Uber	31	30	32	34	32	16
Drank iced tea	28	29	27	27	29	28
Used dating app	28	28	27	35	23	21
Searched for employment	27	22	32	26	27	31
Drank hot tea	27	24	30	25	30	26
Exercised or worked out at local gym	26	24	28	24	28	28
Used a mobile device to make a payment	25	24	27	22	27	30

Past Week Activities (Rank)						
Base = All Students						
	Total %	Male %	Female %	On Campus %	Off Campus %	At Home %
Attended a campus event, not sports)	24	19	29	28	20	26
Had a debate or argument about politics	24	20	27	17	28	31
Watched a sports event on TV	24	24	23	25	25	15
Ordered food to be delivered from a local restaurant	23	21	24	22	26	13
Watched a movie not in a theater or on TV	22	18	26	20	25	20
Used an ATM card	22	21	23	22	22	23
Video chatted with parents via Skype, Facetime or another video app	21	21	21	17	25	21
Shopped at Amazon but didn't buy anything	21	16	26	24	20	16
Bought something from Amazon	21	19	23	22	22	15
Searched for an internship	21	16	25	17	22	26
Shared digital pictures	20	19	21	14	23	26
Used a mobile phone to buy something	19	15	24	21	20	13
Attended a sports event	18	18	18	20	19	10
Used a discount coupon	18	12	24	20	17	16
Had a debate or argument about sports	18	26	9	25	15	8
Volunteered for community service	18	11	24	16	17	28
Attended a concert	17	17	16	16	18	15
Attended a religious service or prayer group	16	14	18	19	10	30
Read a book not required for class	16	12	20	17	15	20
Posted a personal update about my activities on Facebook	16	15	17	16	16	15
Read a magazine	16	8	24	10	19	25
Listened to broadcast radio	15	13	17	12	17	20
Downloaded a paid app	14	12	17	13	18	7
Watched a movie in a theater	14	14	15	17	12	16
Saw a movie at off campus theater	14	13	16	16	13	13
Registered for a chance win something	14	12	16	15	15	8
Watched TV programs I recorded on my TiVo or DVR	13	11	16	16	12	10
Shared a news, product/restaurant review, promo offer on a social network	13	13	14	8	19	10
Used a digital camera to take a picture	13	17	9	15	10	16
Used a mobile device to complete/submit an application	13	6	19	12	12	18
Drank a diet soft drink	13	7	18	15	10	18
Read a newspaper	12	14	10	15	11	11
Participated in an intramural sport	12	11	13	12	15	3
Watched movies, TV shows or videos with Amazon Prime	12	11	13	11	13	13
Rented a DVD	10	6	13	9	12	5
Listened to music with Amazon Prime	9	8	10	12	6	10
Blogged	8	7	10	11	9	2
Bought a DVD	7	7	7	10	7	2
Wrote a check	5	3	7	4	5	8

The following table lists past week activities ordered alphabetically.

Past Week Activities (Alpha)						
Base = All Students						
	Total %	Male %	Female %	On Campus %	Off Campus %	At Home %
Ate at a fast food restaurant off campus	67	67	67	63	68	75
Ate at a fast food restaurant on campus	43	48	39	51	38	41
Ate at a full service restaurant	45	38	52	34	57	41
Attended a campus event, not sports)	24	19	29	28	20	26
Attended a concert	17	17	16	16	18	15
Attended a religious service or prayer group	16	14	18	19	10	30
Attended a sports event	18	18	18	20	19	10
Blogged	8	7	10	11	9	2
Bought a DVD	7	7	7	10	7	2
Bought something from Amazon	21	19	23	22	22	15
Downloaded a free app	39	35	42	38	39	39
Downloaded a paid app	14	12	17	13	18	7
Drank 5 or more beers or cocktails in a single evening	33	34	32	26	40	33
Drank a diet soft drink	13	7	18	15	10	18
Drank a soft drink	42	48	36	46	40	36
Drank bottled water	63	63	63	60	63	69
Drank coffee	57	52	63	56	60	52
Drank hot tea	27	24	30	25	30	26
Drank iced tea	28	29	27	27	29	28
Drank orange juice	31	27	35	35	26	34
Exercised or worked out at local gym	26	24	28	24	28	28
Exercised or worked out on campus	38	35	41	42	36	31
Had a debate or argument about politics	24	20	27	17	28	31
Had a debate or argument about sports	18	26	9	25	15	8
Listened to broadcast radio	15	13	17	12	17	20
Listened to music with Amazon Prime	9	8	10	12	6	10
Ordered food to be delivered from a local restaurant	23	21	24	22	26	13
Participated in an intramural sport	12	11	13	12	15	3
Posted a personal update about my activities on Facebook	16	15	17	16	16	15
Read a book not required for class	16	12	20	17	15	20
Read a magazine	16	8	24	10	19	25
Read a newspaper	12	14	10	15	11	11
Registered for a chance win something	14	12	16	15	15	8
Rented a DVD	10	6	13	9	12	5
Saw a movie at off campus theater	14	13	16	16	13	13
Searched for an internship	21	16	25	17	22	26
Searched for employment	27	22	32	26	27	31
Shared a news, product/restaurant review, promo offer on a social network	13	13	14	8	19	10
Shared digital pictures	20	19	21	14	23	26
Shopped at Amazon but didn't buy anything	21	16	26	24	20	16
Spoke to family member other than parents	32	27	38	26	32	52
Spoke to parents	59	54	64	53	64	59
Texted parents	59	57	61	57	59	67

Past Week Activities (Alpha)						
Base = All Students						
	Total %	Male %	Female %	On Campus %	Off Campus %	At Home %
Used a credit card	31	25	37	24	38	26
Used a debit card	58	58	59	57	60	56
Used a digital camera to take a picture	13	17	9	15	10	16
Used a discount coupon	18	12	24	20	17	16
Used a mobile device to complete/submit an application	13	6	19	12	12	18
Used a mobile device to make a payment	25	24	27	22	27	30
Used a mobile device to view an account balance	35	33	38	29	40	41
Used a mobile phone to buy something	19	15	24	21	20	13
Used a mobile phone to go online	41	34	48	32	48	46
Used an ATM card	22	21	23	22	22	23
Used dating app	28	28	27	35	23	21
Used Uber	31	30	32	34	32	16
Video chatted with parents via Skype, Facetime or another video app	21	21	21	17	25	21
Volunteered for community service	18	11	24	16	17	28
Watched a movie in a theater	14	14	15	17	12	16
Watched a movie not in a theater or on TV	22	18	26	20	25	20
Watched a sports event on TV	24	24	23	25	25	15
Watched movies, TV shows or videos with Amazon Prime	12	11	13	11	13	13
Watched TV programs I recorded on my TiVo or DVR	13	11	16	16	12	10
Wrote a check	5	3	7	4	5	8



## WINTER BREAK ACTIVITIES PARTICIPATED IN (Q. 288)

When asked how students spent their Winter Break, 54% **"Went/stayed home"** and another 21% used the time to work and earn some money (either at home or school).

19% **"Went on a trip"** while 5% **"Researched/purchased textbooks"**, 16% **"Looked for a job or internship"** and 12% volunteered their time.

Winter Break Activities Participated In					
Base = All Students					
	Total %	Male %	Female %	Fresh %	Senior %
Went/Stayed home	54	51	56	45	66
Worked at a job at home	21	22	21	33	19
Went on a trip to somewhere other than home	19	18	19	27	13
Looked for a job/internship	16	12	20	13	21
Discussed personal finances with family	15	13	17	13	16
Stayed at college	14	14	15	13	17
Reviewed my finances with myself	14	13	15	11	14
Volunteered my time	12	10	14	17	11
Worked at a job at college	10	8	12	11	12
Went on a winter sport trip	7	9	6	7	8
Researched/bought textbooks for class	5	4	7	5	4
Researched financial aid options	5	5	6	13	2
Obtained financial aid or student loan	5	6	4	7	1
Worked at an internship	4	5	4	8	3
Volunteered/performed a service project	4	2	5	5	3

## SPRING BREAK ACTIVITIES PLANNED OR PARTICIPATED IN (Q. 289)

When it comes to Spring Break, students most commonly do 1 of 3 activities or combination of the following:

- Went/Go on a trip to somewhere other than home - 29%
- Worked at a job at home – 15%
- Stay(ed) at college – 15%

Spring Break Activities Planned Or Participated In					
Base = All Students					
	Total %	Male %	Female %	Fresh %	Senior %
Went/Go/Stay(ed) home	35	32	38	33	31
Went/Go on a trip to somewhere other than home	34	33	34	38	38
Work(ed) at a job at home	15	19	12	23	10
Stay(ed) at college	12	9	15	14	17
Work(ed) at a job at college	11	12	11	13	9
Discuss(ed) personal finances with family	10	7	13	9	6
Volunteer(ed) my time	10	8	11	13	12
Look(ed) for a job/internship	10	6	14	7	11
Went/Go on a winter sport trip	8	10	6	9	9
Review(ed) my finances with myself	8	6	10	6	10
Volunteer(ed)/perform(ed) a service project	5	7	4	7	4
Research(ed) financial aid options	4	5	4	8	5
Apply(Applied) for financial aid for next academic year	3	4	3	7	1
Research(ed)/purchas(ed) textbooks for class	3	5	2	6	3
Work(ed) at an internship	3	4	1	2	3
Research(ed) student loans for next academic period	3	3	2	6	3
Obtain(ed) financial aid or student loan	1	2	1	3	0

## PLANS AFTER GRADUATION (Q. 358)

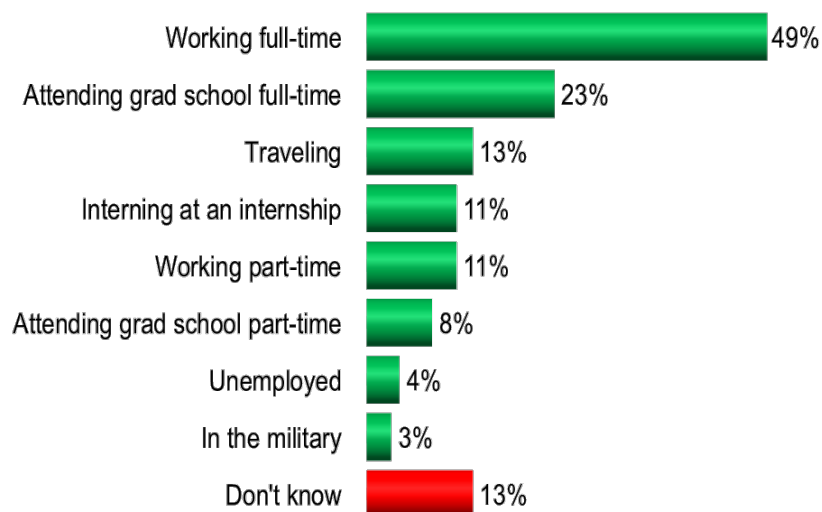
72% (74% last year) expect to be employed either full-time or part-time (49% full-time, 11% part-time, and 11% interning).

Not surprisingly, the next largest group, 31%, 32% last year and down from 42% eight years ago, expect or plan to be attending graduate school (23% full-time and 8% part-time).

As shown below, differences are seen based on year in school. Specifically a somewhat larger share of Seniors expect to be working full-time than Freshmen (53% compared to 45% of Freshmen). 13%, compared to 11% last year) **“Don’t know”** what they will be doing after graduation.

Plans After Graduation					
Base = All Students					
	Total %	Male %	Female %	Fresh %	Senior %
Working full-time	49	54	44	45	53
Attending graduate school full-time	23	18	28	32	14
Traveling	13	12	14	15	10
Working part-time	11	10	13	6	13
Interning at an internship	11	12	10	13	6
Attending graduate school part-time	8	7	9	5	10
Unemployed	4	4	4	1	6
In the military	3	3	3	5	2
Don't know	13	14	13	12	14

### PLANS AFTER GRADUATION



## IMPORTANCE OF EVENTS AFTER GRADUATION (Q. 359)

Students were provided with a list of 13 events or activities and asked to identify the importance of each to them.

Virtually identical and the largest share of students (higher among females) mention **Increasing savings** and **Creating a resume**.

Among the 7 events or activities mentioned by more than 60% of students and more than 65% of Seniors, not surprisingly 4 are money related and 3 are job related.

Importance Of Events After Graduation Top 2 Box, Very/Somewhat Important Base = All Students					
	Total %	Male %	Female %	Fresh %	Senior %
<b>Increasing savings</b>	<b>77</b>	<b>71</b>	<b>82</b>	<b>78</b>	<b>75</b>
<b>Creating a resume</b>	<b>76</b>	<b>73</b>	<b>78</b>	<b>84</b>	<b>67</b>
<b>Understanding how to budget for living expenses</b>	<b>70</b>	<b>65</b>	<b>75</b>	<b>70</b>	<b>68</b>
<b>Interviewing tips</b>	<b>70</b>	<b>61</b>	<b>78</b>	<b>76</b>	<b>68</b>
<b>Job hunting</b>	<b>69</b>	<b>63</b>	<b>75</b>	<b>70</b>	<b>71</b>
<b>Developing a plan for paying off student loans</b>	<b>64</b>	<b>64</b>	<b>64</b>	<b>72</b>	<b>55</b>
<b>How to negotiate salary</b>	<b>64</b>	<b>62</b>	<b>66</b>	<b>59</b>	<b>67</b>
Deciding about attending graduate school	58	56	59	57	55
Thinking about moving to another city	55	52	57	54	51
Buying a car	50	47	53	50	49
Starting up a new business	41	42	40	33	49
Finding a roommate	39	37	42	41	36
Wedding plans	29	30	28	22	24



## Chapter 4

# WHAT'S IN & WHO'S IN ON CAMPUS

### CHAPTER OVERVIEW

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This chapter identifies 92 items, events and activities regarded by students as being "In" on campus inclusive of a 3 year tracking for each. Separately, students report which of 42 television programs students regard as being "In" on campus.

The Top 5, highest rated "In" on campus items, events and activities include;

- Apple iPhone (70%)
- Coffee (66%)
- Snapchat (63%)
- Working out (63%)
- Instagram (59%)
- Text messaging (57%)

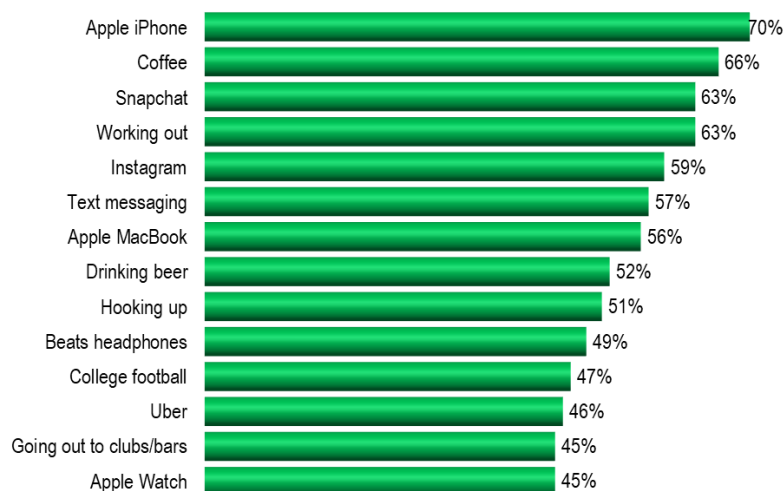
The Top 5, highest rated television program students report as being "In" on campus include;

- Game of Thrones (58%)
- Walking Dead (42%)
- American Horror Story (39%)
- Game of Thrones (34%)
- Shameless (34%)
- Family Guy (34%)
- Breaking Bad (33%)

## THINGS THAT ARE “IN” ON CAMPUS (Q. 307)

With little difference based on gender, clustered at the top of the "What's IN On Campus" list are, **Apple iPhone**, **Coffee**, **Snapchat**, **Working out**, **Instagram** and **Text messaging**. What's been seen in the past and is seen again this year, as items and/or activities become more pervasive and more common, the share of students identifying these items and/or activities tend to decline.

### THINGS THAT ARE “IN” ON CAMPUS



The following table lists each item in rank order based the share of students reporting that item or activity as "IN", this year, last year and two years ago based on total, male, and females respondents.

Things That Are “IN” On Campus (Rank)									
	Base = All Students								
	Total			Male			Female		
	S16 %	S17 %	S18 %	S16 %	S17 %	S18 %	S16 %	S17 %	S18 %
Apple iPhone	69	68	70	66	68	61	72	69	77
Coffee	61	63	66	54	58	61	68	67	70
Snapchat	58	56	63	54	57	57	52	56	67
Working out	50	50	63	50	52	61	51	49	65
Instagram	60	53	59	54	52	49	67	54	68
Text messaging	62	56	57	58	55	49	65	57	63
Apple MacBook	NA	49	56	NA	48	50	NA	50	62
Drinking beer	57	49	52	59	54	52	56	44	52
Hooking up	46	42	51	49	45	50	44	39	51
Beats headphones	NA	NA	49	NA	NA	42	NA	NA	55
College football	41	39	47	38	39	44	43	38	50
Uber	39	39	46	39	41	43	39	38	50
Apple Watch	25	37	45	22	35	40	29	38	50
Going out to clubs/bars	48	41	45	45	41	36	52	41	52
Twitter	46	40	44	44	39	40	49	41	48
Smoking marijuana	35	40	43	36	46	35	34	33	51

Things That Are “IN” On Campus (Rank)									
	Base = All Students								
	Total			Male			Female		
Internships	35	36	42	30	37	37	39	35	46
Tinder	38	40	42	36	40	37	39	41	46
Buying things online	39	39	41	35	36	35	44	42	47
Drinking mixed drinks	38	36	41	35	35	35	41	36	48
Facebook	57	49	41	55	51	31	58	48	50
Studying at coffee shops	40	29	41	35	29	30	46	30	52
Eating healthy	38	37	40	30	35	36	45	38	43
Taking photos with a mobile phone	47	39	40	43	40	30	52	38	50
Tattoos	34	33	40	32	30	35	36	35	45
Working	38	38	40	37	35	31	40	41	48
Apple iPads	40	41	39	36	39	36	44	44	41
Debit cards	36	36	39	31	35	34	41	38	44
eCigarettes	30	25	39	30	26	41	30	24	37
Going to concerts	37	32	39	31	32	33	44	31	46
Fake IDs	26	33	38	27	32	31	26	33	44
Attending a movie with a date/friends	33	30	37	29	28	30	37	32	43
Being eco-friendly	32	29	36	25	29	31	38	30	40
Downloading music	35	32	36	33	34	27	37	29	43
Going to college sporting events	36	32	36	35	36	33	38	27	39
Laptop computers	54	39	36	50	41	30	57	38	41
Taking videos with a mobile phone	40	32	36	37	33	28	42	31	43
Buying things (not textbooks) from Amazon	NA	29	34	NA	24	26	NA	34	40
Vaping	30	26	34	33	30	30	27	22	37
Apple AirPods	NA	10	33	NA	11	33	NA	10	34
Doing drugs	31	29	33	31	32	35	30	26	32
Buying textbooks from Amazon	NA	24	31	NA	22	22	NA	27	39
Credit cards	25	25	31	22	24	22	27	26	39
Going to the movies	NA	NA	31	NA	NA	21	NA	NA	40
Running	32	29	31	30	29	28	34	29	35
Volunteering	29	24	31	25	22	27	43	26	34
Using an Amazon Prime account	NA	20	30	NA	16	24	NA	23	35
Downloading movies	31	27	29	30	31	26	32	23	31
Drinking herbal beverages	25	16	28	22	15	26	29	17	29
Going to graduate school	28	24	28	28	24	18	29	25	38
PlayStation 4	26	24	28	33	31	31	18	17	25
Fitbit	21	25	27	15	23	23	27	26	31
Playing sports	NA	27	27	NA	31	22	NA	24	31
Downloading music on mobile phone	28	24	26	24	24	19	33	25	33
Fantasy football	24	18	25	30	25	26	19	11	25
Sharing photos online	33	26	25	31	27	19	34	24	30
Custom t-shirts	19	18	24	19	18	14	19	19	33
Yoga	25	19	24	17	16	22	32	21	25
Android SmartPhones	37	27	23	39	30	22	36	25	25
Downloading apps	31	24	23	28	23	15	34	25	30

Things That Are “IN” On Campus (Rank)									
Base = All Students									
	Total			Male			Female		
Amazon Echo	NA	8	22	NA	9	20	NA	8	25
Reality TV shows	27	20	22	20	18	16	33	21	26
Mobile payment transactions	15	14	21	13	15	12	18	14	29
Smoking cigarettes	24	24	21	22	26	20	25	21	23
Vintage clothes/jeans	18	14	21	12	12	15	24	16	26
Digital cameras	15	12	20	14	12	14	16	12	25
Renting printed textbooks	25	15	20	20	16	15	29	14	26
Microsoft Xbox One	16	19	19	21	25	22	11	12	17
Amazon Fire	NA	12	18	NA	10	18	NA	14	18
Blogging	22	14	18	19	15	13	25	13	23
Group dating	13	11	18	13	11	15	14	11	21
Samsung Galaxy Smartphone	22	22	18	23	23	18	22	20	18
Supreme	NA	8	18	NA	9	16	NA	6	20
Apple iPods	14	18	17	14	19	15	14	17	20
Pinterest	22	15	17	15	13	11	29	18	22
Tablet computers	22	18	17	21	20	14	24	15	20
eTextbooks	23	13	16	23	14	13	24	13	20
Tumblr	22	16	16	21	18	14	24	15	17
Amazon Echo Dot	NA	4	15	NA	5	14	NA	4	15
Amazon Kindle	12	8	14	11	9	16	14	8	13
Microsoft Surface laptop	NA	NA	14	NA	NA	13	NA	NA	15
Chromebooks	8	11	12	7	11	10	10	10	13
Microsoft Surface tablet	NA	NA	11	NA	NA	8	NA	NA	13
Playing poker	10	7	11	10	10	13	9	4	9
Podcasting	9	9	11	6	9	10	11	8	12
Nintendo WiiU	9	8	10	10	12	10	8	4	9
Reading the campus newspaper	9	6	10	6	7	10	12	6	11
Ultimate Frisbee	NA	10	10	NA	13	11	NA	8	9
Downloading ringtones	7	9	9	6	9	7	8	8	11
Samsung Galaxy Tablet	10	10	9	10	10	9	11	9	9
Google Android Nexus One	3	4	7	3	5	6	4	4	6
YikYak	23	10	7	22	11	9	24	8	6
MTV	9	9	6	6	9	7	13	10	4
VH1	7	7	5	6	9	4	9	6	5
Kith	NA	4	4	NA	5	6	NA	3	2

The following table lists each item in alpha order this year.

Things That Are “IN” On Campus (Alpha)									
Base = All Students									
	Total			Male			Female		
	S16 %	S17 %	S18 %	S16 %	S17 %	S18 %	S16 %	S17 %	S18 %
Amazon Echo	NA	8	22	NA	9	20	NA	8	25
Amazon Echo Dot	NA	4	15	NA	5	14	NA	4	15



Things That Are “IN” On Campus (Alpha)									
Base = All Students									
	Total			Male			Female		
Amazon Fire	NA	12	18	NA	10	18	NA	14	18
Amazon Kindle	12	8	14	11	9	16	14	8	13
Android SmartPhones	37	27	23	39	30	22	36	25	25
Apple AirPods	NA	10	33	NA	11	33	NA	10	34
Apple iPads	40	41	39	36	39	36	44	44	41
Apple iPhone	69	68	70	66	68	61	72	69	77
Apple iPods	14	18	17	14	19	15	14	17	20
Apple MacBook	NA	49	56	NA	48	50	NA	50	62
Apple Watch	25	37	45	22	35	40	29	38	50
Attending a movie with a date/friends	33	30	37	29	28	30	37	32	43
Beats headphones	NA	NA	49	NA	NA	42	NA	NA	55
Being eco-friendly	32	29	36	25	29	31	38	30	40
Blogging	22	14	18	19	15	13	25	13	23
Buying textbooks from Amazon	NA	24	31	NA	22	22	NA	27	39
Buying things (not textbooks) from Amazon	NA	29	34	NA	24	26	NA	34	40
Buying things online	39	39	41	35	36	35	44	42	47
Chromebooks	8	11	12	7	11	10	10	10	13
Coffee	61	63	66	54	58	61	68	67	70
College football	41	39	47	38	39	44	43	38	50
Credit cards	25	25	31	22	24	22	27	26	39
Custom t-shirts	19	18	24	19	18	14	19	19	33
Debit cards	36	36	39	31	35	34	41	38	44
Digital cameras	15	12	20	14	12	14	16	12	25
Doing drugs	31	29	33	31	32	35	30	26	32
Downloading apps	31	24	23	28	23	15	34	25	30
Downloading movies	31	27	29	30	31	26	32	23	31
Downloading music	35	32	36	33	34	27	37	29	43
Downloading music on mobile phone	28	24	26	24	24	19	33	25	33
Downloading ringtones	7	9	9	6	9	7	8	8	11
Drinking beer	57	49	52	59	54	52	56	44	52
Drinking herbal beverages	25	16	28	22	15	26	29	17	29
Drinking mixed drinks	38	36	41	35	35	35	41	36	48
Eating healthy	38	37	40	30	35	36	45	38	43
eCigarettes	30	25	39	30	26	41	30	24	37
eTextbooks	23	13	16	23	14	13	24	13	20
Facebook	57	49	41	55	51	31	58	48	50
Fake IDs	26	33	38	27	32	31	26	33	44
Fantasy football	24	18	25	30	25	26	19	11	25
Fitbit	21	25	27	15	23	23	27	26	31
Going out to clubs/bars	48	41	45	45	41	36	52	41	52
Going to college sporting events	36	32	36	35	36	33	38	27	39
Going to concerts	37	32	39	31	32	33	44	31	46
Going to graduate school	28	24	28	28	24	18	29	25	38
Google Android Nexus One	3	4	7	3	5	6	4	4	6

Things That Are “IN” On Campus (Alpha)									
Base = All Students									
	Total			Male			Female		
Going to the movies	NA	NA	31	NA	NA	21	NA	NA	40
Group dating	13	11	18	13	11	15	14	11	21
Hooking up	46	42	51	49	45	50	44	39	51
Instagram	60	53	59	54	52	49	67	54	68
Internships	35	36	42	30	37	37	39	35	46
Kith	NA	4	4	NA	5	6	NA	3	2
Laptop computers	54	39	36	50	41	30	57	38	41
Microsoft Surface tablet	NA	NA	11	NA	NA	8	NA	NA	13
Microsoft Surface laptop	NA	NA	14	NA	NA	13	NA	NA	15
Microsoft Xbox One	16	19	19	21	25	22	11	12	17
Mobile payment transactions	15	14	21	13	15	12	18	14	29
MTV	9	9	6	6	9	7	13	10	4
Nintendo WiiU	9	8	10	10	12	10	8	4	9
Pinterest	22	15	17	15	13	11	29	18	22
Playing poker	10	7	11	10	10	13	9	4	9
Playing sports	NA	27	27	NA	31	22	NA	24	31
PlayStation 4	26	24	28	33	31	31	18	17	25
Podcasting	9	9	11	6	9	10	11	8	12
Reading the campus newspaper	9	6	10	6	7	10	12	6	11
Reality TV shows	27	20	22	20	18	16	33	21	26
Renting printed textbooks	25	15	20	20	16	15	29	14	26
Running	32	29	31	30	29	28	34	29	35
Samsung Galaxy Smartphone	22	22	18	23	23	18	22	20	18
Samsung Galaxy Tablet	10	10	9	10	10	9	11	9	9
Sharing photos online	33	26	25	31	27	19	34	24	30
Smoking cigarettes	24	24	21	22	26	20	25	21	23
Smoking marijuana	35	40	43	36	46	35	34	33	51
Snapchat	58	56	63	54	57	57	52	56	67
Studying at coffee shops	40	29	41	35	29	30	46	30	52
Supreme	NA	8	18	NA	9	16	NA	6	20
Tablet computers	22	18	17	21	20	14	24	15	20
Taking photos with a mobile phone	47	39	40	43	40	30	52	38	50
Taking videos with a mobile phone	40	32	36	37	33	28	42	31	43
Tattoos	34	33	40	32	30	35	36	35	45
Text messaging	62	56	57	58	55	49	65	57	63
Tinder	38	40	42	36	40	37	39	41	46
Tumblr	22	16	16	21	18	14	24	15	17
Twitter	46	40	44	44	39	40	49	41	48
Uber	39	39	46	39	41	43	39	38	50
Ultimate Frisbee	NA	10	10	NA	13	11	NA	8	9
Using an Amazon Prime account	NA	20	30	NA	16	24	NA	23	35
Vaping	30	26	34	33	30	30	27	22	37
VH1	7	7	5	6	9	4	9	6	5
Vintage clothes/jeans	18	14	21	12	12	15	24	16	26

Things That Are “IN” On Campus (Alpha)									
Base = All Students									
	Total			Male			Female		
Volunteering	29	24	31	25	22	27	43	26	34
Working	38	38	40	37	35	31	40	41	48
Working out	50	50	63	50	52	61	51	49	65
YikYak	23	10	7	22	11	9	24	8	6
Yoga	25	19	24	17	16	22	32	21	25

## TELEVISION PROGRAMS THAT ARE "IN" ON CAMPUS (Q. 308)

Students are provided with a list of 43 television programs and asked to identify which programs are popular or are the "TV Programs IN On Campus". As shown in the following table, with few exceptions, the responses of males are nearly identical to those of females.

The following table details in rank order the share of students rating each television program "IN".

Television Programs That Are "IN" On Campus (Rank)						
Base = All Students						
	Total %	Male %	Female %	On Campus %	Off Campus %	At Home %
Game of Thrones	58	55	60	53	70	49
The Walking Dead	42	41	44	41	51	39
American Horror Story	39	34	43	40	44	36
Grey's Anatomy	34	24	44	32	33	33
Shameless	34	33	35	36	37	33
Family Guy	34	37	30	37	36	31
Breaking Bad	33	33	33	39	34	34
Orange Is The New Black	30	23	36	24	27	26
How I Met Your Mother	29	26	32	27	40	25
ESPN SportsCenter	26	34	18	28	25	32
NFL Football	24	31	17	33	22	29
Scandal	22	15	29	20	28	20
Law & Order	22	16	29	25	21	23
Shark Tank	22	18	25	19	24	21
House of Cards	21	20	21	17	22	17
Modern Family	20	17	22	21	25	20
The Big Bang Theory	19	21	18	20	23	20
Empire	19	18	20	23	20	19
The Voice	19	17	21	17	28	17
The New Girl	18	12	24	18	22	17
American Idol	17	17	17	14	23	19
Fear The Walking Dead	17	15	18	12	18	15
Last Week Tonight With John Oliver	16	13	19	18	12	16
Pretty Little Liars	16	11	20	13	16	15
Blackish	16	14	17	19	16	20
Silicon Valley	14	15	14	11	16	12
American Ninja Warrior	14	15	12	12	17	14
Arrested Development	13	15	11	15	11	14
MTV	12	9	15	9	8	14
Mad Men	11	12	10	11	11	11
Better Call Saul	11	10	11	12	9	12
Daredevil	11	14	8	11	12	14
Real Time With Bill Maher	11	8	13	8	12	9
American Gothic	10	12	8	12	9	13
The Real World	10	9	11	8	13	14

Television Programs That Are "IN" On Campus (Rank)						
Base = All Students						
	Total %	Male %	Female %	On Campus %	Off Campus %	At Home %
Ballers	10	9	11	6	13	9
Bloodline	10	7	12	9	15	11
Grace and Frankie	9	6	11	7	10	9
Homeland	9	9	9	7	9	10
Ozark	9	11	6	10	10	9
Girls	7	8	7	6	10	7
Grimm	6	5	6	6	8	7
mtvU	4	6	3	4	4	5

The following table details in alpha order the share of students rating each television program "IN".

Television Programs That Are "IN" On Campus (Alpha)						
Base = All Students						
	Total %	Male %	Female %	On Campus %	Off Campus %	At Home %
American Gothic	10	12	8	12	9	13
American Horror Story	39	34	43	40	44	36
American Idol	17	17	17	14	23	19
American Ninja Warrior	14	15	12	12	17	14
Arrested Development	13	15	11	15	11	14
Ballers	10	9	11	6	13	9
Better Call Saul	11	10	11	12	9	12
Blackish	16	14	17	19	16	20
Bloodline	10	7	12	9	15	11
Breaking Bad	33	33	33	39	34	34
Daredevil	11	14	8	11	12	14
Empire	19	18	20	23	20	19
ESPN SportsCenter	26	34	18	28	25	32
Family Guy	34	37	30	37	36	31
Fear The Walking Dead	17	15	18	12	18	15
Game of Thrones	58	55	60	53	70	49
Girls	7	8	7	6	10	7
Grace and Frankie	9	6	11	7	10	9
Grey's Anatomy	34	24	44	32	33	33
Grimm	6	5	6	6	8	7
Homeland	9	9	9	7	9	10
House of Cards	21	20	21	17	22	17
How I Met Your Mother	29	26	32	27	40	25
Last Week Tonight With John Oliver	16	13	19	18	12	16
Law & Order	22	16	29	25	21	23
Mad Men	11	12	10	11	11	11
Modern Family	20	17	22	21	25	20

Television Programs That Are “IN” On Campus (Alpha)						
Base = All Students						
	Total %	Male %	Female %	On Campus %	Off Campus %	At Home %
MTV	12	9	15	9	8	14
mtvU	4	6	3	4	4	5
NFL Football	24	31	17	33	22	29
Orange Is The New Black	30	23	36	24	27	26
Ozark	9	11	6	10	10	9
Pretty Little Liars	16	11	20	13	16	15
Real Time With Bill Maher	11	8	13	8	12	9
Scandal	22	15	29	20	28	20
Shameless	34	33	35	36	37	33
Shark Tank	22	18	25	19	24	21
Silicon Valley	14	15	14	11	16	12
The Big Bang Theory	19	21	18	20	23	20
The New Girl	18	12	24	18	22	17
The Real World	10	9	11	8	13	14
The Voice	19	17	21	17	28	17
The Walking Dead	42	41	44	41	51	39



## Chapter 5

# THE MOOD ON CAMPUS

### CHAPTER OVERVIEW

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This chapter examines students' political party and political philosophy preference, approval of both President Trump's and Congress' performance.

Additionally, students identify what they believe are the most important domestic issues facing the U.S. as well as their agreement with statements about student issues as well as economic issues experienced by students. The chapter also quantifies the incidence and amount of student loan debt students expect to have following graduation.

#### Non School-related

- Equal numbers of students describe themselves as **Democrats** as describe themselves as **Republicans** (each 27%) and the largest share (38%) describe their political philosophy as **"Middle of the Road"** followed by 23% describing themselves as **"Progressive"**
- President Trump's approval rating is 15%, another record low compared to 14% for that of Congress
- Students believe the "Top 3 Most Important Domestic Issues Facing The U.S." are; **Cost of education** (35% up somewhat from last year's 30%) , 32% mention **Gun violence** while 25% point to **Corruption/misconduct among government officials**

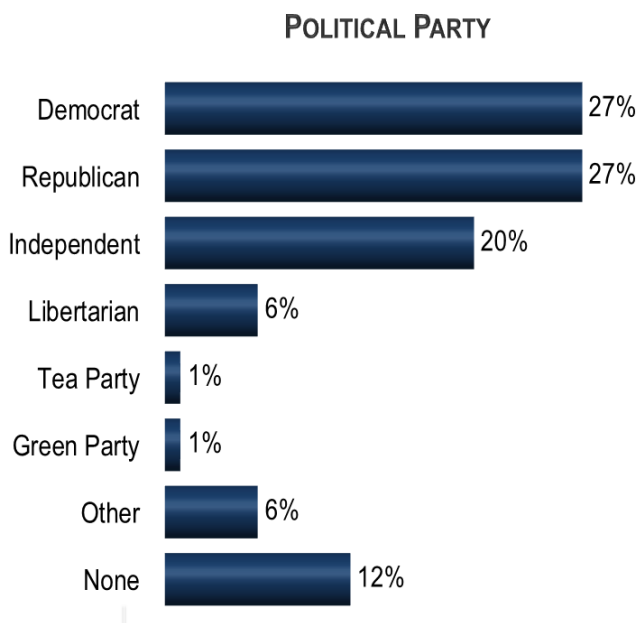
#### School-related

- 71% believe **"Having my degree will help me get a better job than I would otherwise"**
- 72% believe **"The cost of college is excessive"** while 74% believe **"The cost of textbooks is excessive"**
- The most commonly mentioned sources of daily stress include; **"GPA"**, **"Not having enough money"**, **"Doing a good job of managing my time"**, **"Exercising and/or staying in shape"** and **"Eating a balanced diet"**
- The Biggest Problems on campus are **"Cost of education"**, **"Stress"** and **"Alcohol abuse/binge drinking"**
- 60% expect to graduate with student loan debt averaging \$36,401, 15% greater than last year's \$31,783
- 36% are interested in **"Studying abroad but have no plans to do so"**, 17% **"Plan to study abroad"**, 14% **"Have studied abroad"** while the remaining 33% have **"No interest in studying abroad"**

## POLITICAL PARTY (Q. 298)

27%, compared to 36% last year, consider themselves to be **Democrats**. As shown in the table below, students attending schools in the West (34%) are far more likely than students at schools in Midwest (13%) to consider themselves to be **Democrats**. 27%, an identical number consider themselves to be **Republicans**.

12% report they have no affiliation, reporting **None of these**, while 20% describe themselves as **Independents**.

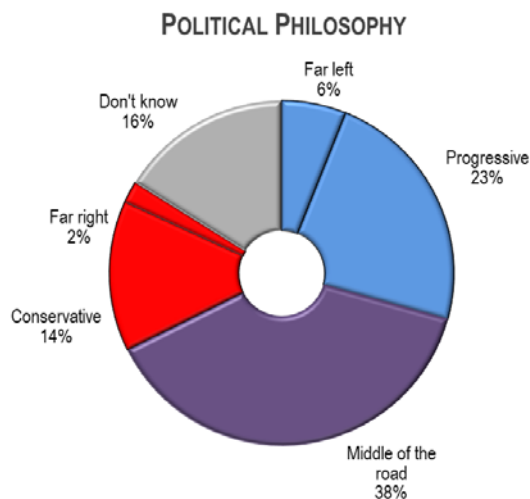


Political Party							
Base = All Students							
	Total %	Male %	Female %	North %	South %	Midwest %	West %
Democrat	27	25	29	33	34	13	34
Republican	27	31	23	20	25	38	18
Independent	20	18	22	10	18	24	26
Libertarian	6	8	4	9	6	7	0
Green Party	1	1	0	0	1	2	2
Tea Party	1	0	1	0	1	1	3
Other	6	5	8	2	3	10	14
None of these	12	12	12	26	13	5	3



As another measure of political leaning, we asked students to identify themselves based on political philosophy. Virtually identical to previous findings, the largest segment, 38%, down from 28% last year, describe themselves as **Middle of the road**.

23%, down somewhat from 28%, from last year, describe themselves as **Progressive**. 14%, virtually identical to last year's 15% finding, describe themselves as **Conservative** (highest in the Midwest at 18%). 16%, highest in the South at 22%, **Don't know** what their political philosophy is.



Political Philosophy							
Base = All Students							
	Total %	Male %	Female %	North %	South %	Midwest %	West %
Middle of the road	38	37	40	37	37	47	23
Progressive	23	24	23	22	20	23	32
Conservative	14	16	11	7	17	18	8
Far left	6	8	5	8	3	5	14
Far right	2	3	2	4	1	2	5
Don't know	16	13	20	21	22	5	18

## APPROVAL OF PRESIDENT TRUMP'S JOB PERFORMANCE (Q. 296)

Students were asked if they approved or disapproved of President Trump's performance. 15%, down somewhat from 18% last year, approve of the President's performance, 67% disapprove and 16% "Don't know". Approval is highest in the Midwest (21%) and lowest in the West (6%). The 15% job performance approval rating is the lowest Student Monitor measure of any President's performance for more than 20 years.

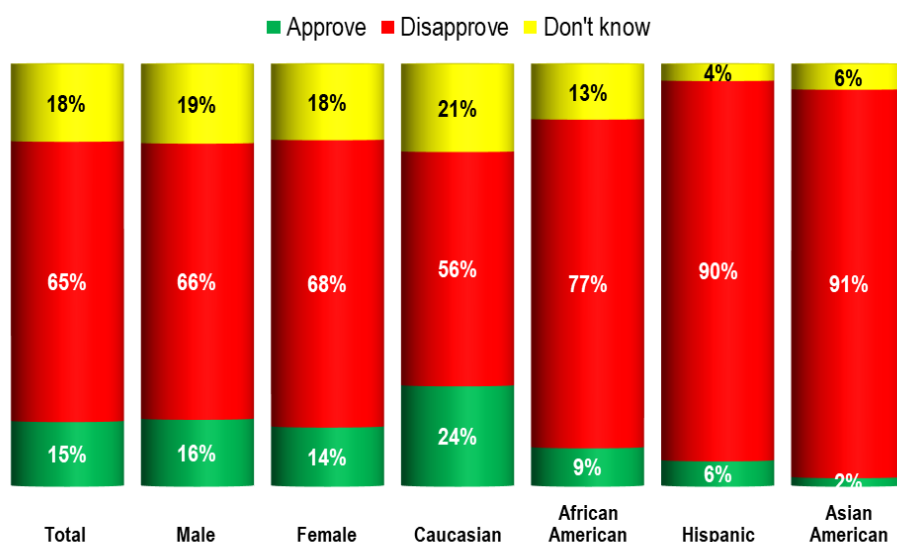
### APPROVAL OF PRESIDENT'S TRUMP'S JOB PERFORMANCE



Approval Of President Trump's Job Performance							
Base = All Students							
	Total %	Male %	Female %	North %	South %	Midwest %	West %
Approve	15	16	14	8	16	21	6
Disapprove	67	66	68	61	63	66	86
Don't know	18	19	18	31	20	13	8

As shown below, President Trump's job performance approval rating ranges from a low of 2% among Asian American college students to a high of 24% among Caucasians.

### APPROVAL OF PRESIDENT TRUMP'S PERFORMANCE



## APPROVAL OF CONGRESS'S JOB PERFORMANCE (Q. 297)

Historically, students assign a lower approval rating for Congress's job performance than that of the Executive branch and once again this year is no exception. As shown below, 63% **"Disapprove"** of Congress's job performance compared to a 60% disapproval rating last year.

### APPROVAL OF CONGRESS' JOB PERFORMANCE



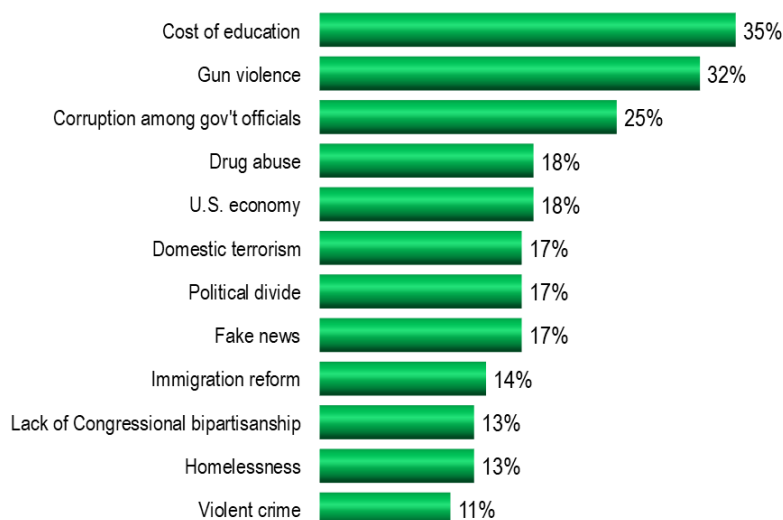
Approval Of Congress's Job Performance							
Base = All Students							
	Total %	Male %	Female %	North %	South %	Midwest %	West %
Approve	14	16	13	8	15	22	6
Disapprove	63	60	67	52	63	63	78
Don't know	22	25	20	40	22	15	16

## MOST IMPORTANT DOMESTIC ISSUES FACING THE U.S. (Q. 295)

College students believe the most important domestic issues facing the U.S are:

1. **"Cost of education"**
2. **"Gun violence"**
3. **"Corruption among gov't officials"**
4. **"Drug abuse"**
5. **"U.S. economy"**
6. **"Domestic terrorism"**
7. **"Political divide"**
8. **"Fake news"**
9. **"Immigration reform"**
10. **"Lack of Congressional bipartisanship"**

### MOST IMPORTANT DOMESTIC ISSUES FACING THE U.S.



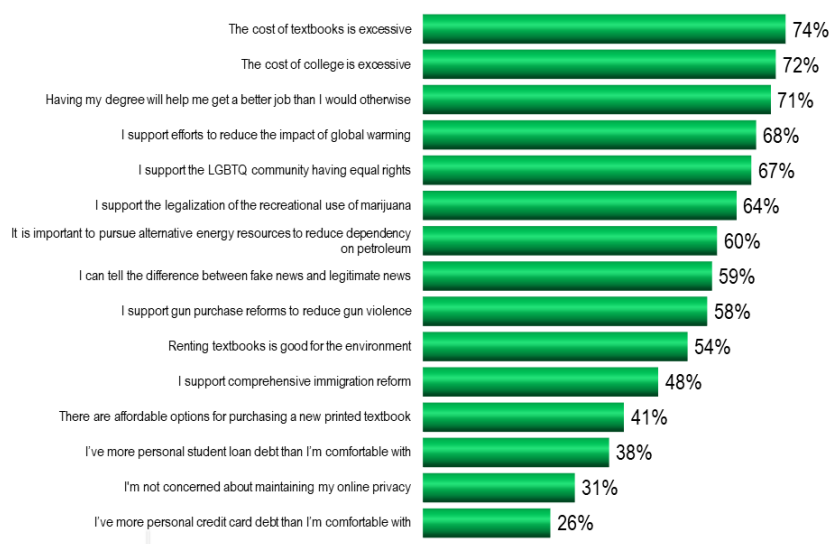
As seen previously females tend to be more concerned with health and social issues like healthcare and immigration reform while males express more concern with economic and national security issues.

Most Important Domestic Issues Facing The U.S. (Rank)					
Base = All Students					
	Total %	Male %	Female %	Fresh %	Senior %
Cost of education	35	34	36	29	23
Gun violence	32	33	32	29	41
Corruption/misconduct among gov't officials	25	27	23	28	25
U.S. economy	18	17	20	28	10
Drug abuse	18	15	20	12	16
Fake news	17	18	16	17	19

<b>Most Important Domestic Issues Facing The U.S. (Rank)</b>					
Base = All Students					
	Total %	Male %	Female %	Fresh %	Senior %
Political divide	17	15	18	18	20
Domestic terrorism	17	16	17	14	22
Immigration reform	14	14	13	18	19
Homelessness	13	14	13	15	6
Lack of Congressional bipartisanship	13	13	13	2	17
Violent crime	11	12	11	11	13
Global terrorism	9	9	9	8	6
Pollution of the environment	9	8	9	13	6
Unemployment	9	10	7	13	6
Federal deficit	8	7	8	6	8
Gun ownership reform	8	9	6	11	8
World economy	5	5	5	5	3
North Korean aggression	5	6	4	4	4
Quality of education	5	5	5	6	4
Reproductive rights	5	5	5	1	9
Election meddling	4	3	4	2	3
Lack of financial literacy	3	4	2	1	5
Russian aggression	2	2	3	3	1

This series of statements relates to a variety of issues and explores students' level of agreement.

## AGREEMENT WITH STATEMENTS ABOUT STUDENT ISSUES/ATTITUDES



Agreement With Statements About Student Issues/Attitudes									
Agree Strongly/Agree Somewhat									
Base = All Students									
	Total			Male			Female		
	S16 %	S17 %	S18 %	S16 %	S17 %	S18 %	S16 %	S17 %	S18 %
The cost of textbooks is excessive	79	75	74	78	73	65	79	77	81
The cost of college is excessive	83	72	72	83	71	62	84	73	82
Having my degree will help me get a better job than I would otherwise	NA	73	71	NA	71	65	NA	74	77
I support efforts to reduce the impacts of global warming	70	64	68	66	61	59	74	67	76
I support the LGBTQ community having equal rights	NA	62	67	NA	59	57	NA	64	76
I support legalization of the recreational use of marijuana	51	57	64	53	59	59	48	54	70
It's important to pursue alternative energy sources to reduce dependency on oil	66	58	60	69	57	56	63	60	64
I can tell the difference between fake and legitimate news	NA	NA	59	NA	NA	55	NA	NA	62
I support gun purchase reforms to reduce violence	50	52	58	49	50	49	51	53	67
Renting textbooks is good for the environment	60	50	54	59	47	48	62	53	59
I support comprehensive immigration reform	38	46	48	40	45	38	36	47	57
There are affordable options for purchasing a new printed textbook	NA	NA	41	NA	NA	33	NA	NA	49
I've more personal student loan debt than I'm comfortable with	26	39	38	26	38	29	27	40	47
I'm not concerned about maintaining my online privacy	20	30	31	17	30	21	24	31	41
I've more personal credit card debt than I'm comfortable with	13	21	26	13	21	16	13	20	35

## AGREEMENT WITH STATEMENTS ABOUT ECONOMIC ISSUES (Q. 291)

Students were provided with a list of statements about economic issues and asked to what extent they agreed or disagreed with each statement.

As illustrated by the responses below, the share of students who Agree Completely or “Somewhat agree” to each of the 7 statements, reflect the results of student perception of an improving economy.

<b>Agreement With Statements About Economic Issues</b>					
<b>Agree Completely/Agree Somewhat</b>					
Base = All Students					
	Total %	Male %	Female %	Fresh %	Senior %
My parents and family are an important financial partner for me to be able to complete my education	63	55	70	46	73
I'm more likely to work to help offset the cost of my education because of the economy's impact on my family	43	35	51	26	49
If my family's primary income provider became permanently disabled, passes away or became unemployed, I would still be able to complete my education	41	40	42	32	39
The current economy has had a negative impact on my family's income	40	35	45	27	47
The current economy has caused me to increase my student loans	33	29	37	28	26
Compared to last year, I'm receiving less financial aid from my school	30	29	31	24	27
It's more difficult to find and keep a part-time job than last year	28	26	31	17	24

## ITEMS OF CONCERN (Q. 292)

Students were provided with a list of statements about potential concerns students may have and asked to what extent they agreed or disagreed each concern applied to them.

As illustrated by the responses below, the share of students who **Agree completely** or **Agree somewhat** to each concern reflect a combination of both school related and non school related daily concerns students face.

Items Of Concern Agree Completely/Agree Somewhat Base = All Students					
	Total %	Male %	Female %	Fresh %	Senior %
GPA	77	72	82	78	75
Exercising and/or staying in shape	74	71	77	71	78
Doing a good job of managing my time	72	67	76	72	72
Not having enough money	72	64	80	66	75
Eating a balanced diet	70	64	77	66	76
Maintaining strong relationships with friends	70	61	79	63	69
Not having enough free time	67	60	73	62	67
Having the opportunity to travel	62	57	66	51	70
Communicating with my parents often enough	60	53	67	57	56
Paying for college	58	53	63	57	62
I've selected the right major for me	58	53	63	57	57
Having to repay student loan debt	57	50	64	47	58
Making new friends	56	49	63	48	57
I'm attending the right school for me	53	49	57	50	51
What my friends, not my classmates think of me	50	49	51	50	59
What my classmates, not my friends think of me	35	32	39	23	44



Using the same list of 16 Items of Concern in the previous question, students were asked to identify which of these items were “Causes of Daily Stress”.

As shown below, 65% of students believe their **GPA** is a “Cause of Daily Stress” in contrast to only 9% who believe **“What my classmates, not my friends think of me”**.

The 6 “Causes of Daily Stress mentioned by at least 30% of students include;

1. GPA
2. Not having enough money
3. Doing a good job of managing my time
4. Exercising and/or staying in shape
5. Eating a balanced diet
6. Not having enough free time

<b>Causes Of Daily Stress</b>					
Base = All Students					
	Total %	Male %	Female %	Fresh %	Senior %
GPA	65	65	65	71	59
Not having enough money	45	36	54	38	52
Doing a good job of managing my time	36	34	38	43	43
Exercising and/or staying in shape	36	32	41	45	44
Eating a balanced diet	35	30	40	32	41
Not having enough free time	31	29	33	30	33
Paying for college	28	19	36	22	27
Having to repay student loan debt	20	18	21	21	26
Communicating with my parents often enough	19	19	19	26	21
I've selected the right major for me	19	22	17	29	14
Maintaining strong relationships with friends	17	18	16	20	24
Making new friends	14	17	10	17	13
What my friends, not my classmates think of me	13	13	14	17	15
I'm attending the right school for me	12	14	10	15	7
Having the opportunity to travel	11	12	10	10	20
What my classmates, not my friends think of me	9	10	8	10	11

## BIGGEST PROBLEMS ON CAMPUS (Q. 294)

Students were provided with a list of 17 items and asked to identify which 3 items represented the Biggest Problems On Campus.

As shown below, the 3 most commonly mentioned problems include;

1. Cost of education
2. Stress
3. Alcohol abuse/binge drinking

While **Cost of education** is the most commonly mentioned problem, a somewhat larger share of female than male students identify **Cost of education** (55% compared to 49% among males. 53% more female students identify **Sexual assault** than males (26% compared to 17% of males). As might be expected, student residency influences student choices. Fewer students living at home mention **Alcohol abuse/binge drinking** or **Sexual assault**.

Biggest Problems On Campus						
Base = All Students						
	Total %	Male %	Female %	On Campus %	Off Campus %	At Home %
Cost of education	52	49	55	54	53	43
Stress	43	44	41	39	43	52
Alcohol abuse/binge drinking	28	26	30	25	35	15
Student loan debt	26	27	26	31	23	25
Lack of adequate parking	25	25	26	24	28	22
Sexual assault	21	17	26	20	25	15
Drug abuse (non-prescription drug)	17	16	18	12	22	15
Lack of adequate financial aid	14	16	13	21	9	10
Drunk driving	13	11	15	13	12	17
Inability to enroll in required courses needed to graduate on time	11	12	10	11	11	13
Students are not academically prepared for college	9	11	7	7	6	25
Tensions between students based on ethnic, racial or religious differences	8	10	7	7	9	10
Prescription drug abuse	8	11	5	10	4	13
Bullying by other students	6	6	7	3	10	3
Theft of personal property	6	7	5	2	9	7
Student credit card debt	5	4	6	6	4	3
Students' irresponsible spending/impulse buying	4	5	4	6	3	5

## AMOUNT OF STUDENT LOAN DEBT EXPECT TO HAVE (Q. 546)

Students were asked to estimate the amount of student loan debt they expect to have when they graduate. 60%, up from 52% last year, expect to have some student loan debt when they graduate.

On average, those anticipating student loan debt expect to owe an average of \$36,401, an amount 15% greater than last year's \$31,783 finding but less than what is commonly perceived.

Among those anticipating student loan debt, 42% expect to owe \$20,000 or less and the remaining 58% expect to owe more than \$20,000. 42% expect to owe more than \$30,000.

African American and Hispanic students are more likely than others to graduate with student loan debt (67% and 69% respectively).

Students attending Public schools are more likely than students attending Private schools to graduate with student loan debt.

Students attending schools in the Midwest are more likely than students attending schools in the North to graduate with student loan debt.

Amount Of Student Loan Debt Expect To Have (\$000)							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Senior %	Public %	Private %
Some student loan debt	60	61	60	65	59	46	60
\$5,000 or less	5	6	4	4	6	6	5
\$5,001 to \$10,000	7	5	8	8	7	6	7
\$10,001 to \$20,000	13	15	12	11	18	6	13
\$20,001 to \$30,000	11	11	10	17	6	10	11
More than \$30,000	25	25	25	25	22	20	25
Total mean	\$22,000	\$21,516	\$22,424	\$24,860	\$21,497	\$17,291	\$22,000
User mean	\$36,401	\$35,533	\$37,165	\$38,215	\$36,671	\$37,543	\$36,401

Students were provided with a list of statements and asked to identify which statement specific to studying abroad applied to them.

36% of students and the largest share report **“I’m interested in studying abroad but currently have no plans to do so”** while a similar number, 33% report **“I have no interest in studying abroad”** (58% higher among males).

17% or nearly one in five report **“I plan to study abroad as a college student”** including 16% of students attending Public schools and a somewhat higher incidence, 21%, of students attending Private schools.

14% of students including 22% or more than one in five Seniors report **“I have studied abroad as a student”**.

Study Abroad							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Senior %	Public %	Private %
I'm interested in studying abroad but currently have no plans to do so	36	32	39	43	29	36	35
I have no interest in studying abroad	33	41	26	27	42	35	27
I plan to study abroad as a college student	17	14	20	26	7	16	21
I have studied abroad as a college student	14	12	15	4	22	12	17



## Chapter 6

# STUDENTS AS ACTIVE CONSUMERS

### CHAPTER OVERVIEW

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This chapter examines students' top of mind awareness of all brands/companies (regardless of category), Wearable Technology brands, Technology brands, Bank & Financial Services brands, Student Loan Providers and School Logoed Apparel.

Students report their share of monthly spending among 8 different payment methods, monthly spending for each of 10 different categories, past week shopping locations, the number, amount spent for purchases and payment method for each of 14 retail destinations. Student attitudes about spending and credit together with student ownership of credit cards are examined.

Students' mobile phone habits and preferences are discussed including mobile/Smartphone ownership, monthly amount spent for mobile service, who pays for their mobile service and who their mobile service provider is. Students identify the brand of their mobile phone, if they plan to purchase or upgrade to a new phone, the type and brand of mobile phone they plan to purchase or upgrade to. Students also identify which of 24 past week activities they completed using a Smartphone, what are the most commonly used Smartphone apps, the incidence, amount spent and number of purchases typically made with their Smartphone and the ways they manage their bank account or credit card with their Smartphone.

#### Top of Mind Brands

- **Nike**, 32%, followed by **Apple** at 19%, and **Adidas** (9%), are the 3 most commonly mentioned, top of mind brands regardless of category
- **Apple**, 41%, followed by **FitBit** at 37% and **Nike**, 10%, are the 3 most commonly mentioned, top of mind **Wearable Technology** brands
- **Apple**, 62%, followed by **Google** at 12%, and **Microsoft** at 9% are the 3 most commonly mentioned, top of mind **Technology** brands
- **Chase**, 23%, followed by **Bank of America** at 22%, **Capital One** and **Wells Fargo**, each 20%, are the 3 most commonly mentioned, top of mind **Bank & Financial Services** brands
- **Federal government**, 38%, followed by **Sallie Mae** at 10%, and **My school** 7%, are the 3 most commonly mentioned, top of mind **Student Loan Provider** brands
- **On campus bookstore**, 52% followed by **Dick's Sporting Goods**, 15% and **Target** at 10% are the 3 most commonly mentioned, top of mind **School Logoed Apparel** sources

#### Student Shopping & Spending

- 48% of students' monthly spending is with an **ATM/debit or check card** followed by **Cash** at 21%
- Students spend an average of \$104 monthly across 10 categories

- **Supermarket**, 60%, is the most commonly mentioned of 14 different retail destinations visited in the past week
- 87% make a purchase at a **Fast-food restaurant** in a typical month, making 7.1 purchases and spending an average of \$39
- **ATM/debit or check card** is the most commonly mentioned method of payment for each of 14 different retail destinations made in a typical month
- 55% believe **"I have a very good understanding of the value of having good credit"**
- In the past 12 months, 51% have taken an average of 3.3 **domestic air travel trips**, 27% an average of 2.1 **international air travel trips**, 18% an average of 4.8 **domestic rail travel trips**, 12% an average of 4.6 **international rail travel trips** and 21% an average of 5.8 **inter-city/interstate bus travel trips**
- In the next 12 months 56% plan to travel by **domestic air**, 32% **international air**, 14% **domestic rail**, 8% **international rail** and 18% **inter-city/interstate bus**

### Credit Cards

- 40%,down somewhat from 45% last year, have a **VISA, MasterCard, American Express** or **Discover** credit card and 35%, similar to last year's 37%, have a credit card in their own name and **VISA**, 19%, is the most commonly held credit card

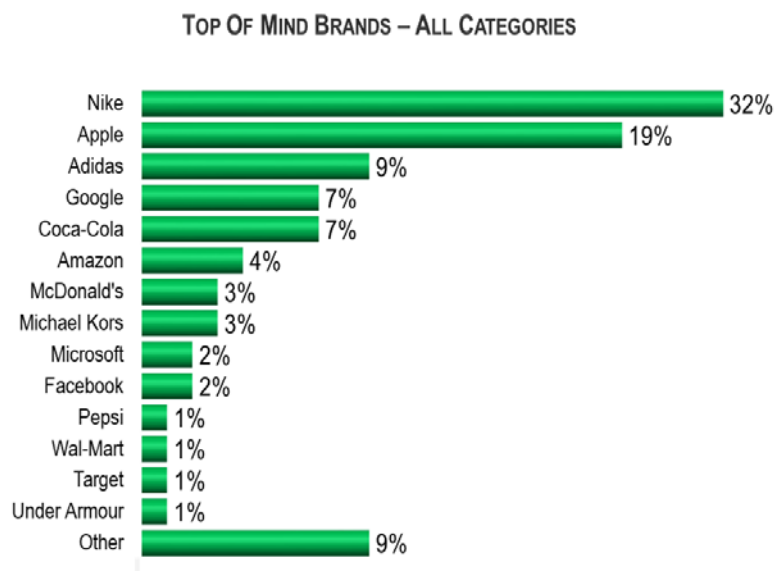
### Smartphones

- 97% own a mobile phone and 94% of all mobile phones are Smartphones (91% of all students)
- Students spend an average of \$76 for their mobile service and most, 68%, report their parents pay the bill
- **Verizon Wireless** (34%) is the leading mobile provider and the **Apple iPhone** (81%) continues to be the leading brand of Smartphone owned
- 27% plan to purchase/upgrade to a new mobile phone in the next 12 months and 79% of this group, plan to purchase/upgrade to an **Apple iPhone**
- 40% make purchases with their Smartphone spending an average of \$25 monthly
- **Texted** is the most common Smartphone activity, followed by **Check eMail** and **Looked online**
- **Spotify** (68%), **Netflix** (56%) and **Uber** (46%) and are the Top 3, most commonly used Smartphone apps
- **"Check account balances"**, **76%** (among those who use their Smartphone for banking or to manage their credit card) is the most common Smartphone activity to manage a bank account or credit card

## TOP OF MIND BRANDS - ALL CATEGORIES (Q. 9)

Students were asked "When you think of brand names, what one brand comes to mind first?"

As shown below, 32% mention **Nike** first compared to 19% who mention **Apple** first. 9% mention **Adidas**. No other brand is mentioned first by more than 7%.

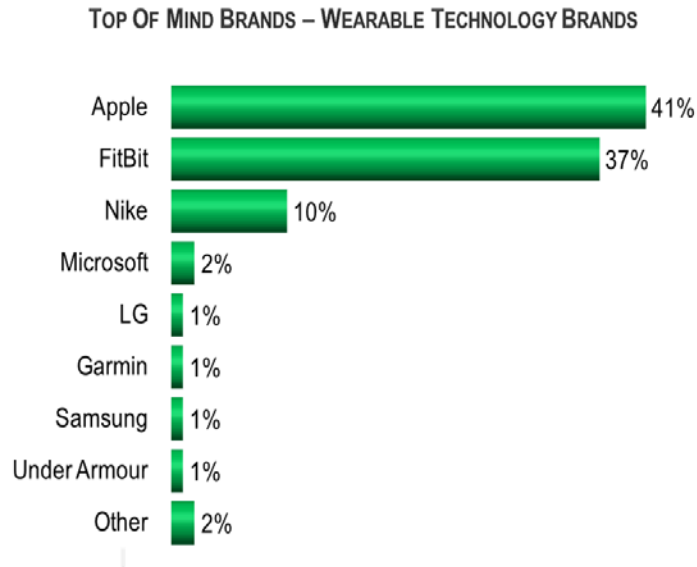


Top Of Mind Brands - All Categories							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Nike	32	33	32	34	36	35	24
Apple	19	14	23	18	16	14	28
Adidas	9	10	7	10	6	8	10
Coca-Cola	7	6	9	6	4	11	8
Google	7	10	4	9	4	11	4
Amazon	4	4	4	0	5	2	8
Michael Kors	3	1	5	2	4	3	2
McDonald's	3	4	1	3	3	4	1
Facebook	2	2	1	1	4	1	2
Microsoft	2	2	2	0	4	2	2
Under Armour	1	1	1	1	0	2	2
Target	1	0	1	1	0	1	1
Wal-Mart	1	1	0	1	1	1	0
Pepsi	1	1	0	0	2	1	0
Other	9	9	8	14	10	6	6
Nothing comes to mind	1	0	1	0	1	0	2

## TOP OF MIND BRANDS – WEARABLE TECHNOLOGY BRANDS (Q. 11)

Students were asked "When you think of technology wearable brands, what one wearable technology brand comes to mind first?".

41% mention **Apple** first. Following **Apple**, 37% mention **FitBit**, 10% **Nike**. As shown below, no other brand is mentioned by more than 2%.

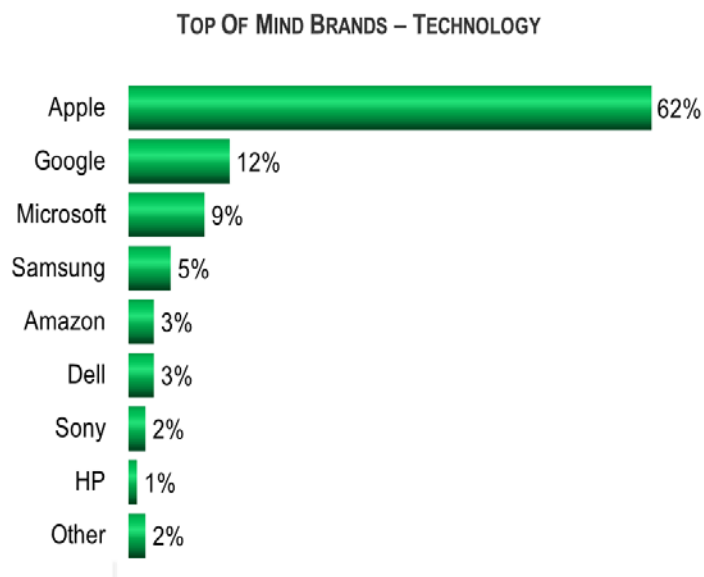


Top Of Mind Brands - Wearable Technology Brands							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Apple	41	39	42	43	43	41	36
FitBit	37	38	36	31	35	43	38
Nike	10	7	14	7	14	11	10
Microsoft	2	2	1	4	1	1	2
Under Armour	1	1	1	2	2	0	2
Samsung	1	2	0	2	0	2	1
Garmin	1	1	0	1	1	1	1
LG	1	1	0	2	1	0	0
Other	2	4	1	5	2	1	3
Nothing comes to mind	3	3	2	3	1	1	7



Students were asked "When you think of technology brands, what one brand comes to mind first?".

By a wide margin, 62% mention **Apple** first, unchanged from last year. Following **Apple**, 12% mention **Google**. **Microsoft** and **Samsung** follow in 3rd place, mentioned by 9% and 5% respectively. No other technology brand is mentioned by more than 3%.

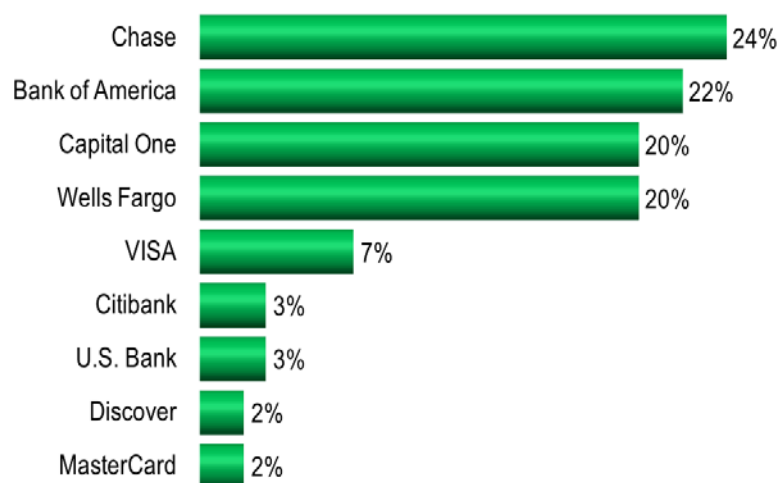


Top Of Mind Brands - Technology							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Apple	62	62	62	67	65	59	57
Google	12	11	12	8	7	21	9
Microsoft	9	10	9	5	11	8	14
Samsung	5	4	7	8	8	3	3
Dell	3	5	2	5	0	2	7
Amazon	3	2	4	1	3	3	5
Sony	2	2	2	2	3	2	1
HP	1	1	0	2	0	1	0
Other	2	4	0	4	2	1	2

Students were asked "When you think of banks and financial services brands, what one brand comes to mind first?".

As shown below, 24%, up somewhat from 16% last year, mention **Chase**. 22% mention **Bank of America** while **Capital One** and **Wells Fargo** are each mentioned by 20%. No other bank or financial services brand is mentioned by more than 7%. The wording of the question ("When you think of banks and financial services brands .....") may explain why students were more likely to mention bank names first rather than credit card brands.

#### TOP OF MIND BRANDS – BANKS & FINANCIAL SERVICES

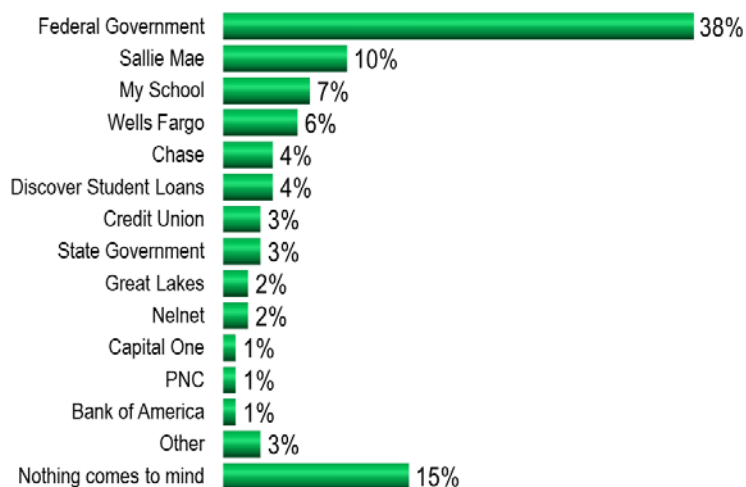


Top Of Mind Brands - Banks & Financial Services							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Chase	24	21	26	22	22	31	17
Bank of America	22	23	22	22	20	23	25
Wells Fargo	20	22	18	22	17	20	21
Capital One	20	22	18	22	17	20	21
VISA	7	11	3	10	11	3	5
PNC	3	3	3	3	4	0	6
U.S. Bank	3	3	3	4	2	4	3
Citibank	3	2	4	2	4	5	1
MasterCard	2	2	2	1	4	2	2
Discover	2	1	3	1	2	1	5
American Express	1	1	1	2	0	1	3
Credit Union	1	2	1	0	4	1	1
TD	1	0	2	1	2	2	0
Key Bank	1	1	0	2	1	1	0
Sallie Mae	1	1	1	1	1	1	1
Nothing comes to mind	8	6	9	9	5	6	11

## TOP OF MIND BRANDS – STUDENT LOAN PROVIDERS (Q. 15)

Students were asked "When you think of student loan providers, what's the name of the one organization or bank that comes to mind first?". 38% mention **Federal government** followed by **Sallie Mae** (10%), **My School** (7%) and 6% **Wells Fargo**.

### TOP OF MIND BRANDS – STUDENT LOAN PROVIDERS



### Top Of Mind Brands – Student Loan Providers

Base = All Students

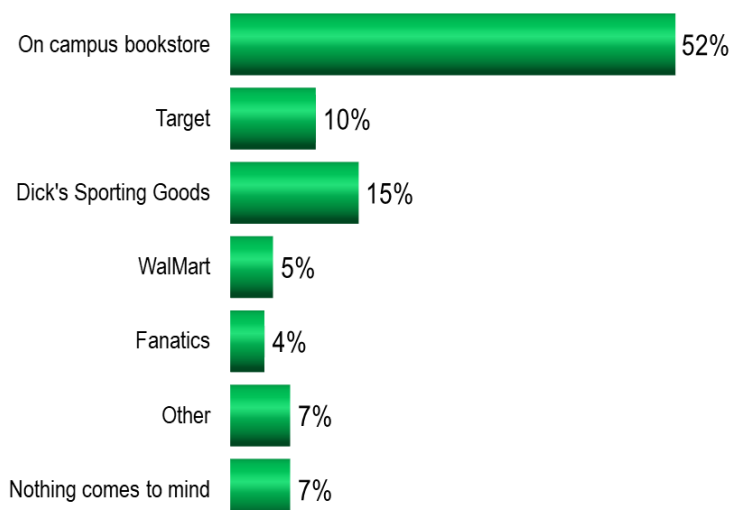
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Federal Government	38	33	43	32	44	45	30
Sallie Mae	10	10	10	11	4	14	11
My School	7	7	7	10	4	5	10
Wells Fargo	6	9	3	6	5	8	5
Discover Student Loans	4	6	2	6	5	3	3
Chase	4	4	3	4	5	2	3
State Government	3	4	2	6	2	2	2
Credit Union	3	2	3	2	2	2	6
Nelnet	2	4	1	3	1	2	4
Great Lakes	2	2	1	1	2	0	5
Bank of America	1	2	1	0	2	0	4
PNC	1	2	0	0	0	0	5
Capital One	1	1	0	1	1	1	0
Other	3	0	5	1	7	2	1
Nothing comes to mind	15	14	16	18	15	16	12

## TOP OF MIND BRANDS - SCHOOL LOGOED APPAREL (Q. 13)

Students were asked "When you purchasing school logoed apparel, what one place to make a purchase comes to mind first?".

More than half (52%) mention their **On campus bookstore**. Somewhat fewer mention **Target** (10%) as mention **Dick's Sporting Goods** (15%). As shown below, no other response is mentioned by more than 5%.

### TOP OF MIND BRANDS – SCHOOL LOGOED APPAREL



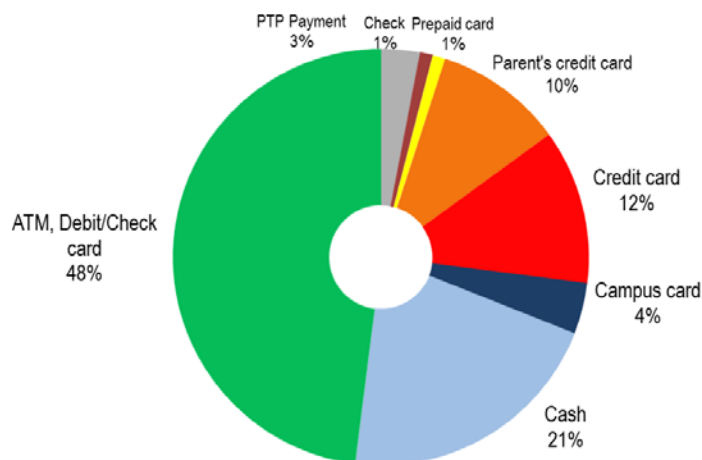
Top Of Mind Brands - School Logoed Apparel							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
On campus bookstore	52	50	54	45	50	58	53
Dick's Sporting Goods	15	19	11	21	14	14	12
Target	10	9	11	4	12	10	14
WalMart	5	5	4	11	2	5	0
Fanatics	4	5	4	4	5	5	4
Other	7	5	9	8	9	5	7
Nothing comes to mind	7	7	7	7	8	2	10

## SHARE OF MONTHLY SPENDING BY PAYMENT METHOD (Q. 365)

To more clearly understand how students interact with the variety of different payment methods available to them, students were shown a list of different payment methods and asked to indicate what percent of their monthly spending was made with each payment method.

Virtually unchanged from last year, 48% of all student spending is with an **“ATM/debit or check card”**. **“Cash”**, 21%, 23% last year, remains the second most common method of payment. Credit cards represent 22% of monthly spending (20% last year).

SHARE OF MONTHLY SPENDING BY PAYMENT METHOD



Share Of Monthly Spending By Payment Method								
Base = All Students								
	Total %	Male %	Female %	Fresh %	Senior %	On Campus %	Off Campus %	At home %
ATM card/debit card/check card	48	45	50	51	47	49	45	50
Cash	21	24	19	22	20	21	17	29
Check	1	1	1	0	1	0	2	1
Your credit card	12	13	11	5	19	12	14	6
Your parent's credit card	10	9	11	12	8	8	13	8
Online person-to-person payment system	3	2	3	4	1	4	2	1
School issued Campus Card	4	4	4	5	1	4	4	1
Prepaid card with VISA, MC, Discover or Amex logo	1	1	1	1	2	1	1	3

The objective of this question is to quantify students' monthly spending across 10 categories including:

- Attending concerts
- Attending movies in theaters
- Books (hardcover/soft cover, not for class)
- Downloadable movies
- Downloadable music
- Downloadable TV shows
- Eating off campus
- Eating on campus
- School supplies (textbooks not included)
- Video games

A comparative summary of average monthly spending for each of the 10 categories, totaling \$104 monthly, appears in the following table. Detailed findings appear in the data tabulations found at the end of this volume.

<b>Monthly Spending</b>							
Base = All Students							
	Total	Male	Female	Fresh	Senior	On Campus	Off Campus
Attending concerts	21	20	21	19	21	19	28
Total mean	\$10	\$9	\$10	\$9	\$11	\$9	\$13
User mean	\$39	\$38	\$39	\$40	\$41	\$40	\$37
Attending movies in theaters	52	51	52	52	55	49	50
Purchasers							
Total mean	\$12	\$12	\$13	\$12	\$13	\$10	\$11
User mean	\$22	\$21	\$23	\$22	\$22	\$20	\$21
Books/magazines (hard or soft cover, not for class)	16	16	16	13	21	14	17
Purchasers							
Total mean	\$3	\$3	\$4	\$3	\$5	\$2	\$4
User mean	\$18	\$16	\$20	\$20	\$21	\$16	\$20
Downloadable movies	13	14	12	15	10	16	13
Purchasers							
Total mean	\$2	\$2	\$2	\$2	\$1	\$2	\$2
User mean	\$12	\$11	\$13	\$12	\$9	\$10	\$14
Downloadable music	26	28	24	33	23	30	24
Total mean	\$3	\$4	\$3	\$4	\$3	\$3	\$4
User mean	\$12	\$13	\$12	\$12	\$13	\$11	\$14
Downloadable TV shows	11	13	10	13	11	16	8
Total mean	\$1	\$1	\$1	\$1	\$1	\$2	\$1
User mean	\$10	\$10	\$11	\$10	\$10	\$9	\$10
Eating on campus	43	45	41	42	43	38	46
Total mean	\$19	\$20	\$19	\$19	\$22	\$16	\$21

Monthly Spending							
Base = All Students							
	Total	Male	Female	Fresh	Senior	On Campus	Off Campus
User mean	\$34	\$34	\$33	\$35	\$36	\$31	\$35
Eating off campus	54	52	55	58	52	59	48
Total mean	\$36	\$35	\$37	\$34	\$38	\$34	\$41
User mean	\$41	\$40	\$41	\$39	\$42	\$38	\$45
School supplies (not textbooks)	44	40	47	45	40	48	41
Total mean	\$12	\$10	\$13	\$13	\$10	\$12	\$11
User mean	\$23	\$21	\$24	\$24	\$21	\$23	\$23
Video games	18	28	9	18	18	22	15
Total mean	\$6	\$11	\$3	\$7	\$7	\$7	\$5
User mean	\$32	\$33	\$26	\$33	\$34	\$31	\$31

## PAST WEEK SHOPPING LOCATIONS (Q. 323)

We look at the types of stores students shopped in the past week, before student's attitudes about shopping.

Residency and gender continue to have an impact on where students shop.

- 60%, including 54% of males and 67% of females, shopped at 1 or more supermarkets in the past week.
- 38%, (34% of males and 42% of females), shopped at 1 or more drugstores in the past week.
- 13%, including 10% of males and 15% of females, shopped at 1 or more discount department stores in the past week.
- 20%, including 18% of males and 22% of females, shopped at 1 or more off campus convenience stores in the past week

Past Week Shopping Locations												
Base = All Students												
	Total				Male				Female			
	S15 %	S16 %	S17 %	S18 %	S15 %	S16 %	S17 %	S18 %	S15 %	S16 %	S17 %	S18 %
Supermarket	40	48	47	60	41	47	46	54	38	50	48	67
Drugstore	30	38	33	38	28	38	29	34	33	38	37	42
Department store	15	18	26	27	12	12	22	22	18	23	31	32
Athletic shoe & apparel	15	17	21	25	18	19	25	22	12	15	18	29
Online merchant	7	16	19	21	7	17	14	19	8	15	24	23
Off campus C-Store	28	24	21	20	26	28	19	18	29	21	23	22
On campus C-Store	17	17	15	20	18	18	15	18	17	16	15	22
On campus bkstr	12	16	11	18	11	16	13	18	14	16	9	18
Electronics, computer	6	8	11	13	9	11	16	16	4	4	6	9
Discount dept store	29	31	9	13	24	30	7	10	35	32	12	15
Specialty clothing	11	12	9	12	5	7	8	9	17	18	10	16
Outlet store	7	9	14	11	8	8	13	11	6	9	16	10
Off campus bkstr	7	8	7	8	5	7	8	6	9	9	6	9
Office superstore	6	5	6	6	6	4	6	5	6	6	7	8

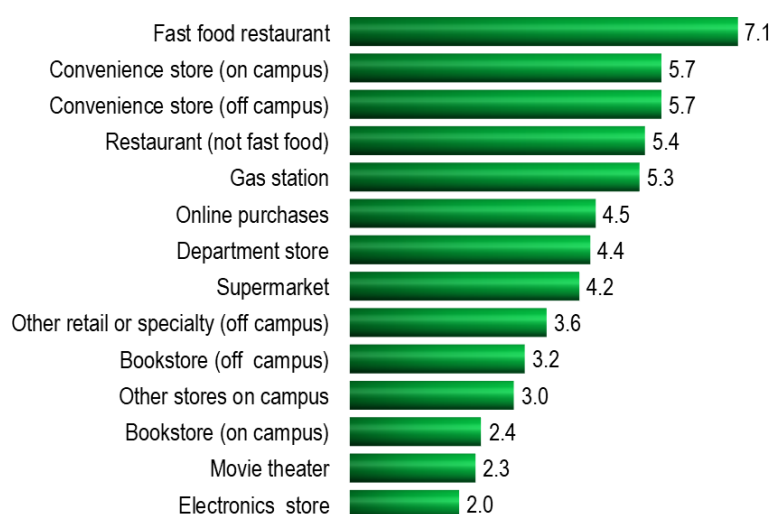


## NUMBER OF PURCHASES MADE IN A TYPICAL MONTH (Q. 362)

Students were provided with a list of 14 shopping destinations and asked to report how many purchases they make in a typical month at each destination. As shown below, among these shopping destinations, the Top 5, most commonly shopped destinations are;

- Fast-food restaurant (87% averaging 7.1 purchases monthly)
- Supermarket (84% averaging 4.2 purchases monthly)
- Restaurant, non fast-food (75% averaging 5.4 purchases monthly)
- Online purchase (71% averaging 4.5 purchases monthly)
- Gas station (70% averaging 5.3 purchases monthly)

### NUMBER OF PURCHASES MADE IN A TYPICAL MONTH



Number of Purchases Made In A Typical Month							
Base = All Students							
	Total	Male	Female	Fresh	Senior	On Campus	Off Campus
Bookstore (off campus)							
Shoppers	14	13	15	22	14	11	18
Visits (User mean)	3.2	5.1	1.8	4.7	1.6	1.6	2.1
Visits (Total mean)	0.4	0.6	0.3	1.0	0.2	0.2	0.4
Bookstore (on campus)							
Shoppers	36	31	40	46	36	48	21
Visits (User mean)	2.4	2.0	2.6	2.2	1.4	2.2	2.0
Visits (Total mean)	0.8	0.6	1.1	1.0	0.5	1.1	0.4
Convenience store (off campus)							
Shoppers	66	63	69	65	73	56	79
Visits (User mean)	5.7	6.4	5.1	5.6	5.6	5.3	5.0
Visits (Total mean)	3.7	4.0	3.5	3.6	4.1	3.0	4.0

Convenience store (on campus)							
Shoppers	49	43	55	64	38	58	42
Visits (User mean)	5.7	6.4	5.2	5.5	4.8	6.0	4.7
Visits (Total mean)	2.8	2.8	2.9	3.5	1.8	3.5	2.0
Department store							
Shoppers	46	37	55	48	45	40	54
Visits (User mean)	4.4	4.2	4.5	5.9	2.1	4.7	3.0
Visits (Total mean)	2.1	1.6	2.5	2.9	0.9	1.9	1.6
Electronics store							
Shoppers	25	30	20	27	29	23	21
Visits (User mean)	2.0	2.2	1.8	2.3	2.0	2.2	1.2
Visits (Total mean)	0.5	0.7	0.4	0.6	0.6	0.5	0.3
Fast food restaurant							
Shoppers	87	89	85	88	91	83	91
Visits (User mean)	7.1	7.1	7.2	6.7	6.2	6.2	7.5
Visits (Total mean)	6.2	6.3	6.1	5.9	5.7	5.2	6.8
Gas station							
Shoppers	70	72	67	66	82	61	77
Visits (User mean)	5.3	5.3	5.4	5.9	4.5	4.9	4.4
Visits (Total mean)	3.7	3.8	3.6	3.9	3.6	3.0	3.4
Movie theater							
Shoppers	48	46	50	51	50	49	43
Visits (User mean)	2.3	2.0	2.5	2.7	1.8	2.4	1.8
Visits (Total mean)	1.1	0.9	1.2	1.4	0.9	1.2	0.8
Online purchases							
Shoppers	71	65	77	71	68	67	75
Visits (User mean)	4.5	4.4	4.5	5.3	3.5	4.1	4.0
Visits (Total mean)	3.2	2.9	3.5	3.7	2.4	2.8	3.0
Other retail or specialty store (off campus)							
Shoppers	40	32	48	47	30	37	41
Visits (User mean)	3.6	2.9	4.0	3.0	2.4	3.2	2.8
Visits (Total mean)	1.5	0.9	1.9	1.4	0.7	1.2	1.1
Other stores on campus							
Shoppers	22	19	26	29	18	24	14
Visits (User mean)	3.0	2.7	3.3	3.3	1.7	3.1	2.1
Visits (Total mean)	0.7	0.5	0.8	1.0	0.3	0.7	0.3
Restaurant (non fast food)							

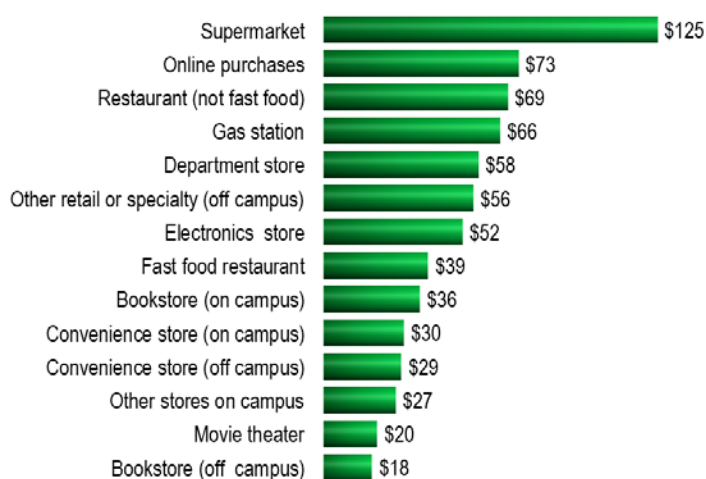
Shoppers	75	69	80	74	79	71	83
Visits (User mean)	5.4	4.5	6.0	5.5	3.7	5.8	4.6
Visits (Total mean)	4.0	3.1	4.8	4.0	2.9	4.2	3.8
Supermarket							
Shoppers	84	80	88	82	88	84	90
Visits (User mean)	4.2	3.4	4.7	4.3	3.8	4.3	4.0
Visits (Total mean)	3.5	2.7	4.2	3.5	3.3	3.3	3.6

## AMOUNT SPEND FOR PURCHASES MADE IN A TYPICAL MONTH (Q. 363)

As a follow up, students who reported making 1 or more purchases at any of the 14 shopping destinations were asked to report how much they spent for the purchases they made. As shown below, among these shopping destinations, the Top 5, largest amount destinations spent are;

- Supermarket (\$125 monthly per student shopper)
- Online purchases (\$73 monthly per student shopper)
- Restaurant, non fast food (\$69 monthly per student shopper)
- Gas station (\$66 monthly per student shopper)
- Department store (\$58 monthly per student shopper)

### AMOUNT SPENT FOR PURCHASES MADE IN A TYPICAL MONTH



Amount Spent For Purchases Made In A Typical Month							
Base = All Students							
	Total	Male	Female	Fresh	Senior	On Campus	Off Campus
Bookstore (off campus)							
Shoppers	16	14	18	22	17	15	16
Spending (User mean)	\$18	\$20	\$17	\$19	\$14	\$17	\$20
Spending (Total mean)	\$3	\$3	\$3	\$4	\$2	\$2	\$3
Bookstore (on campus)							
Shoppers	35	30	40	47	35	49	18
Spending (User mean)	\$36	\$34	\$38	\$30	\$25	\$38	\$46
Spending (Total mean)	\$13	\$10	\$15	\$14	\$9	\$18	\$8
C store (off campus)							
Shoppers	64	59	68	62	69	56	79
Spending (User mean)	\$29	\$29	\$28	\$26	\$26	\$25	\$31
Spending (Total mean)	\$18	\$17	\$19	\$16	\$18	\$14	\$24
C store (on campus)							

Amount Spent For Purchases Made In A Typical Month							
Base = All Students							
	Total	Male	Female	Fresh	Senior	On Campus	Off Campus
Shoppers	53	47	59	71	41	63	46
Spending (User mean)	\$30	\$24	\$35	\$26	\$21	\$35	\$24
Spending (Total mean)	\$16	\$11	\$20	\$19	\$8	\$22	\$11
Department store							
Shoppers	42	31	51	44	43	34	48
Spending (User mean)	\$58	\$67	\$54	\$56	\$49	\$50	\$59
Spending (Total mean)	\$24	\$20	\$27	\$24	\$21	\$17	\$29
Electronics store							
Shoppers	24	27	22	28	29	22	20
Spending (User mean)	\$52	\$71	\$31	\$46	\$78	\$41	\$33
Spending (Total mean)	\$13	\$19	\$7	\$13	\$22	\$9	\$7
Fast food restaurant							
Shoppers	85	86	84	90	90	80	89
Spending (User mean)	\$39	\$39	\$39	\$37	\$37	\$36	\$35
Spending (Total mean)	\$33	\$34	\$33	\$33	\$34	\$29	\$32
Gas station							
Shoppers	68	71	65	62	84	60	75
Spending (User mean)	\$66	\$65	\$68	\$55	\$75	\$47	\$76
Spending (Total mean)	\$45	\$46	\$44	\$34	\$63	\$28	\$57
Movie theater							
Shoppers	47	45	48	49	49	47	43
Spending (User mean)	\$20	\$22	\$18	\$18	\$19	\$17	\$21
Spending (Total mean)	\$9	\$10	\$9	\$9	\$9	\$8	\$9
Online purchases							
Shoppers	69	63	75	71	66	62	78
Spending (User mean)	\$73	\$76	\$71	\$64	\$77	\$73	\$63
Spending (Total mean)	\$51	\$48	\$53	\$45	\$51	\$45	\$49
Other retail store (off campus)							
Shoppers	35	30	40	39	29	35	29
Spending (User mean)	\$56	\$45	\$63	\$39	\$42	\$60	\$40
Spending (Total mean)	\$20	\$13	\$25	\$15	\$12	\$21	\$11
Other stores on campus							
Shoppers	22	22	21	24	14	24	13
Spending (User mean)	\$27	\$21	\$32	\$24	\$11	\$33	\$16
Spending (Total mean)	\$6	\$5	\$7	\$6	\$2	\$8	\$2
Restaurant (non fast food)							
Shoppers	76	71	80	72	81	72	81
Spending (User mean)	\$69	\$70	\$67	\$46	\$78	\$63	\$72
Spending (Total mean)	\$52	\$50	\$54	\$33	\$63	\$45	\$59

Amount Spent For Purchases Made In A Typical Month							
Base = All Students							
	Total	Male	Female	Fresh	Senior	On Campus	Off Campus
Supermarket							
Shoppers	85	82	87	84	88	85	89
Spending (User mean)	\$125	\$122	\$126	\$80	\$154	\$119	\$134
Spending (Total mean)	\$106	\$101	\$110	\$67	\$136	\$101	\$118

## METHOD OF PAYMENT FOR PURCHASES MADE IN A TYPICAL MONTH (Q. 364)

As a follow up, students who reported making 1 or more purchases at any of the 14 shopping destinations were asked to report what method of payment they typically use for the purchases they make. As shown below, without exception the most commonly reported method of payment used is ATM/Check/Debit card.

The following table compares share of spending by method among student purchasers.

Method of Payment For Purchases Made In A Typical Month							
Base = Made A Past Month Purchase							
	Cash/ Check %	My Credit Card %	Parent's Credit Card %	ATM/ Check/ Debit Card %	School Issued Campus Card %	Prepaid Card %	Gift Card %
Convenience store (on campus)	22	11	11	64	12	0	0
Online purchases	6	21	10	59	2	1	1
Department store	16	15	11	57	1	0	1
Other stores on campus	14	14	12	55	3	1	1
Movie theater	13	18	11	54	3	1	1
Electronics store	15	15	12	54	1	2	0
Supermarket	14	17	12	53	2	1	1
Restaurant (non fast-food)	19	16	8	53	2	1	1
Convenience store (off campus)	21	13	10	51	4	0	0
Other retail or specialty store (off campus)	21	13	10	51	4	0	0
Bookstore (on campus)	15	13	16	50	5	0	2
Fast-food restaurant	22	18	9	49	1	1	1
Bookstore (off campus)	21	11	15	49	3	0	0
Gas station	17	19	14	48	1	1	1

## AGREEMENT WITH STATEMENTS ABOUT SPENDING AND CREDIT (Q. 357)

Students were provided with a list of statements about spending and credit and asked to what extent they agreed or disagreed with each statement. The table below reports the share of students in agreement with each of the statements and illustrates the diversity of agreement among students.

<b>Agreement With Statements About Spending And Credit</b>					
Base = All Students					
	Total %	Male %	Female %	Fresh %	Senior %
I believe a good credit history or credit score is important	66	61	71	68	66
I'll be financially stable in the next 10 years	63	64	63	55	62
I'll be financially stable in the next 5 years	56	58	55	50	60
I like to save my money before I buy anything	54	51	56	53	49
Having credit helps me get the things I want now	49	51	47	53	48
I don't like to spend money, I would rather save than spend	48	47	49	49	48
I'll be financially stable in the next 3 years	41	42	40	41	45
I like to buy the things I want, now	40	38	42	41	35
It is difficult to save money	39	35	43	39	46
I know what my current credit score is	39	38	40	35	45
My current spending habits won't impact my future credit report	33	38	29	29	43
I don't really worry about the way I spend or manage my money	31	33	29	35	30
Student loans help build credit	30	29	30	25	29
I'll be financially stable in the next 5 years	29	30	29	26	35



## AGREEMENT WITH STATEMENTS ABOUT FINANCIAL LITERACY (Q. 367)

Students were provided with a list of statements about financial literacy and asked to what extent they agreed or disagreed with each statement. The table below reports the share of students in agreement with each of the 17 statements and illustrates the diversity of agreement among students.

<b>Agreement With Statements About Financial Literacy</b>					
Base = All Students					
	Total %	Male %	Female %	Fresh %	Senior %
Financial literacy is more important now that I'm in college	65	63	66	71	60
I have a very good understanding of the value of having good credit	55	52	57	60	54
I would be interested in advice provided by my bank to help me cope with the challenges of this economy	54	48	58	45	49
I'm concerned about managing my money in school	53	47	59	54	48
I would be interested in advice from my bank to help me evaluate my education funding options	52	48	57	51	46
I would be interested in learning about all of the products my bank has to offer at one time	53	51	55	48	49
I'm concerned about managing my money after graduation	52	51	54	46	49
I would be interested in understanding how insurance can help control risks such as medical costs or repaying student loans	51	50	53	42	42
I am responsible enough to have my own credit card but I have too much anxiety about getting into debt	49	45	52	52	49
I have a very good understanding of how to build good credit	49	47	50	48	49
I have access to enough relevant financial education about the best way to pay for my education around understanding the value of having credit, the best way to build credit and how to best manage it	48	49	46	48	51
I have a very good understanding of how to manage my credit	47	48	46	43	49
I am aware of all the potential fees my bank may charge me	47	43	50	52	46
I understand my financial aid options and the timelines associated with the application process	47	46	47	44	50
The student loan application process is too complicated	42	42	43	43	38
There isn't as much of a need for a credit card as long as you can use a debit card or cash	37	37	38	44	31
Compared to this time last year, I am more likely to need a student loan to stay in school	32	26	38	31	25

## DOMESTIC AIR TRAVEL TRIPS TAKEN IN THE PAST 12 MONTHS (Q. 310)

---

Students were asked how many domestic air travel trips within the U.S. they have taken in the past 12 months.

51% of all students (61% among students attending Private school) took at least 1 domestic air travel trip in the past 12 months. Among this 51%, the average student took 3.3 trips (user mean).

Domestic Air Travel Trips Taken In The Past 12 Months							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Senior %	Public %	Private %
None	49	54	44	57	43	52	39
1 or more	51	46	56	43	57	48	61
Total mean	1.7	1.6	1.7	1.4	1.8	1.5	2.1
User mean	3.3	3.4	3.1	3.3	3.2	3.2	3.4

## **SPENDING FOR DOMESTIC AIR TRAVEL TRIPS TAKEN IN THE PAST 12 MONTHS (Q. 315)**

---

Students who have taken 1 or more domestic air travel trips within the U.S. in the past 12 months were asked how much they spent for these trips.

Student travelers spent an average of \$673 (user mean). The 17% of student travelers reporting \$0 spending are believed to be a group whose domestic air travel costs were not personally paid but paid for by someone else.

<b>Spending For Domestic Air Travel Trips Taken In The Past 12 Months</b>							
Base = Student Domestic Air Travelers							
	Total %	Male %	Female %	Fresh %	Senior %	Public %	Private %
Nothing	17	18	16	30	7	19	13
\$1 or more	83	82	84	70	93	81	87
Total mean	\$559	\$534	\$580	\$395	\$532	\$532	\$622
User mean	\$673	\$653	\$689	\$568	\$569	\$655	\$713

## INTERNATIONAL AIR TRAVEL TRIPS TAKEN IN THE PAST 12 MONTHS (Q. 311)

---

Students were asked how many international air travel trips outside the U.S. they have taken in the past 12 months.

27% of all students (43% among students attending Private school) took at least 1 international air travel trip in the past 12 months. Among this 27%, the average student took 2.1 trips (user mean).

International Air Travel Trips Taken In The Past 12 Months							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Senior %	Public %	Private %
None	73	75	72	78	63	79	57
1 or more	27	25	28	22	37	21	43
Total mean	0.6	0.5	0.6	0.3	0.8	0.4	0.9
User mean	2.1	2.1	2.1	1.3	2.2	2.2	2.1

## **SPENDING FOR INTERNATIONAL AIR TRAVEL TRIPS TAKEN IN THE PAST 12 MONTHS (Q. 316)**

---

Students who have taken 1 or more international air travel trips outside the U.S. in the past 12 months were asked how much they spent for these trips.

Student travelers spent an average of \$1,280 (user mean). The 11% of student travelers reporting \$0 spending are believed to be a group whose international air travel costs were not personally paid but paid for by someone else.

<b>Spending For International Air Travel Trips Taken In The Past 12 Months</b>							
Base = Student International Air Travelers							
	Total %	Male %	Female %	Fresh %	Senior %	Public %	Private %
Nothing	11	16	7	27	8	14	8
\$1 or more	89	84	93	73	92	86	92
Total mean	\$1,137	\$1,014	\$1,238	\$890	\$1,200	\$1,223	\$1,020
User mean	\$1,280	\$1,209	\$1,334	\$1,223	\$1,299	\$1,414	\$1,109

## DOMESTIC RAIL TRAVEL TRIPS TAKEN IN THE PAST 12 MONTHS (Q. 312)

---

Students were asked how many domestic rail travel trips they have taken in the past 12 months.

18% of all students (31% among students attending Private school) took at least 1 domestic rail travel trip in the past 12 months. Among this 18%, the average student took 4.8 trips (user mean).

Domestic Rail Travel Trips Taken In The Past 12 Months							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Senior %	Public %	Private %
None	82	80	84	85	84	87	69
1 or more	18	20	16	15	16	13	31
Total mean	0.9	0.9	0.9	0.4	1.3	0.7	1.3
User mean	4.8	4.3	5.3	2.7	7.7	5.2	4.3

## **SPENDING FOR DOMESTIC RAIL TRAVEL TRIPS TAKEN IN THE PAST 12 MONTHS (Q. 317)**

---

Students who have taken 1 or more domestic rail travel trips inside the U.S. in the past 12 months were asked how much they spent for these trips.

Student travelers spent an average of \$185 (user mean). The 12% of student travelers reporting \$0 spending are believed to be a group whose domestic rail travel costs were not personally paid but paid for by someone else.

<b>Spending For Domestic Rail Travel Trips Taken In The Past 12 Months</b>							
Base = Student Domestic Rail Travelers							
	Total %	Male %	Female %	Fresh %	Senior %	Public %	Private %
Nothing	12	19	3	9	10	13	9
\$1 or more	88	81	97	91	90	87	91
Total mean	\$164	\$189	\$134	\$302	\$111	\$162	\$166
User mean	\$185	\$232	\$139	\$334	\$124	\$187	\$183

## INTERNATIONAL RAIL TRAVEL TRIPS TAKEN IN THE PAST 12 MONTHS (Q. 313)

---

Students were asked how many international rail travel trips they have taken in the past 12 months.

12% of all students (20% among students attending Private school) took at least 1 international rail travel trip in the past 12 months. Among this 12%, the average student took 4.6 trips (user mean).

International Rail Travel Trips Taken In The Past 12 Months							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Senior %	Public %	Private %
None	88	88	87	91	88	91	80
1 or more	12	12	13	9	12	9	20
Total mean	0.6	0.3	0.8	0.1	0.9	0.5	0.7
User mean	4.6	3.0	6.0	1.4	7.6	5.5	3.5



## **SPENDING FOR INTERNATIONAL RAIL TRAVEL TRIPS TAKEN IN THE PAST 12 MONTHS (Q. 318)**

---

Students who have taken 1 or more international rail travel trips outside the U.S. in the past 12 months were asked how much they spent for these trips.

Student travelers spent an average of \$318 (user mean). The 26% of student travelers reporting \$0 spending are believed to be a group whose international rail travel costs were not personally paid but paid for by someone else.

<b>Spending For International Rail Travel Trips Taken In The Past 12 Months</b>							
Base = Student International Rail Travelers							
	Total %	Male %	Female %	Fresh %	Senior %	Public %	Private %
Nothing	26	24	28	36	19	31	20
\$1 or more	74	76	72	64	81	69	80
Total mean	\$235	\$348	\$133	\$318	\$116	\$183	\$303
User mean	\$318	\$460	\$185	\$499	\$144	\$266	\$377

## INTER CITY/INTERSTATE BUS TRIPS TAKEN IN THE PAST 12 MONTHS (Q. 314)

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Students were asked how many inter-city/interstate bus trips they have taken in the past 12 months.

21% of all students (28% among students attending Private school) took at least 1 inter-city/interstate bus trip in the past 12 months. Among this 21%, the average student took 5.8 trips (user mean).

Inter-City/Interstate Bus Trips Taken In The Past 12 Months							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Senior %	Public %	Private %
None	79	76	81	79	80	81	72
1 or more	21	24	19	21	20	19	28
Total mean	1.2	1.5	1.0	1.2	1.6	1.2	1.3
User mean	5.8	6.4	5.1	5.9	7.8	6.4	4.8

## **SPENDING FOR INTER CITY/INTERSTATE BUS TRIPS TRAVEL TRIPS TAKEN IN THE PAST 12 MONTHS (Q. 319)**

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Students who have taken 1 or more inter-city/interstate bus travel trips in the past 12 months were asked how much they spent for these trips.

Student travelers spent an average of \$109 (user mean). The 30% of student travelers reporting \$0 spending are believed to be a group whose travel costs were not personally paid but paid for by someone else.

<b>Spending For Inter-City/Interstate Bus Travel Trips Taken In The Past 12 Months</b>							
Base = Student Inter-City/Interstate Bus Travelers							
	Total %	Male %	Female %	Fresh %	Senior %	Public %	Private %
Nothing	30	25	37	22	20	34	23
\$1 or more	70	75	63	78	80	66	77
Total mean	\$76	\$93	\$54	\$99	\$102	\$78	\$72
User mean	\$109	\$124	\$85	\$127	\$128	\$117	\$94

## ANTICIPATED TRAVEL TRIPS PLAN TO TAKE IN THE NEXT 12 MONTHS (Q. 320)

Students were asked to estimate the numbers of trips they plan to take in the next 12 months by air, rail and bus.

- 56% plan to take an average of 3.0 domestic air trips
- 32% plan to take an average of 1.5 international air trips
- 14% expect to take an average of 4.1 domestic rail trips
- 8% expect to take an average of 2.3 international rail trips
- 18% expect to take an average of 8.0 inter-city/interstate bus trips

Again we see regardless of the travel method, as was seen with travel in past 12 months, students attending Private schools are more likely to plan travel in the next 12 months than students attending Public schools.

Anticipated Travel Trips Plan To Take In The Next 12 Months							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Senior %	Public %	Private %
<b>Domestic air travel (within the U.S.)</b>							
None	44	47	41	45	43	47	37
1 or more	56	53	59	55	57	53	63
Total mean	1.7	1.6	1.7	1.5	1.9	1.4	2.3
User mean	3.0	3.1	2.8	2.8	3.4	2.6	3.7
<b>International air travel (outside the U.S.)</b>							
None	68	72	64	71	63	73	54
1 or more	32	28	36	29	37	27	46
Total mean	0.5	0.4	0.5	0.4	0.6	0.4	0.8
User mean	1.5	1.6	1.5	1.3	1.6	1.5	1.6
<b>Domestic rail travel (within the U.S.)</b>							
None	86	85	86	87	92	89	76
1 or more	14	15	14	13	8	11	24
Total mean	0.6	0.5	0.6	0.3	0.3	0.4	1.1
User mean	4.1	3.5	4.6	2.6	3.9	3.7	4.5
<b>International rail travel (outside the U.S.)</b>							
None	92	93	91	91	96	94	86
1 or more	8	7	9	9	4	6	14
Total mean	0.2	0.1	0.2	0.1	0.1	0.2	0.2
User mean	2.3	2.0	2.5	1.6	2.6	2.8	1.7
<b>Intercity/interstate bus travel</b>							
None	83	80	85	80	84	85	75
1 or more	18	20	15	20	17	15	26
Total mean	1.4	2.0	0.8	1.5	1.7	1.4	1.4
User mean	8.0	10.2	5.2	7.3	10.3	9.1	5.8

## TRAVEL SERVICES USED IN THE PAST 12 MONTHS (Q. 321)

Students were asked to estimate how many times they have used each of 4 travel services in the past 12 months.

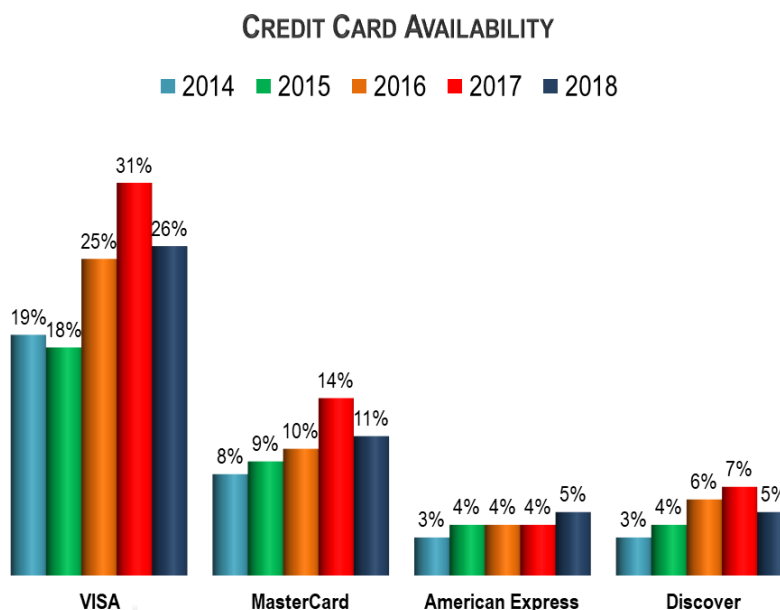
- 73% have used Uber an average of 16.0 times
- 42% have used Lyft an average of 11.3 times
- 6% have used Zip Car an average of 4.1 times
- 28% have used Airbnb an average of 2.9 times

Travel Services Used In The Past 12 Months							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Senior %	Public %	Private %
<b>Uber</b>	73	74	73	70	77	69	85
Total mean uses	11.8	13.1	10.5	8.0	14.6	9.9	16.6
User mean uses	16.0	17.6	14.4	11.4	19.0	14.3	19.4
<b>Lyft</b>	42	41	43	33	48	37	54
Total mean uses	4.7	4.9	4.5	4.0	6.1	4.1	6.2
User mean uses	11.3	12.1	10.7	12.1	12.9	11.2	11.5
<b>Zip car</b>	6	7	5	5	7	4	10
Total mean uses	0.2	0.3	0.2	0.2	0.2	0.2	0.3
User mean uses	4.1	4.0	4.2	3.6	3.0	5.1	2.9
<b>Airbnb</b>	28	27	30	22	35	27	31
Total mean uses	0.8	0.8	0.8	0.6	1.0	0.8	0.9
User mean uses	2.9	3.1	2.7	3.0	2.8	2.9	2.9

40% (45% last year) of Four Year full-time undergrads have a credit card (defined as **VISA**, **MasterCard**, **Discover**, or **American Express**) available to them. “Availability” represents the total of those students with a credit card in their own name taken together with the total number of students with permission-based access to someone else’s (typically a parent’s) credit card.

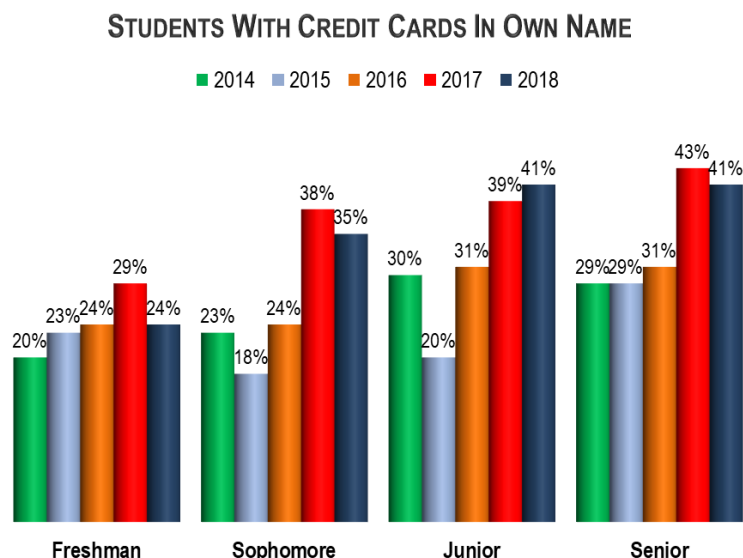
Credit Card Availability										
Base = All Students										
	Spring 2009	Spring 2010	Spring 2011	Spring 2012	Spring 2013	Spring 2014	Spring 2015	Spring 2016	Spring 2017	Spring 2018
Have a credit card	45%	47%	42%	36%	33%	31%	29%	39%	45%	40%

The decline in credit card availability from Spring 2005 (52%) to Spring 2018 (40%) is attributed to the increased in the number of students with an ATM, debit/check card and the use of those cards as payment methods. Credit cards appeal to fewer students than previously. As shown below, the decline in the number of students with a credit card is not limited to a particular brand.



## STUDENTS WITH CREDIT CARDS IN OWN NAME (Q. 428)

35%, 37% last year, have a credit card in their own name. 19% have a **VISA** card in their own name, 9% **MasterCard**, 5% **Discover** and 4% **American Express**.



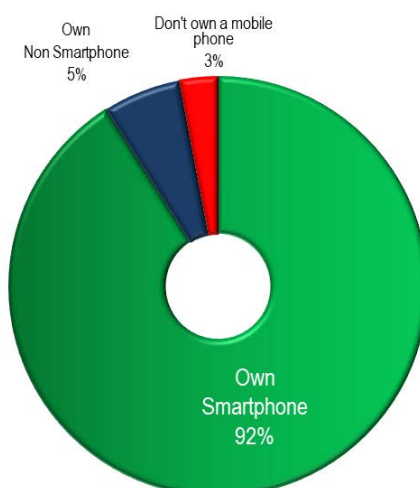
Credit card ownership in own name increases with year in school (24% of Freshmen have a credit card in their own name compared to 41% of Seniors).

Students With Credit Cards In Own Name (Rank)					
Base= All Students					
	Total %	Fresh %	Soph %	Junior %	Senior %
1 or more	35	24	35	41	41
VISA	19	12	20	23	22
MasterCard	9	10	10	7	9
Discover	5	4	4	3	8
American Express	4	0	4	7	2

97% own a mobile phone. Among the 97% of mobile phone owners, 94%, own a Smartphone.

<b>Mobile Phone Ownership</b>							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Own a Smartphone	91	89	92	88	90	93	91
Own a mobile phone, not a Smartphone	6	7	6	7	4	5	8
Don't own a mobile phone	3	4	2	4	6	1	1

**MOBILE PHONE OWNERSHIP**

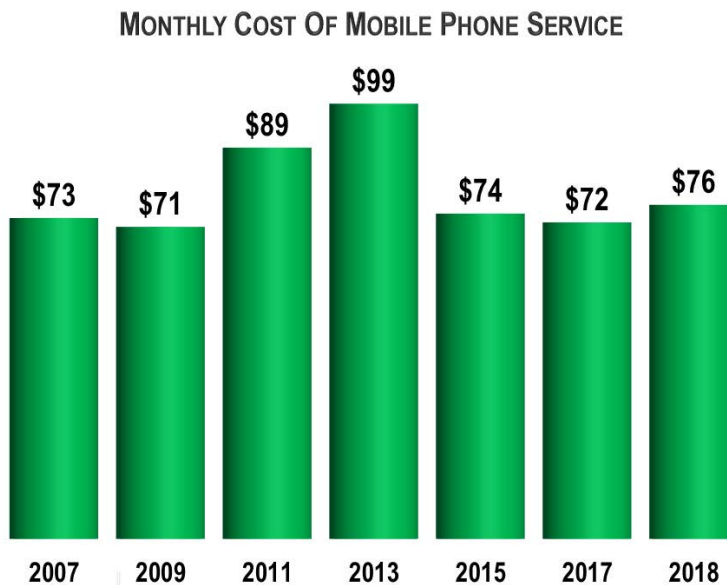




## MONTHLY COST OF MOBILE PHONE SERVICE (Q. 328)

This year, mobile phone owners report spending an average of \$76 per month for mobile service, up 6% from last year's \$72.

This spending translates to \$604 million monthly or stated differently, \$7.3 billion annually.



Monthly Cost Of Mobile Phone Service						
Base = Mobile Phone Owners						
	Spring 2013	Spring 2014	Spring 2015	Spring 2016	Spring 2017	Spring 2018
Total	\$99	\$78	\$74	\$78	\$72	\$76
Male	\$93	\$73	\$77	\$75	\$73	\$74
Female	\$104	\$82	\$71	\$82	\$71	\$78
On campus	\$98	\$71	\$67	\$79	\$71	\$81
Off campus	\$99	\$83	\$80	\$78	\$73	\$71
At home	\$101	\$78	\$72	\$79	\$73	\$73

## PERSON RESPONSIBLE FOR MOBILE PHONE BILL (Q. 329)

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68%, up from 63% last year, report their parents pay their mobile bill each month while 16% (25% last year) say they are solely responsible for paying their own monthly bill.

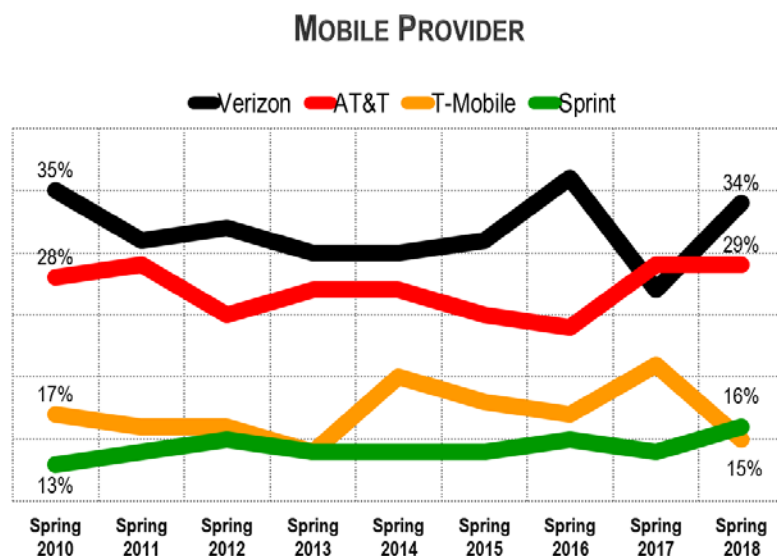
At first glance, the 68% incidence may appear to be high but actually reflects the fact that many students with a mobile phone have a mobile plan/contract that shares minutes with their family.

Males are somewhat less likely than females to have their parents pay the bill (65% versus 72%).

Person Responsible For Mobile Phone Bill							
Base = Mobile Phone Owners							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Parents	68	65	72	71	77	66	59
I pay the bill	16	18	14	17	11	17	20
I share the cost with parents	9	11	7	7	9	8	14
Significant other	3	2	3	1	2	4	4
Employer	3	2	3	4	2	3	2
Friend	1	2	1	1	1	3	1

Last year was the first in 7 years that A&T was the most commonly reported mobile service provider. This year, as shown below, with a 34% share of mobile owners reporting, Verizon is once again the leading mobile service provider. **AT&T** is once again in second place with a 29% share.

15% report **T-Mobile** is their provider (compared to 21% last year). **Sprint** is mentioned by 16% (14% last year).



Mobile Provider									
Base = Mobile Owners									
	S10 %	S11 %	S12 %	S13 %	S14 %	S15 %	S16 %	S17 %	S18 %
Verizon Wireless	25	31	32	30	30	31	36	27	34
AT&T	28	29	25	27	27	25	24	29	29
Sprint	13	14	15	14	14	14	15	14	16
T-Mobile	17	16	16	14	20	18	17	21	15

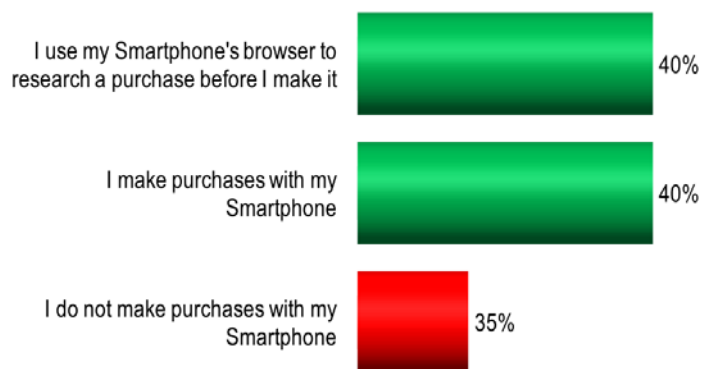
## MAKING PURCHASES WITH A SMARTPHONE (Q. 354)

While students use their Smartphone for a variety of tasks and activities, a comparatively small number report making purchases with their mobile phone.

40% of those with a Smartphone make purchases with their Smartphone and another 40% report they **"use my Smartphone's browser to research a purchase before I make it"**.

35% report **"I do not make purchases with my Smartphone."** Little difference is seen among any of the analysis groups.

### MAKING PURCHASES WITH A SMARTPHONE



Making Purchases With A Smartphone					
Base = Smartphone Owners					
	Total %	Male %	Female %	Fresh %	Senior %
I use my Smartphone's browser to research a purchase before I make a purchase	40	38	42	32	47
I make purchases with my Smartphone	40	36	44	43	39
I don't make purchases with my Smartphone	35	40	31	37	36

## AVERAGE AMOUNT SPENT MONTHLY/NUMBER OF PURCHASES MADE WITH SMARTPHONE (Q. 355-356)

Among those students who make purchases with their Smartphone, in a typical month students spend an average of \$24.73 making purchases with their Smartphone, making an average of 3.8 purchases. This means the average purchase is \$6 ( $\$24.73/3.8=\$6.51$ ).

79% who use their Smartphone to make purchases, spend more than \$10 monthly for those purchases.

Number of Purchases Made Monthly With Smartphone					
Base = Make Purchases With A Smartphone					
	Total %	Male %	Female %	Fresh %	Senior %
None	41	49	34	42	46
1 to 5	51	43	58	49	48
6 to 10	7	8	6	5	5
More than 10	1	1	2	4	1
Total mean	2.2	1.9	2.5	2.4	1.7
User mean	3.8	3.7	3.8	4.2	3.2

Average Amount Spent Monthly With Smartphone					
Base = Make Purchases With A Smartphone					
	Total %	Male %	Female %	Fresh %	Senior %
\$1 to \$5	5	2	6	7	0
\$6 to 10	16	10	19	7	0
\$11 to \$25	48	54	44	52	59
More than \$25	31	33	30	34	41
Mean	\$24.73	\$27.15	\$23.22	\$25.66	\$28.15

## PAST WEEK'S SMARTPHONE ACTIVITIES (Q. 349)

Smartphone owners were provided with a list of activities and asked to identify which of these activities they used their Smartphone for in the past week. In the past week, more than half of all Smartphone owners;

- Texted (72%)
- Check email (70%)
- Looked online (70%)
- Checked weather (68%)
- Social media (66%)
- Took photos (66%)

Past Week's Smartphone Activities					
Base = Smartphone Owners					
	Total %	Male %	Female %	Fresh %	Senior %
Texted	72	69	76	76	67
Checked eMail	70	66	75	63	81
Looked online	70	65	76	74	67
Checked weather	68	66	70	68	72
Social media	66	68	64	71	58
Took photos	66	66	67	79	58
Listened to streamed music	49	51	46	45	44
Watched video	49	47	51	50	60
Took videos	46	40	54	53	40
Checked bank or credit card balances	41	34	51	53	37
Voice conversation	39	29	52	29	44
Played games	38	44	31	34	37
Looked up information for a class	34	34	34	34	35
Listened to music other than streamed music	31	32	30	26	30
Used the calendar	31	28	34	29	30
Video conversation	30	21	40	29	23
Used a dating app	24	24	24	34	19
Watched TV	22	16	28	18	33
Sent or received money	21	22	19	18	35
Paid bills	20	20	21	13	23
Got special deals or discounts	18	12	27	11	14
Made purchases in a store	13	7	19	11	16
Made purchases online or with an app	12	8	16	5	12
Researched professors	9	5	15	5	2

## **MOST COMMONLY USED SMARTPHONE APPS (Q. 350)**

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Smartphone owners were provided with a list of 29 apps and asked which apps they use for their Smartphone most often. The 5 apps Smartphone owners use most often are;

- Spotify (68%)
- Netflix (56%)
- Uber (46%)
- AppleMusic (34%)
- Pandora (32%)

<b>Most Commonly Used Smartphone Apps</b>					
Base = Smartphone Owners					
	Total %	Male %	Female %	Fresh %	Senior %
Spotify	68	69	66	59	65
Netflix	56	54	59	62	54
Uber	46	47	45	41	49
AppleMusic	34	31	37	39	30
Pandora	32	27	37	35	31
Amazon Mobile	30	32	29	32	26
Tinder	29	28	29	33	27
ESPN	25	40	11	28	19
Lyft	22	23	21	19	23
Skype	10	9	10	14	14
Google Allo	3	3	2	3	2

## WAYS USED TO MANAGE BANK ACCOUNT OR CREDIT CARD WITH SMARTPHONE (Q. 353)

Given the continued growth in the number of students with a Smartphone, students were asked a follow up question intended to quantify the incidence of banking activities using their Smartphone.

As shown below, excluding those Smartphone owners who don't have a bank account or credit card account in their own name, 84% of Smartphone owners use their Smartphone for a number of activities specific to managing their bank or credit card account, most commonly;

- 63% check account balances
- 43% transfer funds
- 42% make deposits
- 34% review account activity

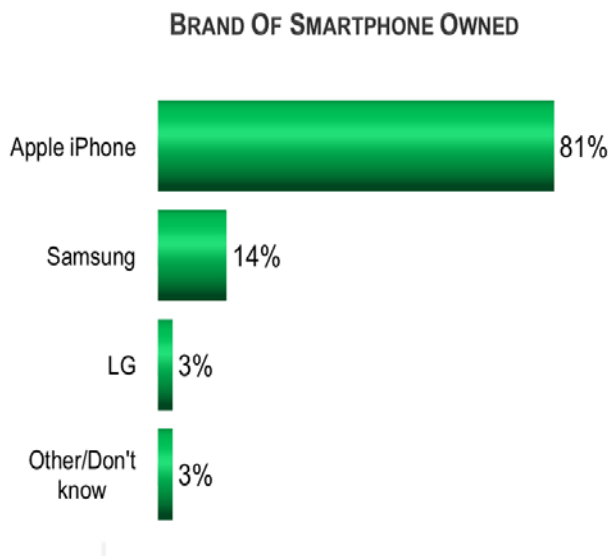
<b>Ways Used To Manage Bank Account Or Credit Card With Smartphone</b>					
Base = Smartphone Owners With Bank Account Or Credit Card In Own Name					
	Total %	Male %	Female %	Fresh %	Senior %
Check account balances	59	56	62	55	66
Transfer funds	40	41	39	38	48
Make deposits	39	38	39	31	48
Review account activity	36	33	38	34	44
Call customer service	33	26	40	33	38
Mobile banking via app	32	27	35	32	33
Pay bills	24	26	22	13	33
Locate ATM's	21	20	21	21	29
Locate bank branches	16	11	20	16	21
Mobile banking via Smartphone's browser	13	8	17	13	20
Make contact-less payments	11	7	14	5	14
Don't use my Smartphone for banking/manage credit card	15	14	15	16	13
Don't have a bank account or credit card in my own name	7	7	8	10	6



## BRAND OF SMARTPHONE OWNED (Q. 331)

81%, an all-time high, of Smartphone owners own an **Apple iPhone**. 14% compared to 21% last year own a **Samsung** mobile phone.

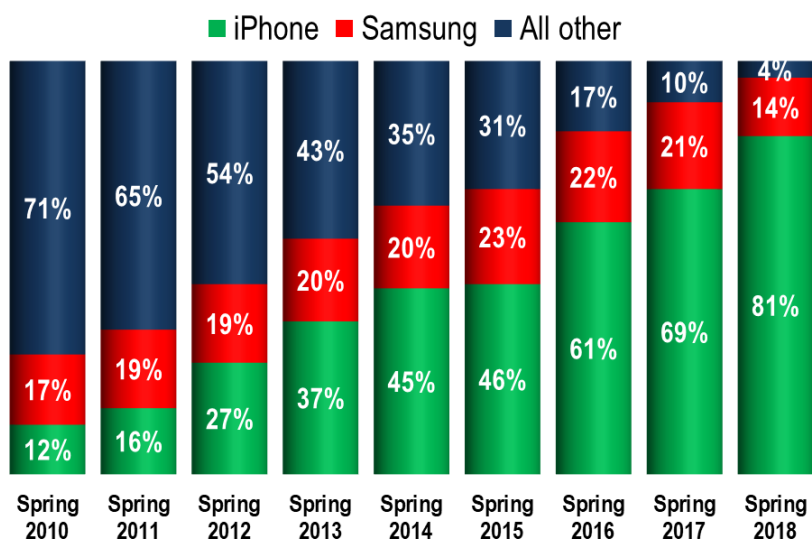
As shown below, no other brand of Smartphone is mentioned by more than 3% of mobile owners.



Brand Of Smartphone Owned					
Base = Smartphone Owners					
	Total %	Male %	Female %	Fresh %	Senior %
Apple iPhone	81	78	84	79	76
Samsung	14	17	11	15	18
LG	3	3	3	3	3
Other	2	1	2	2	2
Don't know	1	1	0	1	1

The graphic below tracks **Apple iPhone** and **Samsung Galaxy** ownership and illustrates the significance of these brands. Specifically, in the Spring of 2010, **Apple iPhone** and **Samsung Galaxy** owners represented 29% of Smartphone owners compared to 96% of Smartphone owners this Spring.

### BRAND OF SMARTPHONE OWNED



## PLAN TO BUY/UPGRADE TO A NEW SMARTPHONE IN THE NEXT 12 MONTHS (Q. 346)

All students (including the 3% who don't own a mobile phone) were asked how likely they are to buy or upgrade to a new, mobile phone in the next 12 months. 28%, down from last year's 34%, report being **"Very likely"** or **"Somewhat likely"** to buy or upgrade to a new, Smartphone in the next 12 months.

10%, representing 820,000 students, report being **"Very likely"** while an additional 18% (representing another 1,480,000) are **"Somewhat likely"** to buy or upgrade to a new, Smartphone in the next 12 months.

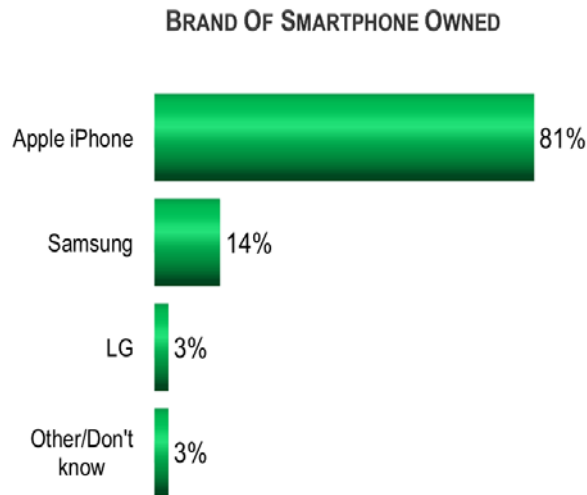
**PLAN TO BUY/UPGRADE  
TO A NEW SMARTPHONE IN THE NEXT 12 MONTHS**



Plan To Buy/Upgrade To A New Smartphone In The Next 12 Months					
Base = All Students					
	Total %	Male %	Female %	Fresh %	Senior %
<b>TOP 2 BOX</b>	<b>27</b>	<b>26</b>	<b>29</b>	<b>22</b>	<b>29</b>
Very likely	10	10	9	8	9
Somewhat likely	18	15	20	14	20
Neither likely nor unlikely	11	12	10	14	9
Somewhat unlikely	14	17	11	14	16
Very unlikely	31	29	32	36	31
Don't know	17	15	18	13	15

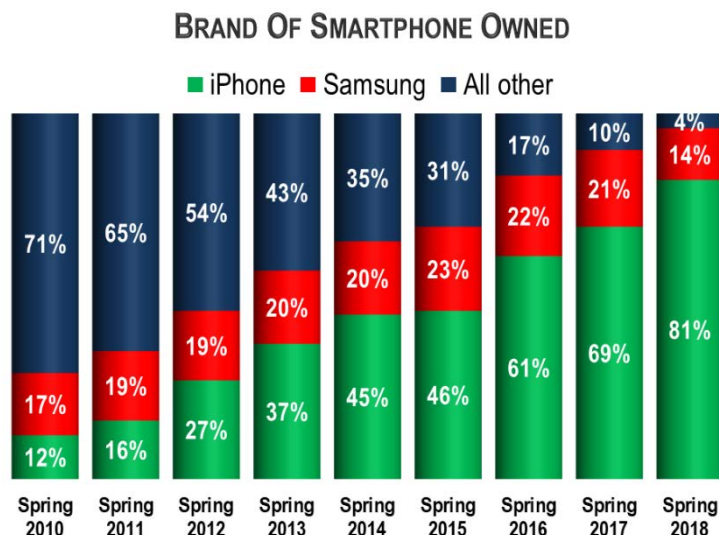
## BRAND OF SMARTPHONE PLAN TO BUY/UPGRADE TO (Q. 347)

Among the 28% who are either “Very likely” or “Somewhat likely” to buy or upgrade to a new, Smartphone in the next 12 months, 81% plan to buy or upgrade to a new, **Apple iPhone** (up from 21% eight years ago). 14% plan to buy or upgrade to a new, **Samsung** phone (down somewhat from 19% last year).



Brand Of Smartphone Plan To Buy/Upgrade To					
Base = "Very Likely" Or "Somewhat Likely" To Buy/Upgrade To A New Smartphone In The Next 12 Months					
	Total %	Male %	Female %	Fresh %	Senior %
Apple iPhone	79	77	81	80	73
Samsung	13	14	11	11	16
LG	5	5	5	7	2
Other	0	0	1	0	0
Don't know	3	4	2	2	9

As shown in the following graphic, the share of students who plan to purchase or upgrade to an **Apple iPhone** or **Samsung** has increased nearly 300% from 28% in the Spring of 2010 to 89% of purchase intenders this Spring.





## Chapter 7

# TEXTBOOKS & LEARNING MATERIALS

### CHAPTER OVERVIEW

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This chapter provides an in depth understanding of students' textbook and learning materials acquisitions, quantifying the number of courses taken, the number of learning materials required for those courses and the number of learning materials actually purchased or rented. Additionally the incidence and number of courses not requiring printed materials, and the incidence of purchasing or renting all required learning materials and reasons for purchasing or renting less than all, is identified.

The chapter begins with students reporting the number of academic courses taking this term, the number of required course materials and the number of required course materials actually purchased or rented. Students report the number of course materials acquired through financial aid, the number of course materials borrowed from someone else as well as courses that didn't require printed materials and what was required instead of printed materials.

Students report when course materials are usually acquired, if they purchased or rented all required course materials and the reasons for purchasing or renting less than 100% of required course materials. Students identify which course material purchase offers appeal to them and where they go to purchase printed textbooks. The level of student interest in paying for discounted eTextbooks when tuition and course fees are paid is quantified together with the incidence of having been billed for digital course materials as part of their term bill, the motivation for doing so and the likelihood for repeating the practice next term.

Prior to quantifying acquisition details, students report the share of their course materials they personally paid, who else if anyone helped them pay for their course materials, the share of textbooks purchased online as well as the incidence of agreement with a series of statements about shopping for course materials, the incidence of not using course materials purchased or rented and the reasons for purchasing or renting course materials from the on campus bookstore.

Most importantly, students report specific acquisition detail including the number acquired, the incidence of acquisition from specific sources and spending for each of five formats (new, used, rented, eTextbooks for unlimited use and eTextbooks for limited time use).

Students also report the likelihood of renting next term as well as why they didn't rent this term. Purchasers of an eTextbook identify their reasons for doing so while students who didn't purchase or rent an eTextbook provide their reasons as well. Purchasers or renters of eTextbooks identify features they use or would use (among those who haven't purchased or rented an eTextbook but are aware of them). The incidence of agreement with 9 statements descriptive of student perceptions and experience with eTextbooks is detailed. Students who have purchased or rented an eTextbook report their preference for reading an eTextbook (online or offline), and which devices students use to read their eTextbook.

The incidence of downloading assigned textbooks from file sharing sites is identified together with the types downloaded, motivations for doing so and the amount downloaders would have otherwise spent if they hadn't downloaded any assigned textbooks from file sharing sites.

Students report the number of classes that used OER this term and the number of OER textbooks acquired. Additionally, student awareness and purchase experience with Online Homework Solutions is examined to include

motivations for purchasing and specific Online Homework Solutions students purchased this term. Students also report the frequency of using and specific Learning Management Systems used.

Students identify their preferred format or device for 6 individual course related activities, top of mind awareness of the company or place that comes to mind first when thinking about purchasing textbooks and top of mind awareness of the company or place that comes to mind first when thinking about renting textbooks.

Lastly, students report the incidence of selling back their textbooks at the end of the semester, the extent to which they did so, who they sold their textbooks back to as well as identifying motivations for not selling their textbooks back.

The textbook and learning materials category continues to be fluid and complex due to;

1. **The variety of textbook formats and the rate of student adoption of each format** - In addition to new and used textbooks, the student shopping cart now includes rented textbooks, eTextbooks for unlimited and limited time use as well as eTextbooks acquired from file sharing sites.

- 49% purchased 1 or more new textbooks but 9% purchased only new textbooks
- 52% purchased 1 or more used textbooks but 8% purchased only used textbooks
- 40% rented 1 or more textbooks but 6% only rented textbooks
- 16% purchased 1 or more eTextbooks for unlimited use but 1% purchased only eTextbooks for unlimited use
- 14% purchased 1 or more eTextbooks for limited time use but 2% purchased only eTextbooks for limited time use
- 11% acquired an average of 1.8 textbooks from a file sharing site

2. **Shifts in Acquisition Sources** - Large numbers of students whose purchases or rentals would otherwise be limited to on and off campus bookstores are using online sources like **Amazon**, **Half** and **Chegg**.

- When asked "When you think of purchasing textbooks, what's the first company or place that comes to mind", 25% more mention **Amazon** at 40%, as mention their **on campus bookstore** at 32%
- When asked "When you think of renting textbooks, what's the first company or place that comes to mind", 43% more mention **Amazon** at 40%, as mention their **on campus bookstore** at 28%
- **Amazon** continues to attract large numbers of textbook purchasers and renters (41% of new, 44% of used, 50% of renters, 33% of eTextbooks for unlimited use shoppers and 29% of eTextbooks for limited time use shoppers)
- Students purchased or rented 38% of their textbooks online, similar to last year's 42%
- 38% go to **Amazon** first to purchase required course materials followed by 32% who mention their **on campus bookstore**

- 35% more renters rented from **Amazon** (50%) than the on campus bookstore (37%)

**3. Fragmented Acquisition Motivations** - Some students are motivated by format, others driven by cost while still others are motivated by convenience rather than format or cost and some don't acquire all of their required materials for a variety of reasons.

- Students purchased or rented 65% or 3.0 of their required 4.6 learning materials
- 31% borrowed 1 or more of their required learning materials
- 27% acquired their course materials before the first day of class
- 70% personally paid less than 100% of the cost of their textbooks (37% paid nothing)
- 26% of those who didn't sell their textbooks back last semester report buyback was "**not convenient, too much of a hassle**"
- 10% **are unaware of eTextbooks**, 56% **have ever purchased**
- 27% who haven't purchased an eTextbook report "**Don't like reading on a screen for a long period of time**", 26% mention "**prefer printed textbooks**"

## NUMBER OF ACADEMIC COURSES TAKING THIS TERM (Q. 209)

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Students report taking an average of 4.7 courses during the Spring 2018 term compared to 4.6 last year.

60% report taking more than 4 courses. As shown below, the average number of courses taken declines somewhat with year in school ranging from a high of 4.7 among Freshmen to a low of 4.5 (4% fewer courses) among Seniors.

Number Of Academic Courses Taking This Term							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
3	10	11	10	7	9	7	18
4	30	32	27	27	24	38	29
5	42	44	41	51	49	36	33
6	16	12	19	14	16	16	19
More than 6	2	1	3	1	2	3	1
Mean	4.7	4.6	4.8	4.7	4.8	4.7	4.5



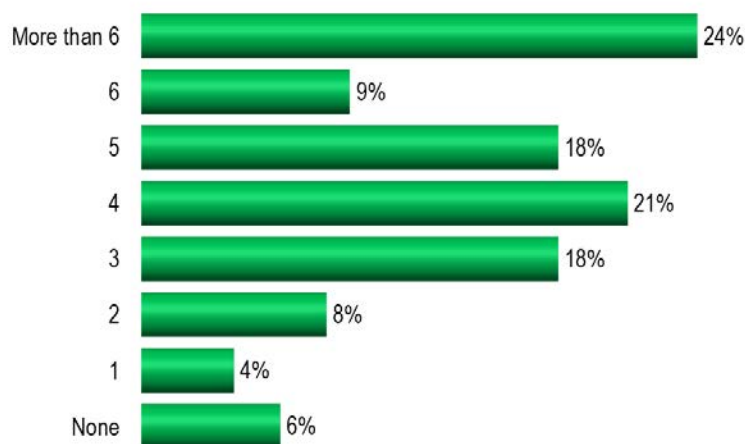
## NUMBER OF REQUIRED COURSE MATERIALS (Q. 210)

Students were asked to how many course materials were required for the courses they took for the Spring 2018 term. The average student was required to have 4.6 course materials. As seen in an earlier question, students report taking an average of 4.7 courses representing an average of about 1 course material per course.

6% report none of their courses required course materials. 38% report 5 or more course materials were required.

Number Of Required Course Materials							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
None	6	7	4	3	5	5	11
1	4	5	3	4	4	5	5
2	8	8	7	9	5	10	7
3	18	20	17	19	21	15	18
4	21	22	20	18	20	25	20
5	18	15	20	22	15	20	13
6	9	6	11	8	9	6	12
More than 6	11	11	11	12	14	11	7
Mean	4.6	4.6	4.7	5.1	4.8	4.4	4.3

### NUMBER OF REQUIRED COURSE MATERIALS



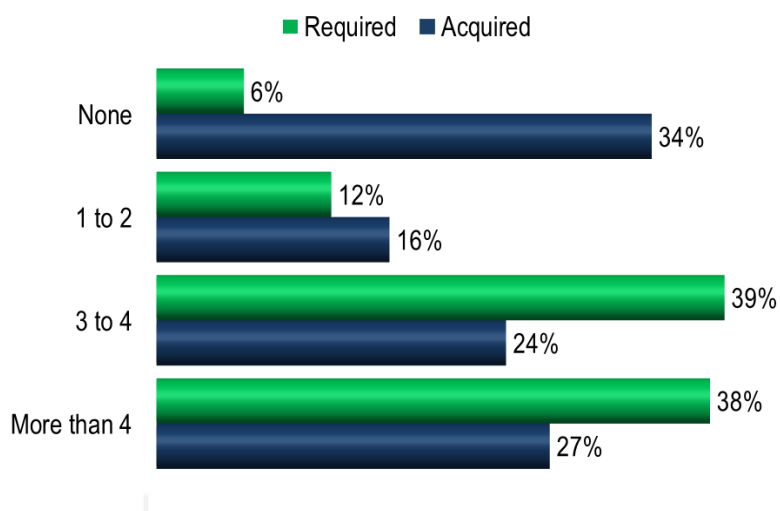
## NUMBER OF REQUIRED COURSE MATERIALS PURCHASED OR RENTED (Q. 211)

As a follow up to the number of course materials required, students were asked how many course materials they actually acquired.

Students acquired an average of 3.0 course materials or 65% of their required course materials (4.6 required/3.0 acquired). This average includes courses that didn't require course materials and students who didn't acquire any of their required course materials.

Number Of Required Course Materials Purchased Or Rented							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
None	34	36	31	29	38	30	38
1	5	5	5	5	4	5	5
2	11	9	12	11	7	12	14
3	11	14	10	13	11	12	8
4	13	11	14	13	10	18	10
5	12	10	13	15	10	12	12
6	4	2	5	4	4	4	3
More than 6	11	12	10	10	16	7	9
Mean	3.0	3.0	3.0	3.6	2.9	2.9	2.6

### NUMBER OF REQUIRED COURSE MATERIALS PURCHASED OR RENTED



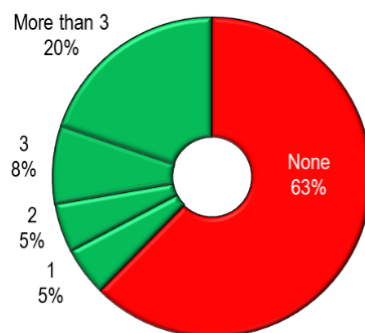
## NUMBER OF REQUIRED COURSE MATERIALS ACQUIRED THROUGH FINANCIAL AID (Q. 212)

As a follow up to the number of course materials required, students were asked how many course materials they acquired through their financial aid.

37% acquired 1 or more course materials through their financial aid. Among this 37%, students acquired an average of 3.7 course materials through their financial aid. This average includes courses that didn't require course materials and students who didn't purchase or rent 1 or more of their required course materials.

Number Of Required Course Materials Acquired Through Financial Aid							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
None	63	67	59	61	64	57	70
1	5	5	5	5	5	8	2
2	5	5	4	5	2	8	3
3	8	7	8	7	9	4	10
4	8	6	9	6	6	14	4
5	6	5	7	7	6	5	7
6	3	2	4	5	1	2	3
More than 6	3	3	4	3	7	0	1
Total mean	1.4	1.2	1.6	1.5	1.5	1.4	1.1
User mean	3.7	3.5	3.8	3.9	4.1	3.2	3.8

### NUMBER OF REQUIRED COURSE MATERIALS ACQUIRED THROUGH FINANCIAL AID



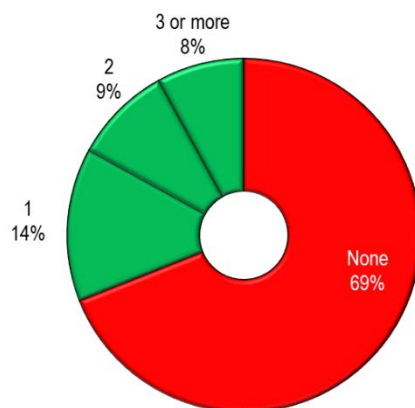
## NUMBER OF REQUIRED COURSE MATERIALS BORROWED (Q. 213)

31% report borrowing rather than purchasing or renting 1 or more course materials for the Spring 2018 term. Among this 31%, students borrowed an average of 2.1 course materials.

As shown below, little difference is seen based on gender or year in school.

Number Of Required Course Materials Borrowed							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
None	69	68	70	75	73	65	64
1	14	13	14	10	8	18	20
2	9	11	6	9	10	7	9
3	3	3	3	2	6	3	2
4	3	3	4	1	2	6	5
5	1	2	1	2	3	1	0
6	1	1	1	1	0	1	1
Total mean	0.7	0.7	0.6	0.6	0.6	0.8	0.7
User mean	2.1	2.1	2.2	2.3	2.3	2.1	1.8

NUMBER OF REQUIRED COURSE MATERIALS BORROWED



## NUMBER OF REQUIRED COURSE MATERIALS SHARED WITH SOMEONE ELSE (Q. 214)

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27% report sharing rather than purchasing or renting 1 or more course materials for the Spring 2018 term. Among this 27%, students shared an average of 2.1 course materials.

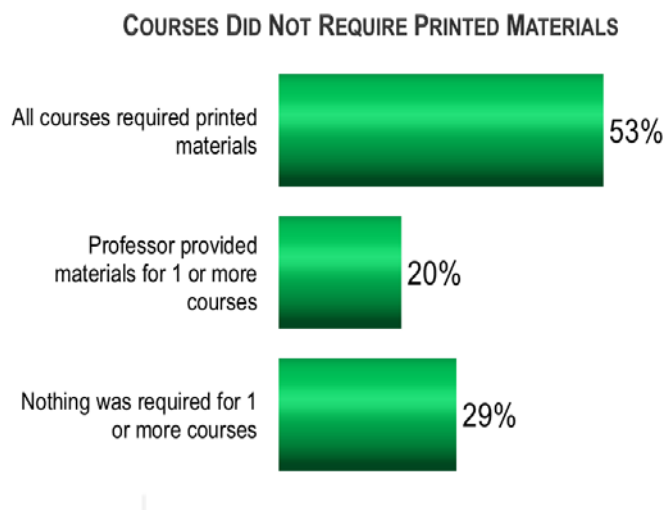
As shown below, little difference is seen based on gender or year in school.

Number Of Required Course Materials Shared With Someone Else							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
None	73	72	74	75	74	69	75
1	11	11	11	11	7	14	12
2	8	10	6	9	8	6	9
3	5	3	7	2	11	4	3
4	2	3	1	1	1	6	0
5	1	1	1	2	1	1	1
Total mean	0.6	0.6	0.5	0.5	0.6	0.7	0.4
User mean	2.1	2.1	2.0	2.1	2.3	2.2	1.7

## COURSES DIDN'T REQUIRE PRINTED MATERIALS (Q. 224, 225)

Students were asked if any of the courses taken this term didn't require printed materials. 29% reported 1 or more of their courses didn't require printed materials.

20%, and virtually identical to last year's 21%, reported their professor provided the materials for 1 or more of their courses. 29%, up from 20% last year, reported that no printed materials were required for 1 or more of their courses.



Courses Didn't Require Printed Materials							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Instructor provided the materials I needed for 1 or more courses	20	23	18	18	22	23	18
Nothing was required either print or digital for 1 or more courses	29	29	29	26	29	30	30
All of my courses required printed materials	53	49	56	57	53	49	54

As shown in the following table, among the 47% reporting printed material was not required for 1 or more courses, an average of 2.2 of their courses didn't require printed materials.

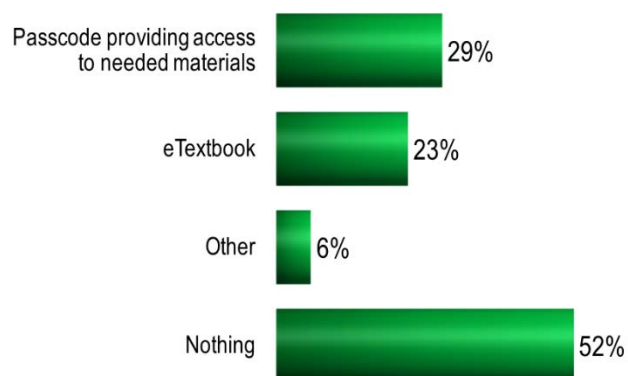
Number Of Courses That Didn't Require Printed Materials							
Base = Printed Materials Weren't Required For 1 Or More Courses							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
None	5	5	5	5	8	6	1
1	30	29	31	21	27	42	27
2	28	28	28	31	29	24	30
3	20	23	18	20	22	20	20
4	8	9	7	11	8	6	7
More than 4	8	6	11	11	5	4	15
Total mean	2.2	2.2	2.2	2.5	2.1	1.9	2.5
User mean	2.3	2.3	2.4	2.6	2.3	2.0	2.5

## WHAT WAS REQUIRED INSTEAD OF PRINTED MATERIALS (Q. 226)

As a follow up question, students reporting that printed materials weren't required for 1 or more of their courses were asked what was required.

29% report a **"passcode providing access to needed materials"** was required while 23% mention an **"eTextbook"**.

### WHAT WAS REQUIRED INSTEAD OF PRINTED MATERIALS



What Was Required Instead Of Printed Materials							
Base = Printed Materials Weren't Required For One Or More Courses							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
A passcode that gave access to needed materials	29	24	34	37	17	41	20
An eTextbook	23	26	21	33	23	24	13
Other	6	9	3	5	4	7	8
Nothing was required	52	52	53	38	66	41	66

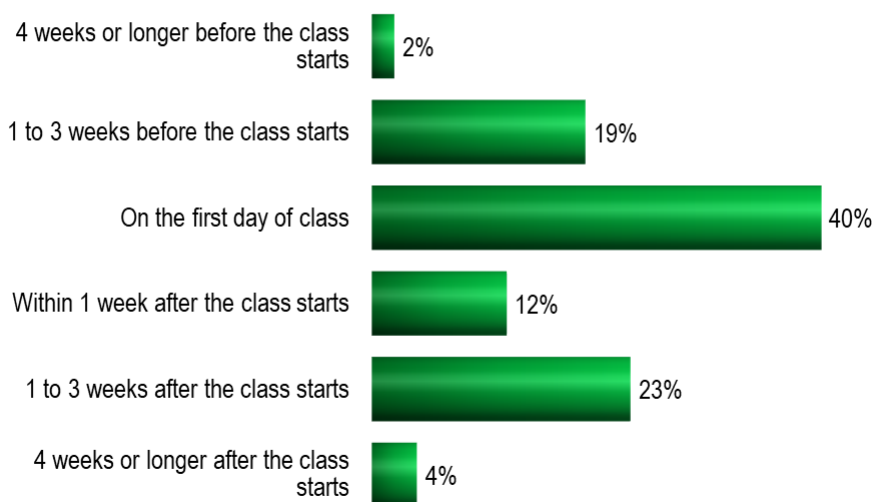
## WHEN COURSE MATERIALS ARE USUALLY ACQUIRED (Q. 216)

As still another example to illustrate the diversity seen in students' attitudes and behavior about acquiring course materials, students were asked when they usually acquire their course materials.

As shown below, 27% usually acquire their course materials before the class starts, 52% on the first day of class or within 1 week after the class starts and the remaining 21% more than 1 week after the class starts.

When Course Materials Are Usually Acquired							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
4 weeks or longer before the class starts	4	3	5	7	5	1	1
1 to 3 weeks before the class starts	23	28	18	30	22	24	16
On the first day of class	12	13	11	18	9	12	10
Within 1 week after the class starts	40	34	46	29	44	44	43
1 to 3 weeks after the class starts	19	20	19	15	20	17	26
4 weeks or longer after the class starts	2	3	1	1	1	1	3

### WHEN COURSE MATERIALS ARE USUALLY ACQUIRED





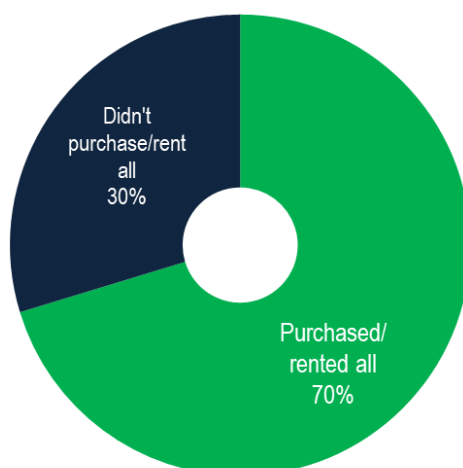
## PURCHASED/RENTED ALL REQUIRED COURSE MATERIALS THIS TERM (Q. 222)

71%, 70% last year, report purchasing or renting all of their required course materials for the Spring 2018 term.

As shown in the table below and consistent with previous findings, the incidence of purchasing or renting all required course materials declines somewhat with year in school ranging from a high of 74% among Freshmen to a low of 66% among Seniors.

Purchased/Rented All Required Course materials This Term							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Purchased/rented all	71	68	74	74	74	70	66
Didn't purchase/rent all	29	32	26	26	26	30	34

## PURCHASED/RENTED ALL REQUIRED COURSE MATERIALS THIS TERM

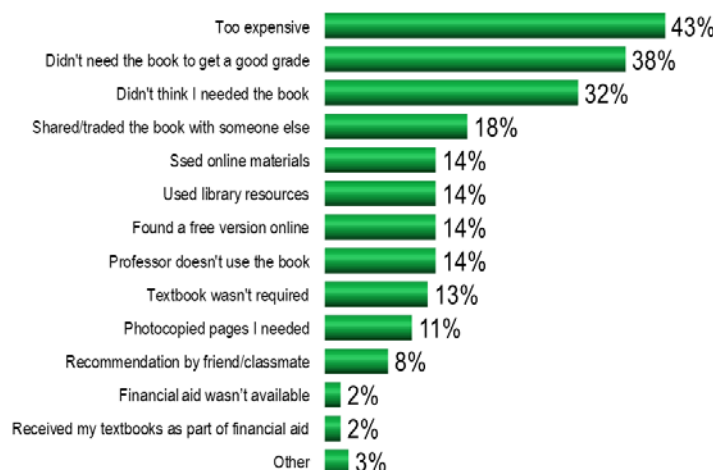


## REASONS FOR PURCHASING LESS THAN 100% OF REQUIRED COURSE MATERIALS (Q. 223)

The 29% of students who purchased less than 100% of their required course materials were asked why they did so. The most common response received from students who purchased less than 100% of their required course materials was **“Too expensive”** (43%) closely followed by **“Didn’t need the book to get a good grade”** (38%).

32% report **“Didn’t think I needed the book”**.

REASONS FOR PURCHASING LESS THAN 100% OF REQUIRED COURSE MATERIALS



Reasons For Purchasing Less Than 100% Of Required Course Materials

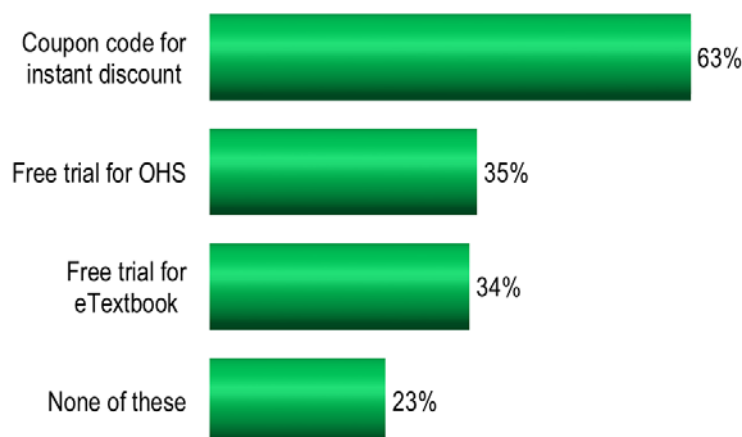
Base = Purchased Less Than 100% of Required Course Materials

	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Too expensive	43	35	51	53	39	48	34
I didn't need the book to get a good grade	38	35	40	41	33	45	31
I didn't think I needed the book	32	34	30	47	32	27	26
I shared or traded the book with someone else	18	23	13	18	21	8	26
Professor doesn't use the book	14	15	14	12	11	15	19
I found a free version of the book online	14	16	12	22	11	12	13
I used library resources	14	18	9	8	23	12	13
I used online materials	14	13	15	10	14	14	16
Textbook wasn't required	13	17	9	12	16	12	12
I photocopied the pages I needed	11	13	9	6	14	12	12
Recommendation by friend/classmate	8	8	8	12	11	6	4
I received all or some of my textbooks as part of my financial aid	2	2	3	2	0	2	6
My financial aid wasn't available	2	2	3	2	0	5	3

Students were provided with a list of three offers or incentives to purchase course materials and asked to identify which offers appealed to them. As shown below, by a wide margin **“Coupon code for instant discount”** was identified by 63% followed by similar numbers of students (34% and 35% respectively) who mentioned **“Free trial for eTextbook”** or **“Free trial for online homework solution”**.

Appealing Course Material Purchase Offers							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Coupon code for instant discount	63	54	72	65	64	71	51
Free trial for online homework solution	35	27	43	37	32	40	32
Free trial for eTextbook	34	29	39	29	32	41	34
Other	1	1	1	1	0	2	2
None of these	23	29	17	19	25	17	31

#### APPEALING COURSE MATERIAL PURCHASE OFFERS



## WHERE STUDENTS GO FIRST TO PURCHASE REQUIRED COURSE MATERIALS (Q. 215)

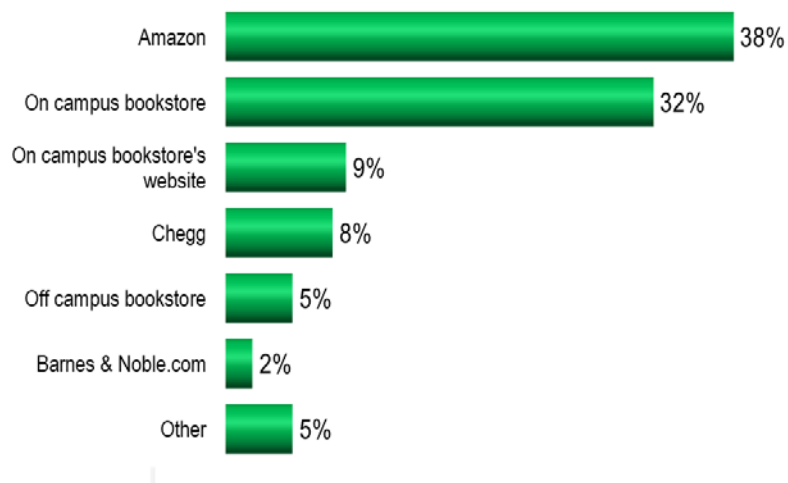
Students were provided with a list of 7 options and asked to identify which they go to first to purchase required course materials.

As shown below, students' first choice, **Amazon** was identified by 38%, unchanged from last year, followed by 32%, up from 26% last year, who mentioned **On campus bookstore**. However, as shown below, when including students who identified their **On campus bookstore's website**, a total of 41% identify their **On campus bookstore** (32% + 9%).

8%, down from 12% last year, mention **Chegg**. While little difference is seen based on gender, a larger share of Freshmen (those with somewhat less experience purchasing course materials) mention the **On campus bookstore** than Seniors (43% compared to 27% among Seniors).

Where Students Go First To Purchase Required Course Materials							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Amazon	38	41	36	28	41	44	38
On campus bookstore	32	29	35	43	31	29	27
On campus bookstore's website	9	8	9	9	8	9	8
Chegg	8	9	8	9	6	10	9
Off campus bookstore	5	6	5	6	3	5	8
Barnes&Noble.com	2	2	2	3	2	0	2
Other	5	5	5	1	9	3	6

### WHERE STUDENTS GO FIRST TO PURCHASE REQUIRED COURSE MATERIALS



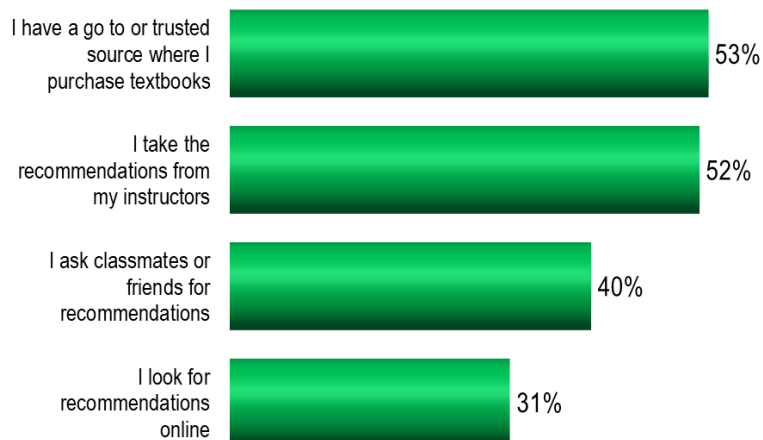
## WHERE STUDENTS GO TO PURCHASE PRINTED TEXTBOOKS (Q. 217)

Students were provided with a list of four statements describing where they typically go to purchase printed textbooks and asked to identify how much they agreed with each statement (“Strongly Agree” or “Somewhat Agree”).

As shown below, illustrating still another example of student diversity about attitudes and behavior about acquiring learning materials, large numbers of students disagree with each of the four statements.

Where Students Go To Purchase Printed Textbooks							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
I use a trusted source to buy textbooks	53	50	55	57	44	54	57
I take the recommendations from my instructors	52	51	53	59	51	40	59
I look for recommendations online	40	35	45	48	43	38	30
I ask classmates or friends for recommendations	31	31	31	35	28	31	32

### WHERE STUDENTS GO TO PURCHASE PRINTED TEXTBOOKS



## PRINTED TEXTBOOKS BOUGHT OR RENTED ONLINE (Q. 218)

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Students who bought or rented printed textbooks were asked what percent they bought or rented online.

67% of students bought or rented at least 1 printed textbook online and among this group they bought or rented 61% (user mean) of their textbooks online. Among all students, 41% of printed textbooks were bought or rented online (total mean)

<b>Printed Textbooks Bought Or Rented Online</b>							
Base = Students Who Bought Or Rented Printed Textbooks							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
None	33	36	30	32	33	32	35
Some	67	64	70	68	67	68	65
Total mean	41	39	43	36	42	43	44
User mean	61	61	62	54	62	63	68

## HAVE EVER NOT TAKEN OR DROPPED A COURSE BECAUSE OF THE COST OF THE COURSE MATERIALS (Q. 219)

---

Students were asked if they have ever not taken or dropped a course because of the cost of course materials.

About one in six or 16% of students have ever not taken or dropped a course because of the cost of the course materials. As would be expected, the incidence is lowest among Freshman, the student groups with the least amount of course experience.

Have Ever Not Taken Or Dropped A Course Because Of The Cost Of The Course Materials							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Have ever not taken or dropped	16	16	16	11	17	18	17
Haven't ever taken or dropped	84	84	84	89	83	82	83

## INFLUENCE OF THE AVAILABILITY OF OER MATERIALS TO TAKE A COURSE (Q. 220)

---

Students were asked how much influence the availability of OER materials had to take a course.

Again, illustrating the diversity of student attitudes and behavior specific to the acquisition and use of learning materials, 29% report the availability had at least **Some influence**. 23% report **Little influence** while nearly half, 49% report **No influence**.

As shown below, little difference is seen based on gender or year in school.

Influence Of The Availability Of OER Materials To Take A Course							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
<b>TOP 2 BOX</b>	<b>29</b>	<b>27</b>	<b>30</b>	<b>35</b>	<b>26</b>	<b>30</b>	<b>23</b>
Great influence	7	5	9	10	6	8	4
Some influence	21	22	21	24	20	22	19
Little influence	23	24	21	20	26	23	22
No influence	49	49	49	45	48	47	55



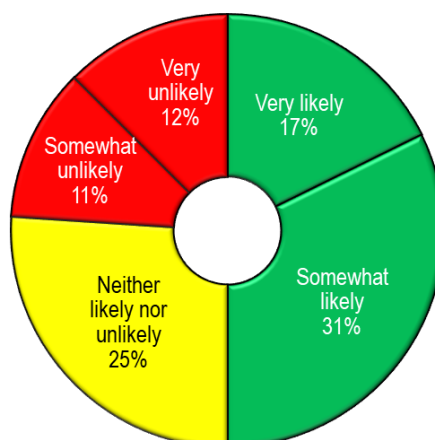
## LIKELIHOOD OF PAYING FOR eTEXTBOOKS WHEN TUITION & COURSE FEES ARE PAID (Q. 193)

Students were asked how likely they would be to pay for discounted eTextbooks when they pay for their tuition and course fees. Nearly half, 47%, report they would be “Very likely” or “Somewhat likely” to pay for discounted eTextbooks when their tuition and course fees are paid.

As shown below, little difference is seen based on gender or year in school.

Likelihood Of Paying For eTextbooks When Tuition & Course Fees Are Paid							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
<b>TOP 2 BOX</b>	<b>47</b>	<b>45</b>	<b>49</b>	<b>46</b>	<b>48</b>	<b>52</b>	<b>43</b>
Very likely	17	15	18	18	17	21	9
Somewhat likely	31	30	31	28	30	31	34
Neither likely nor unlikely	25	26	24	31	25	25	19
Somewhat unlikely	11	9	13	11	12	8	12
Very unlikely	17	20	14	12	15	14	26

### LIKELIHOOD OF PAYING FOR DISCOUNTED eTEXTBOOKS WHEN TUITION AND COURSES FEES ARE PAID



## WHAT IS A SUBSTANTIAL DISCOUNT? (Q. 194)

---

On average, students likely to pay for discounted eTextbooks when they pay their tuition and course fees believe a substantial discount would be 37%.

67% believe a substantial discount would be greater than 25%.

What Is A Substantial Discount?							
Base = Students Likely To Pay For Required eTextbooks In Exchange For Substantial Discount When Tuition And Course Fees Are Paid							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
1% to 10%	6	6	5	7	6	5	4
11% to 20%	19	16	21	24	18	21	12
21% to 25%	8	7	9	14	6	6	6
More than 25%	67	71	64	55	70	67	78
Total mean	37	38	35	34	37	36	40

## IMPORTANCE OF OPTING OUT OF PAYING FOR A REQUIRED eTEXTBOOK WHEN TUITION AND COURSE FEES ARE PAID (Q. 195)

The findings for this question illustrate once again the diversity of student attitudes and behavior relative to learning materials. As shown below, 54% or more than half of all students believe it is important to have the opportunity to opt out of paying for a required eTextbook when tuition and course fees are paid. 25% of students are ambivalent and the remaining 21% believe having the option is unimportant.

Important Of Opting Out Of Paying For A Required eTextbook When Tuition And Course Fees Are Paid							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
<b>TOP 2 BOX</b>	<b>54</b>	<b>52</b>	<b>55</b>	<b>52</b>	<b>50</b>	<b>59</b>	<b>54</b>
Very important	28	26	30	24	31	30	26
Somewhat important	26	26	26	28	19	28	28
Neither important nor unimportant	25	22	28	34	22	23	21
Somewhat unimportant	11	12	10	8	18	7	10
Not at all important	10	14	7	6	10	11	14

## IMPORTANCE OF A PRINT ALTERNATIVE TO A REQUIRED eTEXTBOOK WHEN TUITION AND COURSE FEES ARE PAID (Q. 196)

These findings provide another example of the diversity of student attitudes and behavior relative to learning materials. As shown below, 51% believe it is important to have a print alternative to a required eTextbook when tuition and course fees are paid. 28% of students are ambivalent and the remaining 22% believe having the option is unimportant.

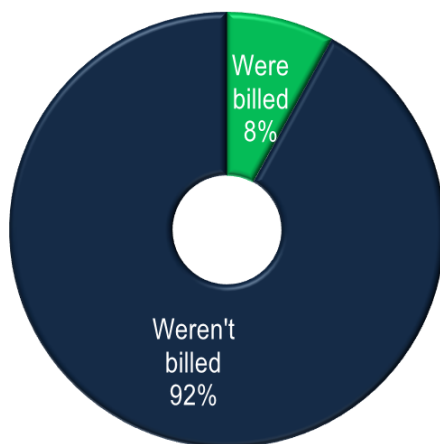
Importance Of A Print Alternative To A Required eTextbook When Tuition And Course Fees Are Paid							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
<b>TOP 2 BOX</b>	<b>51</b>	<b>49</b>	<b>53</b>	<b>47</b>	<b>52</b>	<b>54</b>	<b>50</b>
Very important	25	25	26	25	25	24	27
Somewhat important	26	24	27	22	27	30	22
Neither important nor unimportant	28	25	30	39	24	26	23
Somewhat unimportant	12	13	11	9	15	11	11
Not at all important	10	13	6	6	9	9	16

## BILLED FOR DIGITAL COURSE MATERIALS AS PART OF TERM BILL (Q. 203)

Students were asked if they were billed (at a discount) for any of their digital course materials as part of their term bill. As shown below, only 8% report they were billed.

Billed For Digital Course Materials As Part Of Term Bill							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Were billed	8	8	7	6	6	11	7
Weren't billed	92	92	93	94	94	89	93

### BILLED FOR DIGITAL COURSE MATERIALS AS PART OF TERM BILL



## **INFLUENCE OF BEING BILLED FOR DIGITAL COURSE MATERIALS AS PART OF TERM BILL TO TAKE A COURSE (Q. 204)**

Students who were billed for digital course materials as part of their term bill were asked the extent to which this influenced their decision to take the course.

Again, these findings illustrate the diversity of student attitudes and behavior as they relate to acquiring and using course materials.

As shown below, 39% and the largest share report being billed was one of many factors in their decision to take the course. 35% report it was not a factor and the remaining 26% report it was a major factor in their decision to take the course.

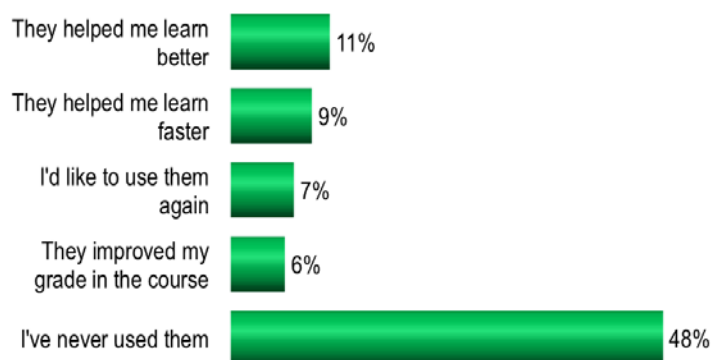
<b>Influence Of Being Billed For Digital Course Materials As Part Of Term Bill To Take A Course</b>							
Base = All Students Who Were Billed For Digital Course Materials As Part Of Term Bill							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Being billed for digital course materials as part of my term bill was one of many factors in my decision to take the course	39	42	36	17	47	36	57
Being billed for digital course materials as part of my term bill was not part of my decision to take the course	35	30	39	50	33	32	29
Being billed for digital course materials as part of my term bill was the major factor in my decision to take the course	26	27	24	33	20	32	14

## AGREEMENT WITH STATEMENTS ABOUT ADAPTIVE LEARNING MATERIALS (Q. 202)

Our interviewers read the following definition to students *“Adaptive Learning Resources are digital course materials that adapt to the learning needs of students, i.e., as a student completes exercises in the digital text, the content and exercises are directed to the topics and concepts where the student needs the most help. Which of these statements about Adaptive Learning Resources applies to you?”*

As shown below, 48%, down sharply from last year’s 74%, report **“I’ve never used them”**. Among the 52% who have used Adaptive Learning Materials, no more than 21% agreed with at least one of four descriptions of a positive outcome or experience.

### AGREEMENT WITH STATEMENTS ABOUT ADAPTIVE LEARNING MATERIALS



Agreement With Statements About Adaptive Learning Materials							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
I've never used them	48	47	49	45	48	51	47
They helped me learn faster	9	10	8	6	9	8	12
They helped me learn better	10	11	10	12	6	12	11
They improved my grade in the course	6	6	6	5	7	3	8
I'd like to use them again	7	6	8	9	5	6	7

## SHARE OF COURSE MATERIALS COST PERSONALLY PAID (Q. 229)

---

Students were asked what percent of the cost of purchasing or renting the textbooks they purchased or rented for the Spring 2018 term they personally paid.

30%, 29% last year, personally paid 100% of the cost of their textbooks, increasing somewhat from 24% among Freshmen to 30% among Seniors. The average student personally paid 44% of the cost of their textbooks.

Share Of Course Materials Cost Personally Paid							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Nothing	37	41	32	35	36	31	44
1% to 25%	13	13	12	17	10	12	13
26% to 50%	13	12	14	10	14	19	8
51% to 75%	5	3	6	9	4	2	3
76% to 99%	3	2	3	5	1	3	2
100%	30	28	32	24	34	32	30
Mean	44	39	47	42	45	47	40

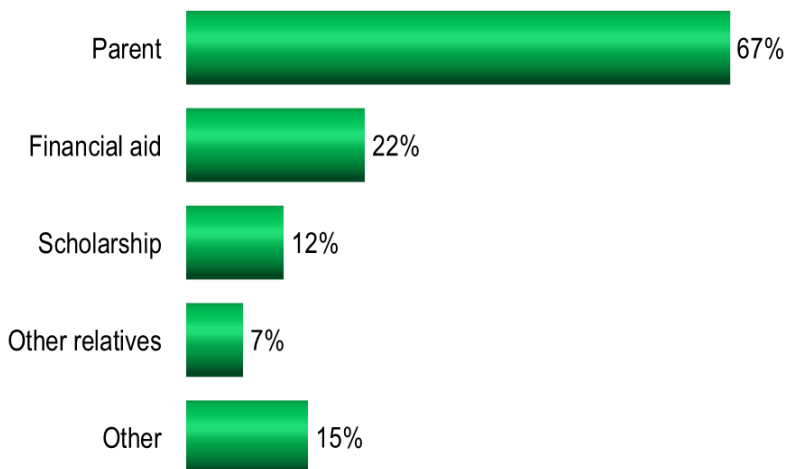


## WHO HELPED TO PAY FOR COURSE MATERIALS (Q. 230)

70% didn't personally pay 100% of the cost to purchase or rent the course materials they purchased or rented for the Spring 2018 term.

Among this 70%, most, 67%, report that their **"Parent"** helped to pay while the next largest group, 22%, mention their **"Financial aid"** assisted them in paying for their textbooks. 12% mention **"Scholarship"**. As shown below, the combined sources add to more than 100% since some students report receiving assistance from more than one source.

### WHO HELPED TO PAY FOR COURSE MATERIALS



Who Helped To Pay For Course Materials							
Base = Didn't Personally Pay 100% Of The Cost Of Their Course Materials							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Parent	67	71	64	72	66	63	67
Financial aid	22	19	23	22	22	18	25
Scholarship	12	12	11	10	9	17	10
Relatives other than parents	7	9	6	11	6	8	4
Other	15	14	16	8	17	17	19

## SHARE OF TEXTBOOKS PURCHASED OR RENTED ONLINE (Q. 237)

Students were asked what percent of the textbooks they purchased or rented were purchased or rented online and what percent were purchased or rented offline. 62% of the textbooks students purchased or rented were purchased or rented in a store with the remaining 38% purchased or rented online.

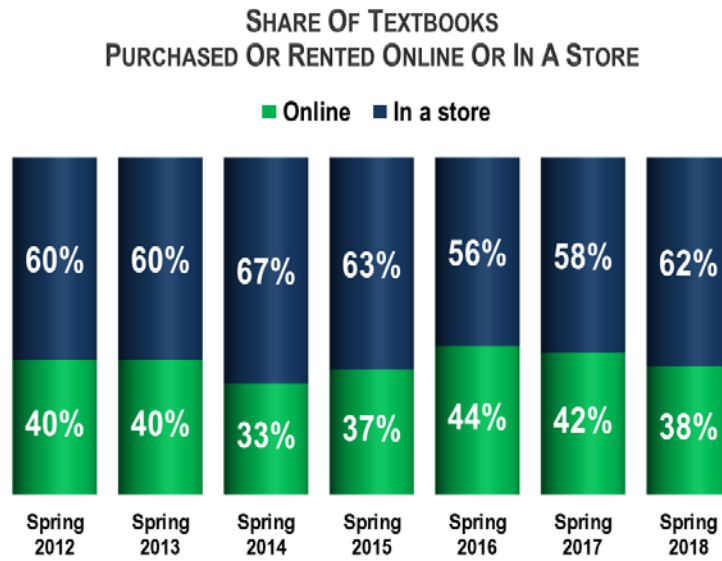
28%, down from 37% last year, report they didn't purchase or rent a textbook online.

Share Of Textbooks Purchased Or Rented Online							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
None	28	29	28	35	24	28	24
Some	47	52	43	44	51	41	54
Total mean	38	34	41	32	36	43	41
User mean	53	47	57	50	47	60	54

SHARE OF TEXTBOOKS  
PURCHASED OR RENTED ONLINE OR IN A STORE



As shown below, over the longer term, the share of textbooks purchased or rented online is relatively unchanged.



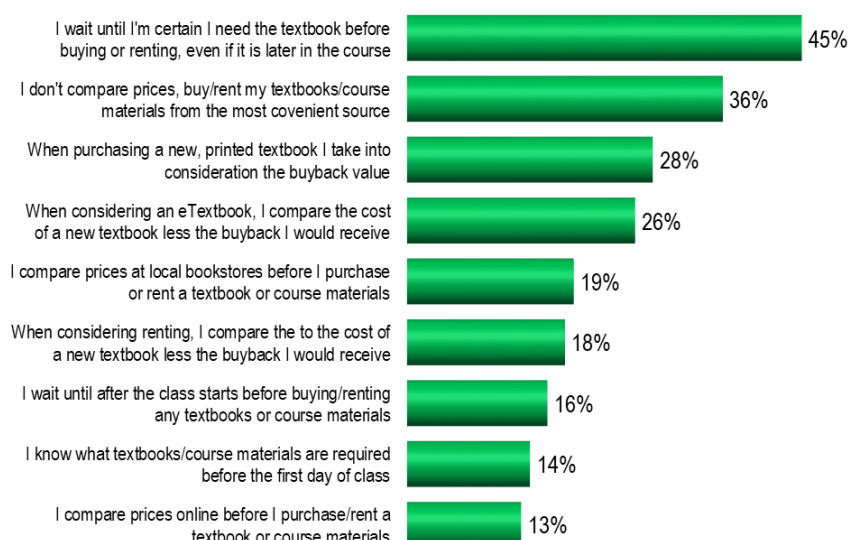
## AGREEMENT WITH STATEMENTS ABOUT SHOPPING FOR COURSE MATERIALS (Q. 235)

Students were provided with a list of eight statements and asked how frequently each statement described their mindset when shopping for course materials.

Once again, these findings provide still another example of the diversity in student attitudes and shopping behavior regarding textbooks and learning materials.

Agreement With Statements About Shopping For Course Materials				
Base = All Students				
	Never %	Sometimes %	Most of the time %	Always %
I wait until after the class starts before buying or renting any textbooks or course materials	13	40	24	22
I compare prices online before I purchase or rent a textbook or course materials	13	33	34	19
I wait until I'm certain I need the textbook before buying or renting it, even if it is later in the course	12	43	29	16
I know what textbooks or course materials are required before the first day of class	14	40	31	14
I compare prices at local bookstores before I purchase or rent a textbook or course materials	19	36	29	14
When considering renting, I compare the cost of renting to the cost of a new textbook less the buyback I would receive	18	39	30	12
When considering buying an eTextbook, I compare the cost of the eTextbook to the cost of a new textbook less the buyback I would receive	26	39	23	12
When purchasing a new, printed textbook I take into consideration the buyback value	28	44	21	6
I don't compare prices and just buy or rent my textbooks or course materials from the most convenient source	36	38	20	6

### AGREEMENT WITH STATEMENTS ABOUT SHOPPING FOR COURSE MATERIALS



## DIDN'T USE TEXTBOOKS OR COURSE MATERIALS PURCHASED (Q. 221)

---

Students were asked if they didn't use some of the textbooks or course materials they purchased or rented for the Spring 2018 term.

41%, up from last year's 37% and up from 27% two years ago, report they didn't use some of the textbooks or course materials they purchased for the Spring 2018 term. This incidence may be understated in the case of students who anticipated using materials that ultimately they didn't use.

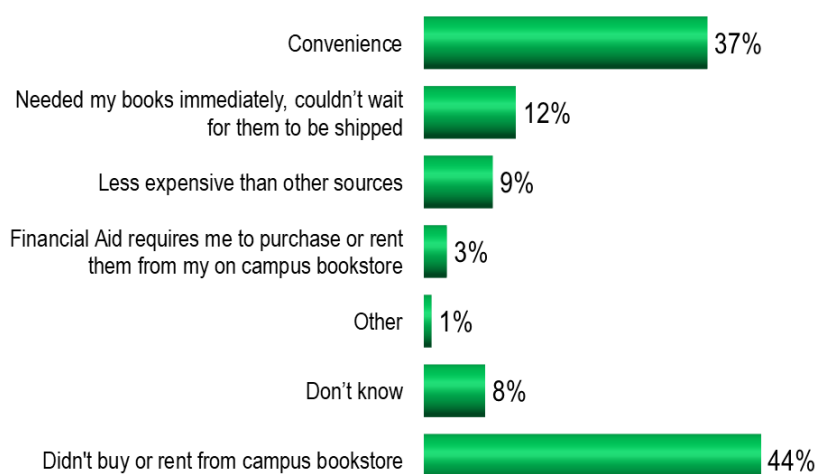
Didn't Use Textbooks Or Course Materials Purchased							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Didn't use some textbooks or course materials purchased or rented	41	37	44	41	39	44	40
Used all textbooks or course materials purchase or rented	59	63	56	59	61	56	60

## REASONS FOR PURCHASING/RENTING FROM THE ON CAMPUS BOOKSTORE (Q. 256)

The 56% of students who purchased or rented textbooks from their on campus bookstore were provided with a list of possible reasons and asked to identify which of these reasons applied to them. Nearly seven in ten (66%) mention **“Convenience”**, a motivation students frequently mention for a variety of behaviors. Another 21% mention **“Needed my books immediately, couldn’t wait for them to be shipped”**, which some may regard as a form of convenience.

Only 16% purchased or rented from their on campus bookstore because **“Less expensive than other sources”** and a similar number, 14% **“Don’t know”** why they purchased or rented textbooks from their on campus bookstore.

### REASONS FOR PURCHASING/RENTING FROM THE ON CAMPUS BOOKSTORE



Reasons For Purchasing/Renting From The On Campus Bookstore							
Base = All Students Who Purchased/Rented From The On Campus Bookstore							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Didn't buy or rent from on campus bookstore	44	45	43	32	41	48	53
Convenience	37	37	37	42	39	39	27
Needed my books immediately, couldn't wait to be shipped	12	9	15	15	12	11	11
Wanted to make sure I was getting the right book for course	11	11	11	14	13	6	12
Less expensive than other sources	9	8	10	11	11	6	9
Wanted to make sure I could return the book	7	8	6	7	9	6	6
Financial Aid requires me to buy/rent from campus bookstore	3	4	3	4	2	3	4
Other	1	1	1	1	0	1	2
Don't know	8	9	7	11	8	6	7

## NUMBER OF NEW AND USED PRINTED TEXTBOOKS PURCHASED (Q. 236, 240)

---

The average student purchased 2.8 new and used textbooks for the Spring 2018 term. 52%, 54% last year, purchased at least 1 new, printed textbook (user mean of 2.7).

54%, up from last year's 47%, purchased at least 1 used, printed textbook (user mean of 2.6).

Number Of New And Used Printed Textbooks Purchased							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
<b>New printed textbooks</b>							
Total mean	1.4	1.2	1.6	1.6	1.2	1.6	1.3
User mean	2.7	2.6	2.7	2.6	2.4	2.9	3.0
<b>Used printed textbooks</b>							
Total mean	1.4	1.2	1.5	1.3	1.6	1.4	1.2
User mean	2.6	2.5	2.6	2.3	2.7	2.6	2.6
<b>Total (new &amp; used printed textbooks)</b>							
Total mean	2.8	2.4	3.1	2.9	2.8	3.0	2.5

## NEW, PRINTED TEXTBOOKS PURCHASED FROM SPECIFIC SOURCES (Q. 239)

Students who purchased 1 or more new printed textbooks were provided with a list of sources and asked which of these sources they purchased from.

61%, unchanged from last year, purchased 1 or more new, printed textbooks from their **on campus bookstore**. 41%, 40% last year and up from 17% three years ago, purchased 1 or more new, printed textbooks from **Amazon**. None of the remaining sources are mentioned by more than 10%.

New, Printed Textbooks Purchased From Specific Sources							
Base = Purchased 1 Or More New Printed Textbooks							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
On campus bookstore/bookstore's website	61	57	65	68	59	57	63
Amazon	41	43	40	27	52	43	43
Off campus bookstore	10	9	11	15	7	11	7
Another online retailer	5	7	4	4	6	6	4
Publisher of the textbook	3	2	4	4	3	4	1
Other	3	2	3	2	2	4	3



## SPENDING FOR NEW, PRINTED TEXTBOOKS (Q. 238)

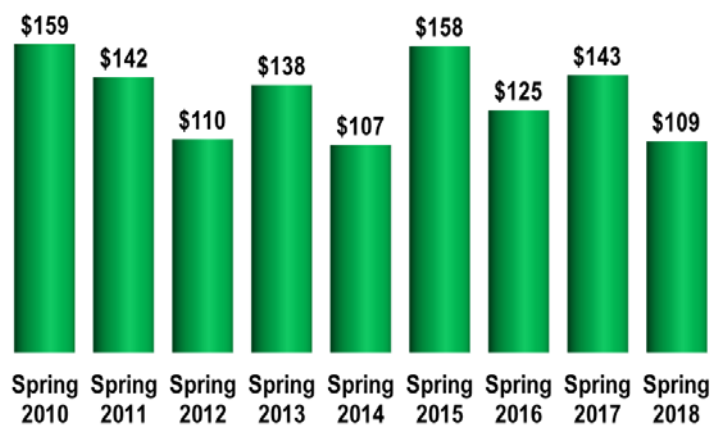
In addition to identifying the incidence and number of new textbooks purchased, we also asked students how much they spent for the new, printed textbooks purchased for the Spring 2018 term.

52%, 54% last year, purchased at least 1 new, printed textbook for the Spring 2018 term. Overall (purchasers and non-purchasers) students spent \$109.

Among the 52% who purchased 1 or more new textbooks, the average student spent \$213 (user mean).

Spending For New, Printed Textbooks							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Nothing	48	54	42	40	50	45	57
Something	50	45	55	54	49	54	42
\$1 to \$50	3	2	3	2	3	5	2
\$51 to \$100	10	9	12	16	8	9	9
\$101 to \$150	7	8	6	8	5	8	6
\$151 to \$200	11	9	13	8	14	14	8
More than \$200	31	25	36	32	32	33	25
Total mean	\$109	\$94	\$122	\$120	\$107	\$115	\$92
User mean	\$213	\$208	\$216	\$210	\$216	\$210	\$217

### SPENDING FOR NEW, PRINTED TEXTBOOKS



## USED, PRINTED TEXTBOOKS PURCHASED FROM SPECIFIC SOURCES (Q. 244)

Students who purchased 1 or more used printed textbooks were provided with a list of five sources and asked which of these sources they purchased from.

47%, 46% last year, purchased 1 or more used, printed textbooks from their **on campus bookstore**. 44%, 39% last year, purchased 1 or more used, printed textbooks from **Amazon**. None of the remaining sources are mentioned by more than 14%.

The following table details the share of students purchasing 1 or more used, printed textbooks from each of the specific sources.

Number Of Used, Printed Textbooks Purchased From Specific Sources							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
On campus bookstore/bookstore's website	47	41	51	49	52	37	49
Amazon	44	49	40	42	36	52	48
Another student	14	12	15	13	14	15	12
Off campus bookstore	12	12	12	16	12	11	8
Another online retailer	8	6	10	7	10	11	5

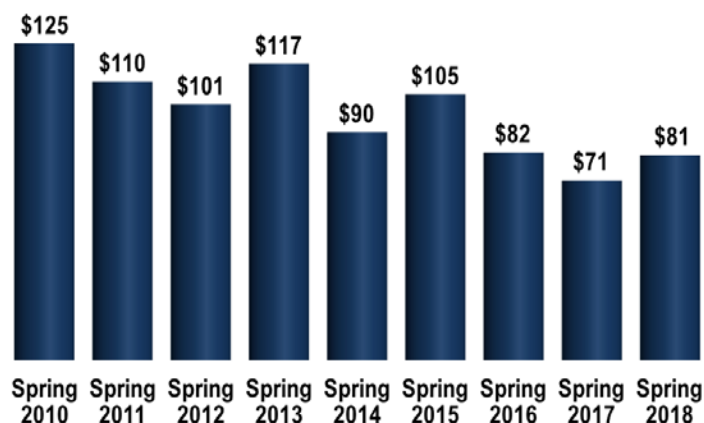
## SPENDING FOR USED, PRINTED TEXTBOOKS (Q. 241)

Among the 54% of used textbook purchasers, the average student spent \$149 or 3% less than last year's \$154.

Spending For Used, Printed Textbooks							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Nothing	46	52	40	42	42	46	54
Something	54	48	60	58	58	54	46
\$1 to \$50	13	13	13	17	14	13	8
\$51 to \$100	16	14	17	15	16	17	15
\$101 to \$150	6	6	6	6	5	5	8
\$151 to \$200	6	5	7	6	4	8	5
More than \$200	17	13	21	19	22	16	11
Total mean	\$81	\$63	\$97	\$84	\$92	\$75	\$70
User mean	\$149	\$131	\$162	\$146	\$160	\$140	\$150

As shown below, over the longer term, student spending for used textbooks continues to trend down. This decline is attributed to less costly used textbook sources and the availability of alternatives to purchasing used textbooks (rentals and eTextbooks).

### SPENDING FOR USED, PRINTED TEXTBOOKS



## **PURCHASED A NEW PRINTED TEXTBOOK THAT WAS SIGNIFICANTLY CHEAPER THAN THE LIST PRICE (Q. 242)**

---

39% of students report they purchased 1 or more new printed textbooks that were significantly cheaper than the list price. What is unknown (and we will capture in the Fall 2018 study) is;

1. What is the likelihood of a student knowing what the list price of a textbook is?
2. Do different students regard the term “significantly” differently?

<b>Purchased A New Printed Textbook That Was Significantly Cheaper Than The List Price</b>							
Base = Students Who Purchased A New Printed Textbook							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Purchased	39	40	38	31	44	43	39
Didn't purchase	61	60	62	69	56	57	61

## WHERE STUDENTS PURCHASED A NEW PRINTED TEXTBOOK THAT WAS SIGNIFICANTLY CHEAPER THAN THE LIST PRICE (Q. 243)

---

Nearly half (49%) of all students who purchased 1 or more new printed textbooks that were significantly cheaper than the list price purchased them from **Amazon**. Exactly a third, 33% and the second largest group purchased them from a **Friend**. Only 4% purchased them from a **Professor**.

Where Students Purchased A New Printed Textbook That Was Significantly Cheaper Than The List Price							
Base = Students Who Purchased A New Printed Textbook Significantly Cheaper Than The List Price							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Amazon	49	55	45	60	47	43	51
Friend	33	31	34	33	33	29	40
Professor	4	4	4	0	5	6	4
Other	14	10	17	8	16	22	6

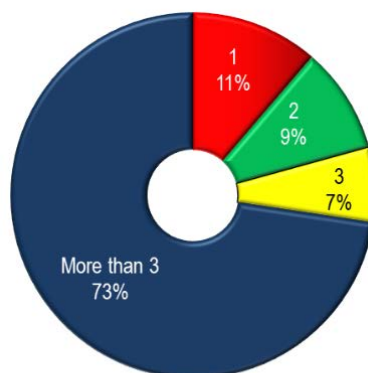
## NUMBER OF PRINTED TEXTBOOKS RENTED (Q. 245)

Students were also asked how many printed textbooks they rented for the Spring 2018 term.

40%, up from 33% last year and up from 12% eight years ago, rented 1 or more textbooks for the Spring 2018 term. Among the 40% of renters, students rented an average of 2.6 textbooks (user mean).

Number Of Printed Textbooks Rented							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
None	60	64	57	60	56	62	63
1	12	10	14	16	13	12	7
2	10	9	10	7	10	10	11
3	7	6	8	4	10	7	7
4	5	6	5	7	4	5	6
5	4	4	4	4	4	4	4
More than 5	2	2	2	2	4	0	1
Total mean	1.0	1.0	1.1	1.0	1.2	1.0	1.0
User mean	2.6	2.7	2.6	2.5	2.7	2.5	2.8

NUMBER OF PRINTED TEXTBOOKS RENTED  
(AMONG RENTERS)



## PRINTED TEXTBOOKS RENTED FROM SPECIFIC SOURCES (Q. 248)

The 40% who rented 1 or more printed textbooks were provided with a list of eight sources to rent and asked to identify which sources they rented from.

50% of renters, up somewhat from last year's 48%, rented from **Amazon**, 37% of renters, rented in person from their **On campus bookstore**. 19%, 21% last year, rented from **Chegg**. No other source is mentioned by more than 5% of renters.

The following table details the share of students who rented 1 or more printed textbooks from each of eight sources.

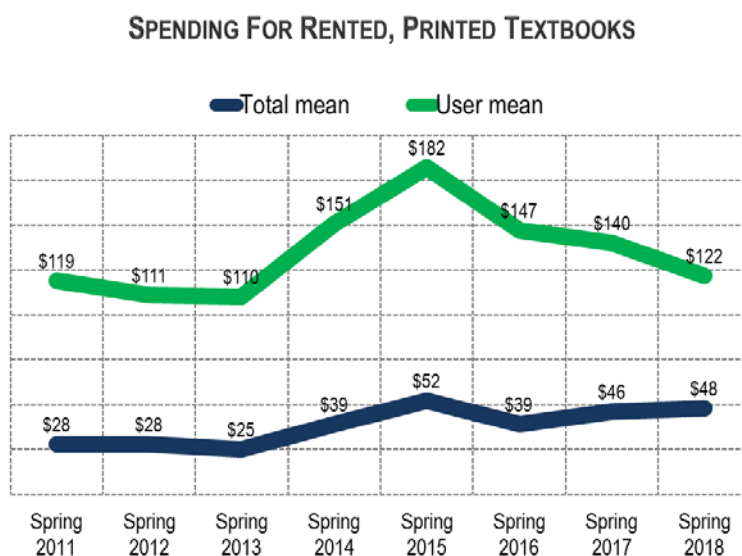
Printed Textbooks Rented From Specific Sources							
Base = Rented 1 Or More Printed Textbooks This Term							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Amazon.com	50	50	50	41	49	51	60
On campus bookstore	37	42	34	41	38	32	38
Chegg.com	19	15	22	21	19	17	19
Barnes & Noble.com	5	3	7	12	3	6	0
Off campus bookstore	3	4	2	4	3	1	3
CengageBrain.com	2	1	3	0	3	5	0
From the publisher of the textbook	2	2	1	3	0	4	0
Textbooks.com	1	1	1	3	1	1	0

## SPENDING FOR RENTED, PRINTED TEXTBOOKS (Q. 247)

Among the 40% who rented 1 or more printed textbooks for the Spring 2018 term, the average renter spent \$122, 13% less than last year's \$140. This projects to more than \$400 million.

Spending For Rented, Printed Textbooks							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Nothing	60	64	57	60	56	62	63
Something	40	36	43	40	44	38	37
\$1 to \$50	8	8	8	9	8	9	4
\$51 to \$100	13	12	15	14	16	11	14
\$101 to \$150	7	7	8	6	7	7	10
\$151 to \$200	7	6	8	6	8	9	5
More than \$200	8	7	9	8	10	7	6
Total mean	\$48	\$44	\$52	\$46	\$57	\$46	\$44
User mean	\$122	\$121	\$123	\$116	\$129	\$119	\$122

As shown below, over the longer term but more recently, the user mean spending for printed textbooks rented has declined (perhaps as competition has increased). As would be expected, the total mean has increased as the share of renters has sharply increased.



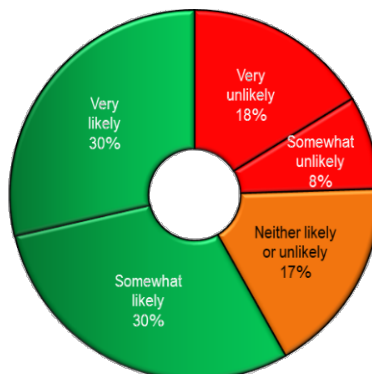


## LIKELIHOOD OF RENTING NEXT TERM (Q. 249)

Excluding Seniors and students who don't expect to be in school in the Fall 2018 term, 60%, up sharply from 48% last year, report being **"Very likely"** or **"Somewhat likely"** to rent 1 or more printed textbooks for the Fall 2018 term.

30%, identical to last year, and smaller than the 40% share of Spring 2018 renters) report they are **"Very likely"** to rent 1 or more printed textbooks. These responses suggest we would conservatively expect the share of students renting 1 or more textbooks for the Fall 2018 term to at least equal but likely higher than that for the Spring 2018 term.

LIKELIHOOD OF RENTING NEXT TERM



Likelihood Of Renting Next Term						
Base = Excluding Seniors And Students Who Will Not Be In School Next Term						
	Total %	Male %	Female %	Fresh %	Soph %	Junior %
<b>TOP 2 BOX</b>	<b>57</b>	<b>53</b>	<b>60</b>	<b>61</b>	<b>57</b>	<b>53</b>
Very likely	28	25	30	33	23	28
Somewhat likely	29	29	30	28	35	25
Neither likely nor unlikely	17	15	19	15	15	22
Somewhat unlikely	8	12	4	6	10	6
Very unlikely	11	12	10	10	10	13

## WHY STUDENTS DIDN'T RENT A PRINTED TEXTBOOK THIS TERM (Q. 246)

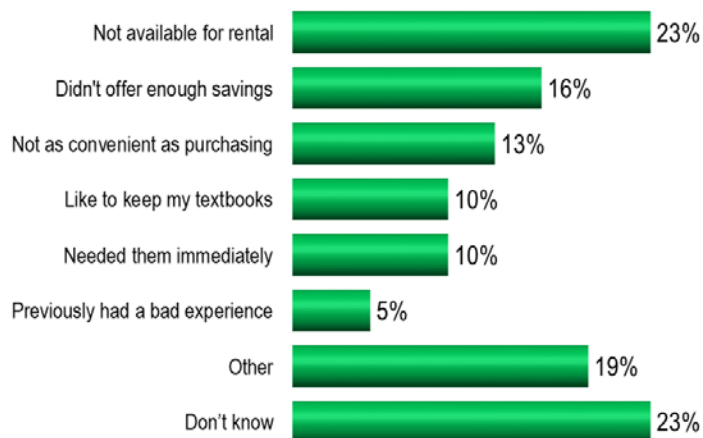
The 60% of students who didn't rent 1 or more printed textbooks for the Spring 2018 term were provided with a list of reasons and asked which of these reasons applied to them.

As shown below, 23% and the largest share mention **"Not available for rental"**. 16% report **"Didn't offer enough savings compared to buying"** and 13% report **"Not as convenient as purchasing textbooks"**.

Indicating an opportunity to influence student attitudes, of note, 23% or nearly one in four non-renters, report they "Don't know" why they didn't rent a printed textbook for the Spring 2018 term.

Why Students Didn't Rent A Printed Textbook This Term						
Base = Students Who Didn't Rent A Printed Textbook For The Spring 2018 Term						
	Total %	Male %	Female %	Fresh %	Soph %	Junior %
Not available for rental	23	15	32	22	24	31
Didn't offer enough savings compared to buying	16	15	17	22	14	20
Not as convenient as purchasing textbooks	13	13	12	13	14	11
Needed them immediately	10	7	12	11	11	9
Like to keep my textbooks	10	10	9	10	6	11
Previously had a bad rental experience	5	6	5	2	11	4
Other	19	22	16	17	20	11
Don't know	23	27	20	22	30	22

### WHY STUDENTS DIDN'T RENT A PRINTED TEXTBOOK THIS TERM

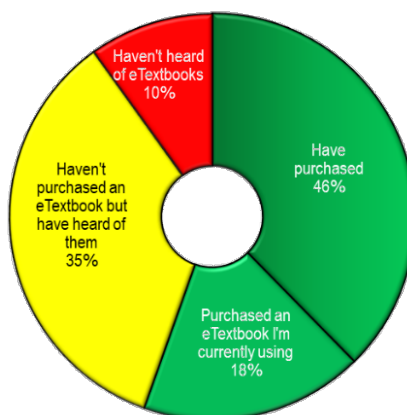


## FAMILIARITY WITH eTEXTBOOKS (Q. 184)

Students have the option of purchasing or renting traditional bound printed versions of textbooks or related course material. However, as shown below, 10%, 11% last year, haven't heard of an eTextbook.

64% have purchased an eTextbook while the remaining 35%, up somewhat from last year's 36% report **"I haven't purchased an eTextbook but I have heard of them"**.

FAMILIARITY WITH eTEXTBOOKS



Familiarity With eTextbooks							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
I bought or rented an eTextbook in the past	38	38	38	28	35	44	44
I bought or rented an eTextbook I'm currently using	18	16	19	17	16	22	16
I haven't bought or rented an eTextbook but I have heard of them	35	37	32	48	39	26	26
I haven't heard of eTextbooks	10	9	11	7	10	8	15

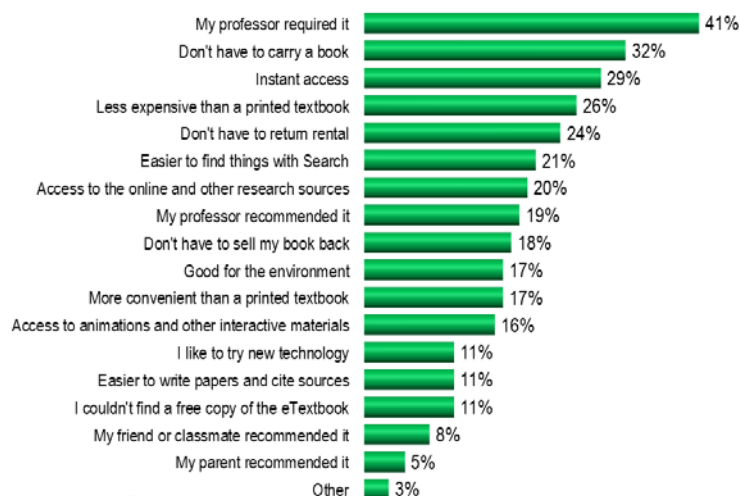
## REASONS WHY AN eTEXTBOOK WAS PURCHASED (Q. 187)

Students who purchased an eTextbook were provided with a list of possible purchase motivations and asked which of these motivations applied to them.

41%, and the largest group mention **“My professor required it”**. 32% mention **“Don’t have to carry a book”** compared to 29% who **“Instant access”**.

26%, down somewhat from 30% last year, report **“Less expensive than a traditional printed textbook”**.

### REASONS WHY AN eTEXTBOOK WAS PURCHASED



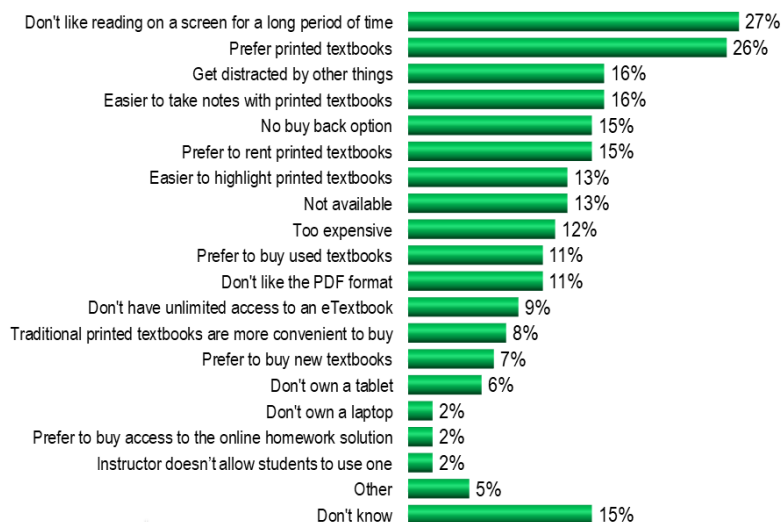
Reasons Why An eTextbook Was Purchased							
Base = Purchased An eTextbook							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
My professor required it	41	39	42	43	40	40	40
Don't have to carry a book	32	32	32	41	34	28	29
Instant access	29	24	32	37	28	24	29
Less expensive than a printed textbook	26	24	27	26	27	20	32
Don't have to return rental	24	23	25	34	18	24	23
Easier to find things with Search	21	18	23	26	15	15	30
Access to the online and other research sources	20	15	24	31	16	13	23
My professor recommended it	19	17	20	27	18	14	20
Don't have to sell my book back	18	13	23	28	17	15	17
More convenient than a printed textbook	17	12	23	21	17	15	19
Good for the environment	17	14	19	23	19	12	17
Access to animations and other interactive materials	16	14	17	24	17	11	14
I couldn't find a free copy of the eTextbook	11	8	14	9	6	15	13
Easier to write papers and cite sources	11	7	14	17	9	4	17
I like to try new technology	11	10	11	17	8	6	14
My friend or classmate recommended it	8	9	7	13	4	4	13
My parent recommended it	5	5	5	8	8	1	3
Other	3	4	2	0	3	2	5

## REASONS WHY AN eTEXTBOOK WASN'T PURCHASED (Q. 188)

Students who haven't purchased an eTextbook were asked why they haven't done so. 27% report **"Don't like reading on a screen for a long period of time"** and a virtually identical number, 26%, report they **"Prefer printed textbooks"**.

15%, compared to last year's 12%, **"Don't know"** why they haven't purchased an eTextbook.

### REASONS WHY AN eTEXTBOOK WASN'T PURCHASED



Reasons Why An eTextbook Wasn't Purchased							
Base = Haven't Purchased An eTextbook							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Don't like reading on a screen for a long period of time	27	22	33	23	23	39	30
Prefer printed textbooks	26	26	25	25	25	34	18
Easier to take notes with printed textbooks	16	12	20	9	16	27	18
Get distracted by other things	16	19	13	9	13	29	20
Prefer to rent printed textbooks	15	15	15	14	18	20	6
No buy back option	15	17	13	14	13	25	10
Not available	13	10	16	13	20	7	6
Easier to highlight printed textbooks	13	8	17	8	8	20	22
Too expensive	12	16	9	9	14	18	10
Don't like the PDF format	11	13	9	9	13	16	6
Prefer to buy used textbooks	11	12	10	10	8	16	12
Don't have unlimited access to an eTextbook	9	10	9	9	10	14	2
Traditional printed textbooks are more convenient to buy	8	10	6	9	1	14	12
Prefer to buy new textbooks	7	6	9	5	5	16	4
Don't own a tablet	6	6	6	2	7	13	4
Instructor doesn't allow students to use one	2	2	3	0	1	2	10
Prefer to buy access to the online homework solution	2	3	1	1	2	5	0
Don't own a laptop	2	2	1	2	2	0	2
Other	5	7	3	7	3	5	4
Don't know	15	16	14	21	13	9	16

## NUMBER OF ETEXTBOOKS PURCHASED FOR UNLIMITED USE (Q. 250)

---

16%, virtually identical to last year's 15%, report purchasing 1 or more eTextbooks for unlimited use for the Spring 2018 term.

Among this 16%, the average student purchased 1.9 eTextbooks for unlimited use (user mean).

Number Of eTextbooks Purchased For Unlimited Use							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
None	84	82	85	83	86	86	80
1	9	9	9	9	7	9	11
2	5	6	3	6	7	3	3
3	1	2	1	1	0	2	2
4	1	1	1	1	0	0	3
5	0	1	0	1	0	0	2
More than 5	0	0	0	0	0	0	0
Total mean	0.3	0.3	0.2	0.3	0.2	0.2	0.4
User mean	1.9	2.0	1.8	1.8	1.6	2.2	2.1

## **SPENDING FOR eTEXTBOOKS PURCHASED FOR UNLIMITED USE (Q. 251)**

---

Among those who purchased 1 or more eTextbooks for unlimited use for the Spring 2018 term, the average student spent \$127 (user mean) for the 1.9 (user mean) eTextbooks for unlimited use they purchased. This represents \$67 per eTextbook purchased for unlimited use (\$127/1.9 eTextbooks purchased).

These purchases project to \$167 million for the Spring 2018 term (8.2 million students X 16% incidence X \$127 user mean).

<b>Spending For eTextbooks Purchased For Unlimited Use</b>							
Base = All Students							
	Total	Male	Female	Fresh	Soph	Junior	Senior
Nothing	84	82	85	83	86	86	80
Something	16	18	15	17	14	14	20
\$1 to \$50	1	1	0	2	0	0	1
\$51 to \$100	7	6	7	9	5	7	6
\$101 to \$150	5	5	4	3	6	4	6
\$151 to \$200	3	3	2	2	3	3	3
More than \$200	3	3	2	1	2	2	6
Total mean	\$21	\$23	\$18	\$19	\$17	\$18	\$28
User mean	\$127	\$131	\$122	\$112	\$122	\$124	\$145

Those purchased an eTextbook for unlimited use were provided with a list of sources to purchase eTextbooks for unlimited use and asked which of these sources they purchased from.

33%, 32% last year, of those who purchased 1 or more eTextbooks for unlimited use, purchased from **Amazon**. The next largest share of students, 20%, purchased from **McGraw-Hill Connect/SmartBook**.

19%, 17% last year, purchased from their **On campus bookstore** and purchased an average of 1.4.

The following table details the share of students who purchased 1 or more eTextbooks for unlimited use from each source.

<b>eTextbooks With Unlimited Use Purchased From Specific Sources</b>							
Base = Purchased 1 Or More eTextbooks With Unlimited Use							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Amazon	33	37	28	32	30	33	34
McGraw-Hill Connect/SmartBook	20	18	22	11	18	30	23
On campus bookstore	19	15	22	14	15	27	20
CengageBrain	16	20	12	14	21	18	11
Pearson Mylab & Mastering	16	17	15	16	24	15	9
Chegg	10	11	9	16	15	3	6
iBooks	6	6	6	8	6	0	9
VitalSource	5	6	4	5	3	6	6
CollegeBookRenter	3	4	1	0	6	6	0
Textbooks.com	3	4	1	0	3	6	3
LMS	3	3	3	0	6	3	3
Other	5	4	6	5	6	6	3



## NUMBER OF eTEXTBOOKS PURCHASED FOR LIMITED TIME USE (Q. 253)

---

15%, somewhat higher than last year's 11%, report purchasing 1 or more eTextbooks for limited time use for the Spring 2018 term.

Among this 15%, the average student purchased 1.6 eTextbooks for limited time use (user mean).

Number Of eTextbooks Purchased For Limited Time Use							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
None	85	85	86	81	89	84	87
1	8	7	10	11	5	8	10
2	5	8	3	6	4	7	3
3	1	1	1	2	1	0	0
4	1	0	1	1	1	1	0
5	0	0	0	0	0	0	0
More than 5	0	0	0	0	0	0	0
Total mean	0.2	0.2	0.2	0.3	0.2	0.3	0.2
User mean	1.6	1.6	1.5	1.6	1.8	1.6	1.3

## SPENDING FOR eTEXTBOOKS PURCHASED FOR LIMITED TIME USE (Q. 254)

Among the 15% who purchased 1 or more eTextbooks for limited time use for the Spring 2018 term, the average student spent \$65 (user mean) for the 1.6 (user mean) eTextbooks for limited time use they purchased. This represents \$41 per eTextbook purchased for limited time use (\$65/1.6 eTextbooks purchased).

These purchases project to \$80 million for the Spring 2018 term (8.2 million students X 15% incidence X \$65 user mean).

Spending For eTextbooks Purchased For Limited Time Use							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Nothing	85	85	86	81	89	84	87
Something	15	15	14	19	11	16	13
\$1 to \$50	8	8	8	10	5	7	10
\$51 to \$100	4	4	4	7	3	5	3
\$101 to \$150	2	2	2	2	2	4	1
\$151 to \$200	0	1	0	1	1	0	0
More than \$200	0	1	0	1	1	0	0
Total mean	\$10	\$10	\$9	\$12	\$8	\$12	\$6
User mean	\$65	\$67	\$64	\$64	\$76	\$71	\$49

The 15% who purchased an eTextbook for limited use were provided with a list of sources to purchase eTextbooks for limited time use and asked which of these sources they purchased from.

35%, and the largest share, purchased 1 or more eTextbooks for limited time use via **Course links provided by instructor**.

29%, up from last year's 21%, purchased from **Amazon** and 17% mention **Publisher websites**. 14%, down somewhat from last year's 18%, purchased 1 or more eTextbooks from their **On campus bookstore**. No other source is mentioned by more than 11%.

The following table details the share of students who purchased 1 or more eTextbooks for limited time use from each source.

<b>eTextbooks With Limited Time Use Purchased From Specific Sources</b>							
Base = Purchased 1 Or More eTextbooks With Limited Time Use							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Course links provided by instructor	35	37	33	35	56	32	17
Amazon	29	35	22	16	32	32	39
Publisher websites	17	18	17	19	16	22	9
Campus bookstore	14	10	18	19	8	11	17
Chegg	11	16	5	8	8	14	13
Another online website	10	6	13	5	12	14	9
Other	3	3	3	3	8	3	0
Don't know	8	5	12	11	12	8	0

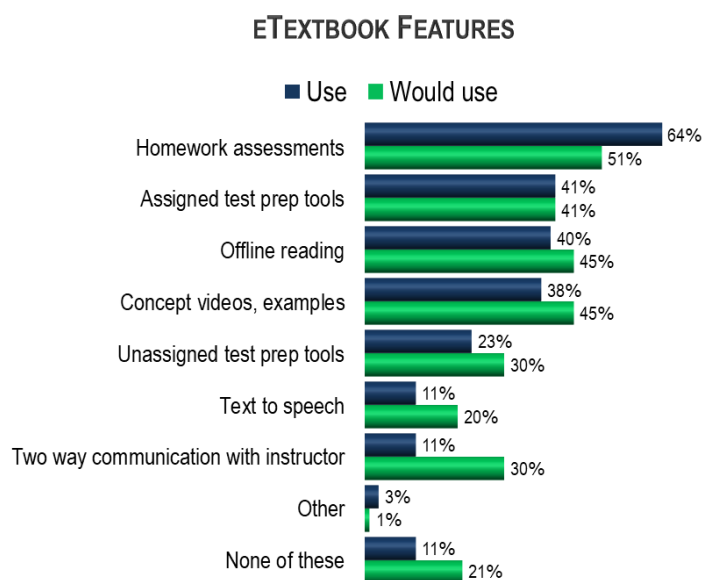
Students who purchased or rented an eTextbook were provided with a list of features of eTextbooks and asked to identify which of those features they use. The three most commonly mentioned eTextbook features used are;

- Homework assessments, 64%
- Assigned test prep tools, 41%
- Offline reading, 40%

Students who purchased or rented an eTextbook or have heard of an eTextbook were provided with the same list of features and asked to identify which of those features they definitely use if available. The three most commonly mentioned eTextbook features students would definitely use;

- Homework assessments, 51%
- Offline reading, 45%
- Concept videos/examples, 45%

The following graphic compares the share of students using each feature with the share of students who would definitely use each feature.



eTextbook Features Used							
Base = Purchased Or Rented An eTextbook							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Homework assessments	64	64	65	75	68	61	53
Assigned test prep tools	41	33	48	63	35	43	23
Offline reading	40	29	49	34	35	49	37
Concept videos, examples	38	36	39	34	46	41	27
Unassigned test prep tools	23	20	26	38	19	14	27
Two way communication with instructor	11	8	13	9	14	14	3
Text to speech	11	6	15	13	8	10	13
Other	3	6	1	0	8	4	0
None of these	11	14	9	3	19	8	13

<b>eTextbook Features Would Use</b>							
Base = Purchased Or Rented An eTextbook Or Aware Of eTextbooks							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Homework assessments	51	48	53	50	47	56	51
Offline reading	45	39	50	44	45	44	47
Concept videos, examples	45	41	48	38	52	45	42
Assigned test prep tools	41	36	46	40	43	40	41
Two way communication with instructor	30	27	32	30	24	27	40
Unassigned test prep tools	30	26	33	30	30	30	29
Text to speech	20	18	21	15	23	14	27
Other	1	1	1	2	0	0	2
None of these	21	23	18	20	23	16	24

Students were provided with a list of nine statements specific to eTextbooks and asked how much they agreed or disagreed with each statement.

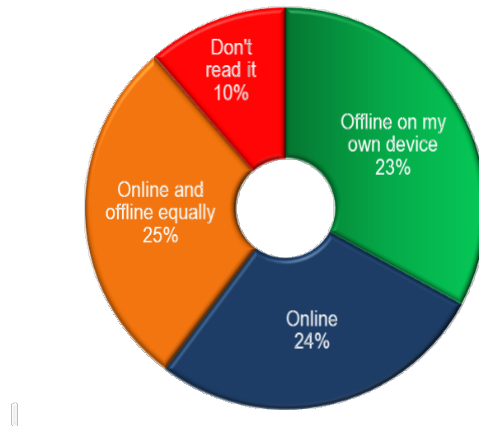
The following table provides the share of students who **"Strongly agree"** or **"Somewhat agree"** with each of the nine statements and again illustrates the diversity of student attitudes about eTextbooks.

<b>Agreement with Statements About eTextbooks - "Strongly" Or "Somewhat Agree"</b>					
Base= All Students					
	Total %	Male %	Female %	Fresh %	Senior %
I prefer the feel of paper and seeing physical progress through the material with a printed textbook than an eTextbook	57	46	65	61	60
It's valuable to see notes from my instructor included in an eTextbook	55	44	65	71	43
Access to additional study tools and interactive media with a rented eTextbook is more important than the limited time aspect of rented eTextbooks	51	35	64	61	50
Buying an eTextbook by the chapter rather than buying the entire eTextbook appeals to me	46	38	53	55	45
I prefer to study with an eTextbook than a printed textbook	32	26	36	45	23
Studying with an eTextbook requires less time than studying with a printed textbook	30	29	30	26	37
Studying with an eTextbook is a more enjoyable experience than studying with a printed textbook	26	28	24	29	20
I prefer the feel of paper and seeing physical progress through the material with a printed textbook than an eTextbook	26	25	26	29	13
It is hard to collaborate with other students if I'm using an eTextbook	24	18	29	27	23
It's easier for my parents to pay for a printed textbook than an eTextbook	24	17	31	19	33
It's more difficult to use financial aid to pay for an eTextbook	20	13	26	16	27

Students who have purchased or rented an eTextbook were asked where they prefer to read it. Once again, we see still another example of the segmentation demonstrated by students preferences.

25% mention “**Online and offline relatively equally**”. 23% prefer to read their eTextbook “**Offline on my own device**” while 24% prefer “**Online**”.

PREFERENCE FOR READING eTEXTBOOK



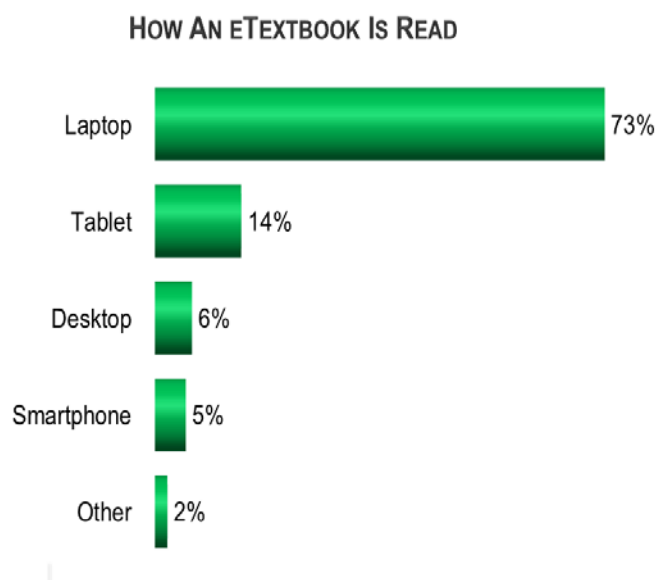
Preference For Reading eTextbook							
Base = Have Purchased/Rented An eTextbook							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Offline on my own device	29	23	35	47	19	27	27
Online and offline relatively equally	25	23	27	25	30	27	17
Online	24	23	26	19	16	29	33
I don't read it	21	32	12	9	35	17	23

## HOW AN eTEXTBOOK IS READ (Q. 190)

Students who have purchased or rented an eTextbook were provided with a list and asked to identify which devices they used to read their eTextbook.

As shown below, 73%, up from last year's 67%, report a **laptop**, 14% a tablet. No other device is mentioned by more than 6% of students.

How An eTextbook Is Read							
Base = Have Purchased/Rented An eTextbook							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Laptop	73	72	74	72	73	76	70
Tablet	14	6	19	10	19	12	17
Desktop	6	13	1	7	4	10	0
Smartphone	5	9	3	10	4	2	4
Other	2	0	3	0	0	0	9

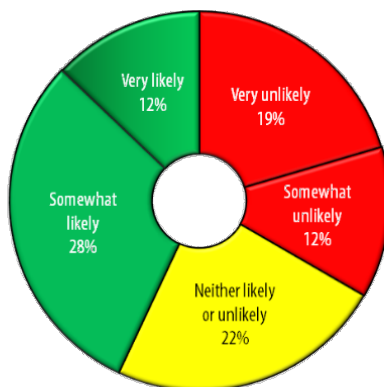




## LIKELIHOOD OF PURCHASING/RENTING AN eTEXTBOOK NEXT TERM (Q. 191)

As another example of the diversity of student attitudes about textbooks, fewer than half of those who have purchased an eTextbook or are aware of eTextbooks (40%, identical to last year) are likely to purchase or rent an eTextbook.

**LIKELIHOOD OF PURCHASING/RENTING AN eTEXTBOOK NEXT TERM**



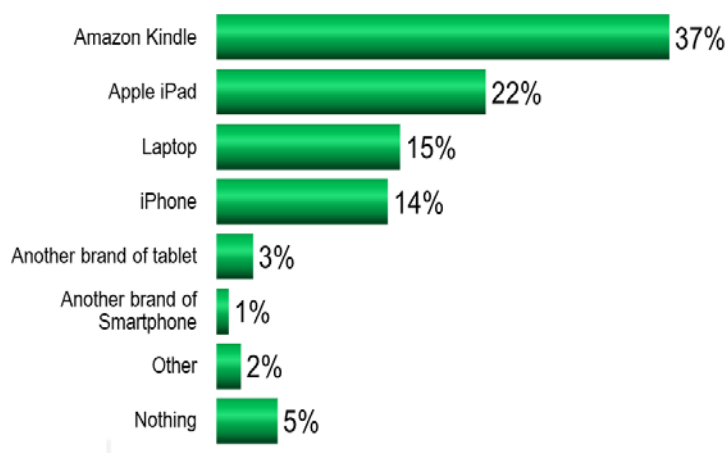
Likelihood Of Purchasing/Renting An eTextbook Next Term						
Base = Exclusive Of Seniors And Those Who Will Not Be In School Next Term						
	Total %	Male %	Female %	Fresh %	Soph %	Junior %
<b>TOP 2 BOX</b>	<b>40</b>	<b>33</b>	<b>46</b>	<b>42</b>	<b>37</b>	<b>41</b>
Very likely	12	10	14	17	11	9
Somewhat likely	28	23	32	25	26	32
Neither likely nor unlikely	22	28	17	22	24	20
Somewhat unlikely	12	12	12	13	13	11
Very unlikely	19	19	19	17	19	21

## TOP OF MIND BRANDS – DIGITAL READING DEVICES (Q. 18)

Students were asked "What comes to mind first when thinking about devices to download and read digital versions of books, newspapers and magazines?".

37%, up somewhat from 33% last year, mention **Amazon Kindle** followed by 22% who mention **Apple iPad**.

### TOP OF MIND AWARENESS OF DIGITAL READING DEVICES TO READ BOOKS, TEXTBOOKS, NEWSPAPERS AND MAGAZINES



Top Of Mind Brands – Digital Reading Devices							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Amazon Kindle	37	34	40	37	38	39	35
Apple iPad	22	23	21	26	25	16	21
Laptop	15	12	17	8	12	21	17
iPhone	14	15	13	15	15	13	15
Another brand of tablet	3	4	3	5	3	4	2
Another brand of Smartphone	1	0	2	0	1	2	2
Other	2	3	1	3	1	1	2
Nothing comes to mind	5	8	3	5	5	5	8

## ASSIGNED TEXTBOOKS ACQUIRED FROM FILE SHARING SITES (Q. 181)

---

11% acquired 1 or more assigned Textbooks from a file sharing site for the Spring 2018 term. Among this 11%, students downloaded an average of 1.8 assigned textbooks from file sharing sites.

Assigned Textbooks Acquired From File Sharing Sites							
(Base = All Students)							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
None	89	89	90	92	89	87	90
1 or more	11	11	10	8	11	13	10
1	5	5	5	5	5	6	5
2	3	3	4	2	4	4	2
3	2	3	1	1	1	3	3
More than 3	0	0	1	0	1	0	1
Total mean	0.2	0.2	0.2	0.1	0.2	0.2	0.2
User mean	1.8	1.8	1.8	1.5	1.9	1.8	2.0

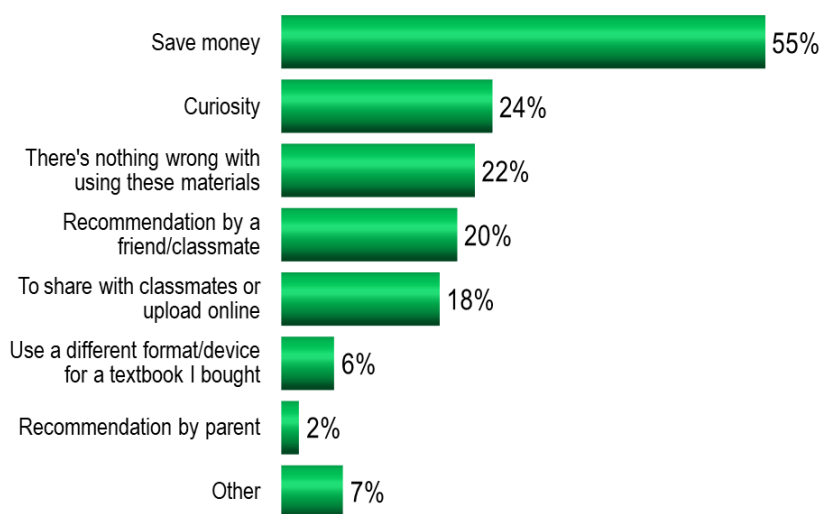
## REASONS FOR DOWNLOADING TEXTBOOKS FROM FILE SHARING SITES (Q. 182)

The 11% who downloaded 1 or more Textbooks from a file sharing site were provided with a list of motivations to download a Textbook from a file sharing site and asked which applied to them.

The majority, 55%, mention **"Save money"**. Less than half as many, 24%, mention **"Curiosity"**. 22% believe **"There's nothing wrong with using these materials"**.

Reasons For Downloading Textbooks From File Sharing Sites							
Base = Downloaded Textbooks From File Sharing Sites							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Save money	55	49	60	57	56	60	42
Curiosity	24	27	21	21	36	23	11
There's nothing wrong with using these materials	22	16	28	14	28	17	26
Recommendation by a friend/classmate	20	27	14	29	20	20	16
To share with classmates or upload online	18	18	19	0	24	10	37
Recommendation by instructor	16	20	12	21	20	3	26
To use a different format or device for a textbook I already bought	6	4	7	0	8	0	16
Recommendation by parent	2	4	0	0	4	0	5
Other	7	11	2	0	12	10	0

### REASONS FOR DOWNLOADING TEXTBOOKS FROM FILE SHARING SITES



## AMOUNT WOULD HAVE SPENT IF NOT ACQUIRED TEXTBOOKS FROM FILE SHARING SITES (Q. 183)

---

To monetize the impact of downloaded Textbooks from file sharing sites, the 11% who downloaded 1 or more Textbooks from a file sharing site were asked how much they would have otherwise spent to acquire textbooks.

Students report they would have otherwise spent an average of \$123 if they had not acquired textbooks from file sharing sites. This projects to \$110 million students would have otherwise spent to purchase or rent textbooks.

Amount Would Have Spent If Not Acquired Textbooks From File Sharing Sites							
Base = Downloaded Textbooks From File Sharing Sites							
	Total	Male	Female	Fresh	Soph	Junior	Senior
User mean	\$123	\$115	\$130	\$75	\$137	\$153	\$116

## NUMBER OF CLASSES THAT USED OER THIS TERM (Q. 176)

---

We provided students with the following OER definition, "Open Education Resources (OER) include textbooks that are legally free to use and distribute to others" and asked them which of four statements applied to them.

As shown below, 14%, 15% last year, had 1 or more classes that used OER this term.

Number Of Classes That Used OER This Term							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
None	86	85	87	80	87	87	89
1 or more	14	15	13	20	13	13	11
1	8	7	8	8	8	7	8
2	4	5	3	8	3	4	2
3	2	2	1	2	2	2	1
More than 3	1	1	1	3	1	1	1
Total mean	0.3	0.3	0.2	0.4	0.2	0.2	0.2
User mean	1.8	1.9	1.6	2.1	1.6	1.7	1.5

## NUMBER OF OER TEXTBOOKS ACQUIRED (Q. 177)

---

Students were asked how many OER textbooks they acquired for the Spring 2018 term. Among the 12% who acquired 1 or more OER textbooks., the average student acquired 1.7 OER textbooks.

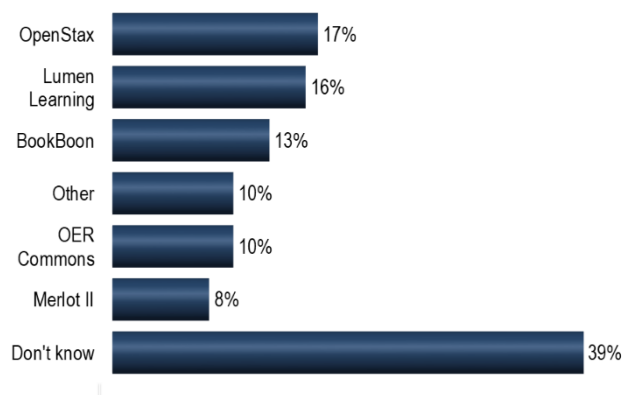
Number Of OER Textbooks Acquired							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
None	88	88	88	87	87	89	91
1 or more	12	12	12	13	13	11	9
1	7	7	6	7	7	6	7
2	3	3	3	4	4	2	2
3	2	2	2	2	2	3	1
More than 3	0	0	1	1	1	1	0
Total mean	0.2	0.2	0.2	0.2	0.2	0.2	0.1
User mean	1.7	1.6	1.7	1.7	1.7	1.9	1.3

## WHERE OER TEXTBOOKS WERE ACQUIRED (Q. 178)

Students who acquired OER textbooks for the Spring 2018 term were asked where they acquired them. As shown below virtually equal numbers of students acquired them from **OpenStax**, (17%) and **Lumen Learning** (16%). However, the largest share of students, (39%) **Don't know** where they acquired them.

Where OER Textbooks Were Acquired							
Base = Students Who Acquired OER Textbooks							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
OpenStax	17	18	17	20	22	17	6
Lumen Learning	16	20	13	8	26	13	18
BookBoon	13	11	15	12	19	13	6
OER Commons	10	16	4	4	7	9	24
Other	10	9	11	4	11	22	0
Merlot II	8	9	6	0	11	0	24
Don't know	39	36	43	52	30	48	24

### WHERE OER TEXTBOOKS WERE ACQUIRED



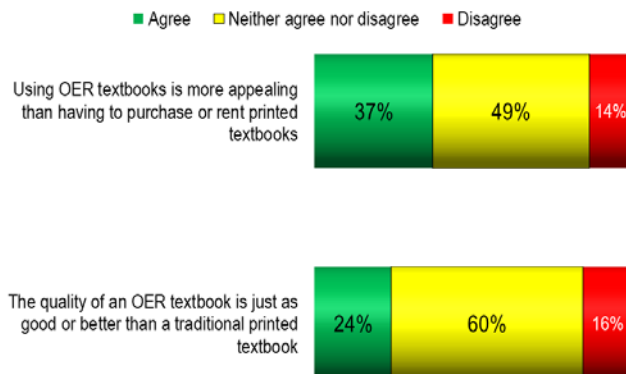


## AGREEMENT WITH STATEMENTS ABOUT OER COURSE MATERIALS OR TEXTBOOKS (Q. 179)

Fewer students who have used OER course materials or textbooks believe their experience was more appealing than having to purchase or rent textbooks or also believe the quality of an OER textbook is just as good or better than a traditional printed textbook.

Students who used OER course materials for the Spring 2018 term were asked how much they agreed with the statements shown below based on their experience.

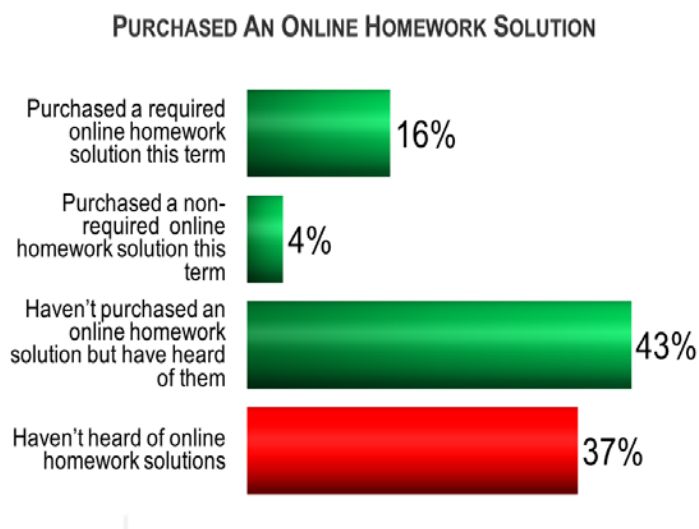
### AGREEMENT WITH STATEMENTS ABOUT OER COURSE MATERIALS OR TEXTBOOKS



Agreement With Statements About OER Course Materials Or Textbooks "Strongly" OR "Somewhat Agree"							
Base = Students Who Used OER Course Materials Or Textbooks For The Spring 2017 Term							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Using OER textbooks is more appealing than having to purchase or rent printed textbooks	37	36	38	37	39	38	34
The quality of an OER textbook is just as good or better than a traditional printed textbook	24	20	28	26	24	25	20

## PURCHASED AN ONLINE HOMEWORK SOLUTION (Q. 257)

20%, down somewhat from last year's 24%, purchased access to an online homework solution for the Spring 2018 term. 37% of students report **"I haven't heard of online homework solutions"** and a larger share of students, 43%, report **"I haven't purchased an online homework solution but I have heard of them"**.

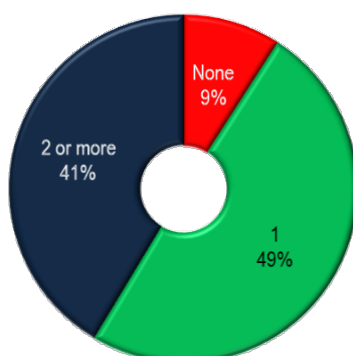


Purchased An Online Homework Solution							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
I bought an online homework solution this term that was required	16	14	17	18	10	19	16
I bought an online homework solution this term that wasn't required	4	5	3	6	4	2	5
I haven't bought an online homework solution but I have heard of them	43	44	43	37	44	44	47
I haven't heard of online homework solutions	37	38	37	39	42	35	34

## NUMBER OF COURSES PURCHASED REQUIRED ONLINE HOMEWORK SOLUTIONS (Q. 258)

91% reported 1 or more of their courses required an online homework solution and among this 91%, online homework solutions were required for 1.7 courses.

### NUMBER OF COURSES PURCHASED REQUIRED ONLINE HOMEWORK SOLUTIONS

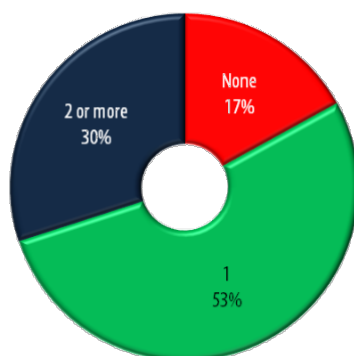


Number Of Courses Purchased Required Online Homework Solutions							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
None	9	9	9	9	0	16	7
1 or more	91	91	91	91	100	84	93
1	49	45	51	45	55	50	47
2	29	30	29	39	27	20	33
3 or more	12	15	11	6	18	14	13
Total mean	1.5	1.7	1.4	1.5	1.7	1.5	1.5
User mean	1.7	1.9	1.6	1.6	1.7	1.7	1.6

## NUMBER OF COURSES PURCHASED NON REQUIRED ONLINE HOMEWORK SOLUTIONS (Q. 259)

83% reported they purchased a non required online homework solution for 1 or more of their courses and purchased it for an average of 1.8 courses.

**NUMBER OF COURSES  
PURCHASED NON REQUIRED ONLINE HOMEWORK SOLUTIONS**



**Number Of Courses Purchased Or Rented Non Required Online Homework Solutions**

Base = All Students

	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
None	17	18	14	17	27	33	0
1 or more	83	82	86	83	73	67	100
1	53	55	50	42	45	33	80
2	11	18	0	17	0	0	20
3 or more	19	9	36	25	27	33	0
Total mean	1.5	1.3	1.8	2.0	1.3	1.3	1.2
User mean	1.8	1.6	2.1	2.4	1.8	2.0	1.2

## NUMBER OF ONLINE HOMEWORK SOLUTIONS PURCHASED THIS TERM (Q. 260)

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Among those students who purchased an online homework solution, the average student purchased 1.5 systems. As shown below, the largest share, 60%, purchased only 1.

Number Of Online Homework Solutions Purchased This Term							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
None	85	88	83	82	88	84	86
1 or more	15	12	17	18	12	16	14
1	9	7	10	11	5	12	8
2	4	4	4	5	5	2	5
3 or more	2	1	2	2	2	2	1
Total mean	0.2	0.2	0.3	0.3	0.2	0.2	0.2
User mean	1.5	1.5	1.6	1.6	1.7	1.4	1.4

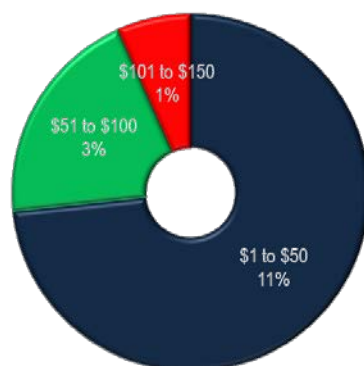
For the Spring 2018 term, students were most likely to purchase an online homework solution from the **On campus bookstore** and least likely from an **Off campus bookstore**. 24% of purchasers purchased an Online Homework Solution from the **On Campus Bookstore**. A virtually equal number of students purchased an online homework solution from **Pearson Mylab & Mastering** compared to 5% of students who purchased an online homework solution from an **Off campus bookstore**.

Online Homework Solutions Purchased From Specific Sources							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
On campus bookstore	24	27	21	29	22	22	21
Pearson Mylab & Mastering	23	16	28	24	22	22	25
McGraw Hill-Connect/SmartBook	17	16	19	9	11	27	21
Amazon	15	24	9	18	15	8	21
Chegg	14	22	9	24	15	5	14
CengageBrain	13	8	17	12	22	14	7
Off campus bookstore	5	0	8	3	0	14	0
Other	2	4	1	0	0	8	0

## SPENDING FOR ONLINE HOMEWORK SOLUTIONS (Q. 263)

Students who purchased 1 or more online homework solutions for the Spring 2018 term spent an average of \$52 for the online homework solutions they purchased. Since the average student who purchased an online homework solution purchased an average of 1.5 units, the cost of the average online homework solution was \$35 (\$52 in spending/1.5 units purchased).

### SPENDING FOR ONLINE HOMEWORK SOLUTIONS



Spending For Online Homework Solutions							
Base = Students Who Purchased 1 Or More Online Homework Solutions							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
\$1 to \$50	11	9	12	13	8	11	12
\$51 to \$100	3	3	3	4	3	2	2
\$101 to \$150	1	1	2	1	1	2	1
More than \$150	0	0	1	1	0	0	0
Total mean	\$8	\$6	\$9	\$9	\$7	\$9	\$6
User mean	\$52	\$46	\$55	\$51	\$56	\$55	\$44

## HOW ACCESS CODES FOR ONLINE HOMEWORK SOLUTIONS WERE PURCHASED (Q. 264)

Among those who purchased access codes for online homework solutions, 46% and the largest share were a **Traditional bundle, print textbook and a printed access card**. The next largest share, 35% were a **Instant access code bought online**.

16% mention **Standalone** and 15% mention **Printed access card for a digital product**.

How Access Codes For Online Homework Solutions Were Purchased							
Base = Students Who Purchased 1 Or More Online Homework Solutions							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Traditional bundle, print textbook and a printed access card	46	35	53	55	34	47	48
Instant access code bought online	35	35	35	42	34	32	30
Standalone	16	25	11	9	24	15	19
Printed access card for the digital product	15	19	12	15	14	12	19
Other	5	4	5	0	7	12	0

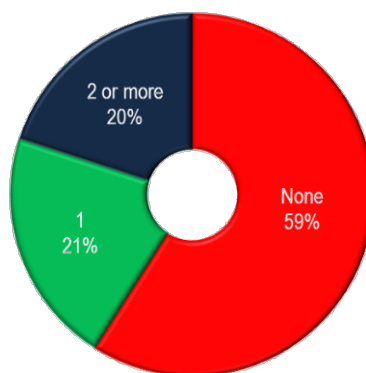


## PRINTED TEXTBOOKS PURCHASED WITH ACCESS CODE TO AN ONLINE HOMEWORK SOLUTION (Q. 265)

Students were asked how many new printed textbooks they purchased came bundled with an access code to an online homework system. Among those who purchased 1 or more new printed textbooks, 41% purchased 1 or more new printed textbooks that came packaged with an access code to an online homework system.

Among this 41%, the average student purchased 1.7 (user mean) new printed textbooks that came purchased with an access code to an online homework system.

**PRINTED TEXTBOOKS PURCHASED  
WITH ACCESS CODE TO AN ONLINE HOMEWORK SOLUTION**



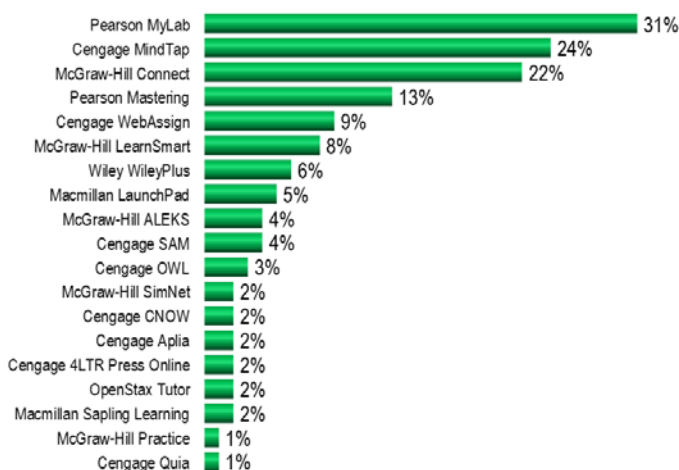
Printed Textbooks Purchased With Access Code To An Online Homework Solution							
Base = Purchased 1 Or More New Printed Textbooks							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
None	59	53	63	52	66	57	60
1	21	16	25	25	13	22	25
2	13	23	4	16	15	12	7
3	5	3	7	7	5	5	3
More than 3	2	4	0	1	0	3	6
Total mean	0.7	0.9	0.6	0.8	0.6	0.7	0.7
User mean	1.7	1.9	1.6	1.7	1.8	1.8	1.8

## SPECIFIC ONLINE HOMEWORK SOLUTIONS PURCHASED THIS TERM (Q. 261)

Students who purchased 1 or more online homework solutions this term were provided with a list of online homework solutions and asked which of these solutions they purchased this term.

**Pearson MyLab** (31%), **Cengage MindTap** (24%) and **McGraw Hill Connect** (22%) were the most commonly reported online homework solutions purchased. 13% mention **Pearson Mastering**. No other online homework solution was mentioned by more than 9%.

### SPECIFIC ONLINE HOMEWORK SOLUTIONS PURCHASED THIS TERM



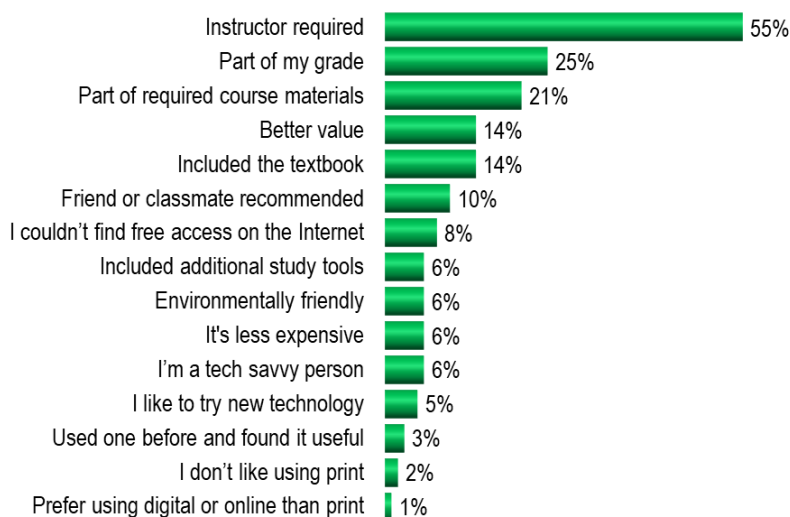
Specific Online Homework Solutions Purchased This Term							
Base = Purchased Access To An Online Solution This Term							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Pearson MyLab	31	37	26	32	48	16	31
Cengage MindTap	24	20	26	21	37	19	21
McGraw-Hill Connect	22	25	20	32	4	27	21
Pearson Mastering	13	12	14	24	7	14	7
Cengage WebAssign	9	6	12	18	4	8	7
McGraw-Hill LearnSmart	8	2	12	3	7	16	3
Wiley WileyPlus	6	8	4	3	11	3	7
Macmillan LaunchPad	5	0	8	9	7	0	3
Cengage SAM	4	2	5	0	0	8	7
McGraw-Hill ALEKS	4	10	0	6	4	0	7
Cengage OWL	3	0	5	6	0	5	0
Macmillan Sapling Learning	2	4	1	3	0	3	3
OpenStax Tutor	2	4	1	0	4	0	7
Cengage 4LTR Press Online	2	0	3	6	0	0	0
Cengage Aplia	2	4	0	3	4	0	0
Cengage CNOW	2	4	0	0	0	5	0
McGraw-Hill SimNet	2	2	1	0	4	0	3
Cengage Quia	1	0	1	3	0	0	0
McGraw-Hill Practice	1	0	1	0	4	0	0

## REASONS FOR PURCHASING AN ONLINE HOMEWORK SOLUTION (Q. 267)

Students who purchased an online homework solution were asked to identify what their motivation was for their purchase.

More than half (55%, up from last year's 48%) mention **"Instructor required"**. 25%, up from 18%, **"Part of my grade"** and 21% mention **"Part of required course materials"**. No other motivation was mentioned by more than 14%.

### REASONS FOR PURCHASING AN ONLINE HOMEWORK SOLUTION



Reasons For Purchasing An Online Homework Solution							
Base = Purchased 1 Or More Online Homework Solution							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Instructor required	55	37	67	47	46	75	48
Part of my grade	25	20	28	21	25	36	15
Part of required course materials	21	20	21	18	21	28	15
Included the textbook	14	10	17	6	14	19	19
Access to animations and other interactive materials	14	12	14	18	29	3	7
Better value	14	24	7	24	7	8	15
Friend or classmate recommended	10	12	8	3	29	3	7
I couldn't find free access on the Internet	8	10	7	3	18	6	7
I'm a tech savvy person	6	14	1	6	7	6	7
It's less expensive	6	6	7	6	14	6	0
Environmentally friendly	6	10	4	3	11	6	7
Included additional study tools	6	2	8	0	18	3	4
I like to try new technology	5	2	7	0	14	0	7
Used one before and found it useful	3	6	1	3	7	3	0
I don't like using print	2	2	3	0	7	3	0
Prefer using digital or online than print	1	0	1	3	0	0	0

Students who purchased an online homework solution were asked to what extent they agreed that the Online Homework Solution helped them to get a better grade.

As shown below, more males (76%) than females (57%) believe the Online Homework Solution “helped them to get a better grade”. Nearly four times as many reported agreement with this statement as reported disagreement. The remaining 17% reported being ambivalent neither agreeing or disagreeing.

Online Homework Solution “Helped To Get A Better Grade”							
Base = Purchased 1 Or More Online Homework Solution							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
<b>TOP 2 BOX</b>	<b>64</b>	<b>76</b>	<b>57</b>	<b>68</b>	<b>69</b>	<b>58</b>	<b>63</b>
Strongly agree	25	36	17	35	24	22	15
Somewhat agree	40	40	39	32	45	36	48
Neither agree nor disagree	17	12	21	15	10	14	33
Somewhat disagree	12	4	17	15	10	19	0
Strongly disagree	6	8	5	3	10	8	4

## PERCENT OF GRADE REPRESENTED BY ONLINE HOMEWORK SOLUTION (Q. 269)

---

Students who purchased an Online Homework Solution because it was part of their grade were asked what percent of their grade was represented by the Online Homework Solution.

As shown below, on average, the Online Homework Solution represented 30% of the student's grade. On the high end, 29% reported the Online Homework Solution represented more than 25% of their grade while 16% reported the Online Homework Solution represented 10% or less of their grade.

<b>Percent Of Grade Represented By Online Homework Solution</b>							
Base = Purchased Online Homework Solution Because It Was Part Of Grade							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
1% to 10%	16	10	19	43	29	0	0
11% to 25%	55	70	48	57	43	62	50
More than 25%	29	20	33	0	29	38	50
Total mean	30	31	29	16	34	37	24

## USED AN ONLINE HOMEWORK SOLUTION IN HIGH SCHOOL (Q. 270)

---

Among those aware of Online Homework Solutions, 22% report they used an Online Homework Solution in high school. As shown below, virtually no difference is seen based on gender or year in school. The number of students represented by this incidence is only somewhat less than the number of students who purchased a required or non-required Online Homework Solution for the Spring 2018 term.

<b>Percent Of Grade Represented By Online Homework Solution</b>							
Base = Purchased Online Homework Solution Because It Was Part Of Grade							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Used in high school	22	21	23	20	24	23	21
Didn't use in high school	78	79	77	80	76	77	79

**Completing assignments** (60%, 65% last year) and **quizzes or self-assessment tools** (59%, 52% last year) are the most commonly mentioned features users of online homework solutions identify.

45% mention **tracking my grade** and equal numbers mention **Videos or animations** and **Downloadable eTextbook** (each 23%).

Freshmen (50%) are somewhat more likely than Seniors (44%) to mention **Completing assignments** and Seniors are somewhat less likely to use **Quizzes or self-assessment tools** than Freshmen (48% compared to 53% among Freshmen).

Features Of Online Homework Solutions Used							
Base = Purchased 1 Or More Online Homework Solution							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Completing assignments	60	54	65	50	59	83	44
Quizzes or self-assessment tools	52	48	55	53	55	53	48
Tracking my grade	45	48	43	41	45	64	24
Videos or animations	23	18	26	21	21	22	28
Downloadable eTextbook	23	22	23	18	17	28	28
Highlighting text	22	20	23	3	48	11	32
Preloaded flashcards	19	18	19	15	24	8	32
Note-taking	15	16	15	9	24	6	28
Searching	15	12	18	6	17	14	28
Electronic flash cards I created	14	12	15	24	14	3	16
Embedded audio	10	22	3	12	10	8	12
Mobile app	10	8	11	6	21	3	12
Printable chapters/sections/pages	6	8	5	6	3	11	4
None of these	9	12	7	0	14	11	12

## FEATURES OF ONLINE HOMEWORK SOLUTIONS WOULD USE IF AVAILABLE (Q. 272)

Students were provided with a list of features of online homework solutions and asked to identify which features they would use if they were available.

46%, and the largest share mention **Tracking my grade** while a similar number, 44% mention **Completing assignments** and 38% mention **Note-taking**.

No other feature is mentioned by more than 37% of students including the 14% reporting they wouldn't use any of the features.

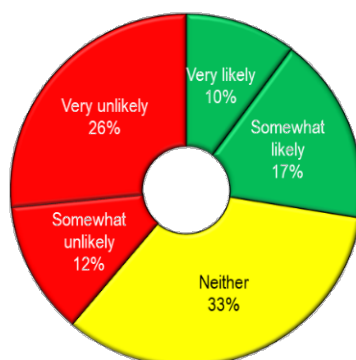
Features Of Online Homework Solutions Would Use If Available							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Tracking my grade	46	46	45	39	52	44	48
Completing assignments	44	52	39	45	48	39	44
Note-taking	38	44	33	48	34	28	41
Preloaded flashcards	37	34	39	36	24	42	44
Searching	33	30	35	27	31	25	52
Downloadable eTextbook	32	32	32	24	28	33	44
Mobile app	27	28	27	30	28	14	41
Highlighting text	26	24	28	21	28	22	37
Electronic flash cards I created	26	28	24	21	28	22	33
Videos or animations	25	28	23	24	31	22	22
Embedded audio	22	22	23	30	17	11	33
Printable chapters/sections/pages	22	16	25	15	21	17	37
None of these	14	12	16	9	14	19	15



## LIKELIHOOD OF PURCHASING AN ONLINE HOMEWORK SOLUTION NEXT TERM (Q. 274)

Indicating an opportunity for growth, 27% of students who plan to be in school next term are “Very likely” or “Somewhat likely” to purchase an online homework solution.

LIKELIHOOD OF PURCHASING AN ONLINE HOMEWORK SOLUTION NEXT TERM



Likelihood Of Purchasing An Online Homework Solution Next Term						
Base = Students Who Expect To Be In School Next Term Exclusive Of Seniors						
	Total %	Male %	Female %	Fresh %	Soph %	Junior %
<b>TOP 2 BOX</b>	<b>28</b>	<b>25</b>	<b>30</b>	<b>33</b>	<b>24</b>	<b>27</b>
Very likely	10	10	11	13	9	9
Somewhat likely	17	15	19	20	15	18
Neither likely nor unlikely	33	33	33	34	33	32
Somewhat unlikely	12	14	10	10	13	12
Very unlikely	27	28	27	23	30	29

Students who purchased 1 or more online homework solutions for the Spring 2018 term were provided with a list of statements about their experience and asked the extent to which they agreed or disagreed with each of the statements.

The three statements with the highest agreement ratings include;

- “Studying with an online homework solution requires less time than with a print textbook” (67%)
- “It’s valuable to see notes from my instructor” (64%)
- “Easier to track progress in my course if I’m using one” (62%)

As another indication diverse students attitudes, on the other hand, the two statements with the lowest agreement ratings include;

- “Studying with an online homework solution requires less time than with a print textbook” (38%)
- “I prefer to study with an online homework solution than a print textbook” (37%)

<b>Agreement With Statements About Online Homework Solutions</b> <b>TOP 2 BOX – Strongly Agree Or Somewhat Agree</b> Base = Students Who Purchased 1 Or More Online Homework Solutions							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
It's valuable to see instant grading and feedback on quizzes	67	60	72	64	72	72	59
It's valuable to see notes from my instructor	64	62	65	58	66	58	78
Easier to track progress in my course if I'm using one	62	64	60	67	59	67	52
I prefer the feel of paper and seeing physical progress with a print textbook than an online homework solution	48	38	54	31	48	69	37
Easier to collaborate with others with an online homework solution	43	44	42	55	48	32	37
Studying with an online homework solution is more enjoyable than with a print textbook	43	56	34	61	39	25	48
Studying with an online homework solution requires less time than with a print textbook	38	43	32	48	45	28	33
I prefer to study with an online homework solution than a print textbook	37	50	28	48	55	25	19

## WHY STUDENTS HAVEN'T PURCHASED AN ONLINE HOMEWORK SOLUTION (Q. 273)

Students aware of but haven't purchased an online homework solution were provided with a list of seventeen reasons and asked which of these reasons for not purchasing an online homework solution applied to them.

As an indicator that non-purchasers of online homework solutions would be receptive to becoming purchasers, no single reason was mentioned by 28% of students and the largest share, mentioned "**Prefer print textbooks**". As shown below, eleven of the seventeen reasons were mentioned by 10% or fewer students who haven't purchased.

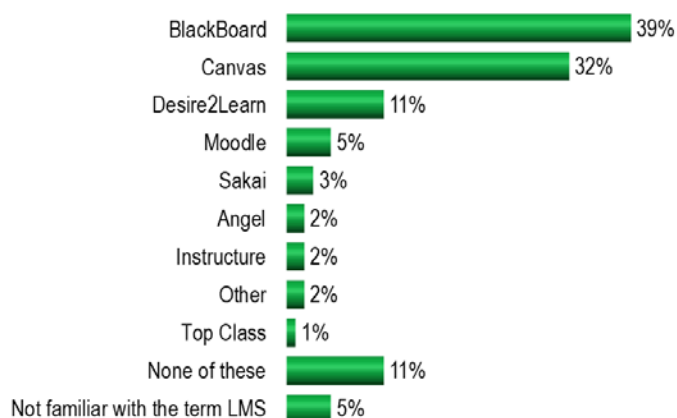
Why Students Haven't Purchased On Online Homework Solution							
Base = Students Who Haven't Purchased An Online Homework Solutions							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Prefer print textbooks	28	27	29	38	24	30	22
Instructor said it was optional/recommended – not required	25	28	23	23	21	22	37
Too expensive	21	20	22	21	21	18	26
Doesn't include the textbook/eTextbook	20	20	19	25	14	21	20
Don't like reading on a screen for a long period of time	15	16	15	18	8	16	20
Easier to highlight print textbooks	12	12	11	11	9	11	15
Easier to take notes with print textbooks	11	12	9	7	6	12	16
No buy back option	11	9	12	14	11	7	10
Prefer to buy used textbooks	10	10	10	13	5	10	14
Print textbooks are more convenient to buy	10	13	8	4	12	10	13
Get distracted by other things on my computer or tablet when I use an online homework solution	9	9	9	8	7	6	14
Not a very tech savvy person	8	11	5	8	5	15	2
Prefer to rent printed or eTextbooks	6	8	4	10	5	5	5
Prefer to buy new textbooks	5	3	7	8	4	5	3
Too busy to figure out the technology	4	4	5	4	5	4	3
Don't own or have access to a tablet computer	4	6	2	3	3	5	3
Access to the Internet on campus is limited/spotty/slow	3	5	2	0	6	2	3
Don't own or have access to a laptop computer	2	4	1	3	1	3	2
Access to the Internet at home is limited/spotty/slow	2	2	1	0	1	3	2

## LEARNING MANAGEMENT SYSTEMS USED (Q. 227)

Including the 5% not familiar with the term Learning Management System, 89%, up from last year's 76%, report using a Learning Management System (LMS).

Among this 76%, 51% report they use **BlackBoard**. 42% use **Canvas**. No other LMS is mentioned by more than 14% of those using an LMS.

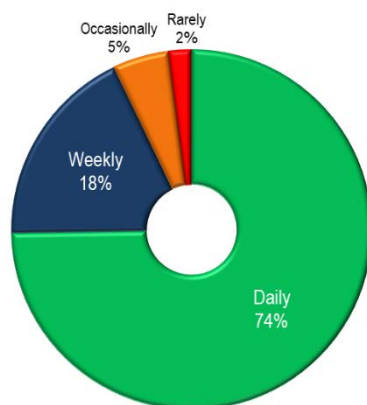
### LEARNING MANAGEMENT SYSTEMS USED



Learning Management Systems Used							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
BlackBoard	39	35	43	40	42	39	36
Canvas	32	34	29	31	31	32	33
Desire2Learn	11	11	11	7	13	13	12
Moodle	5	4	5	4	4	3	9
Sakai	3	4	3	4	4	5	1
Instructure	2	4	1	2	1	3	4
Angel	2	3	1	3	1	3	1
Top Class	1	1	1	1	0	2	2
Other	2	1	3	1	2	3	1
Not familiar with the term	5	4	6	7	7	4	3
None of these	11	14	9	11	10	10	14

LMS users were asked how frequently they use it. The vast majority of LMS users, 74%, use it **"Daily"**. 18% use it **"Weekly"**. The remaining 7% of users use it **"Occasionally"** or **"Rarely"**.

FREQUENCY OF USING A LEARNING MANAGEMENT SYSTEM



Frequency Of Using A Learning Management System							
Base = Use A Learning Management System							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Daily	74	70	78	72	78	76	70
Weekly	18	21	16	21	16	19	19
Occasionally	5	7	4	4	6	3	9
Rarely	2	2	2	3	1	2	3

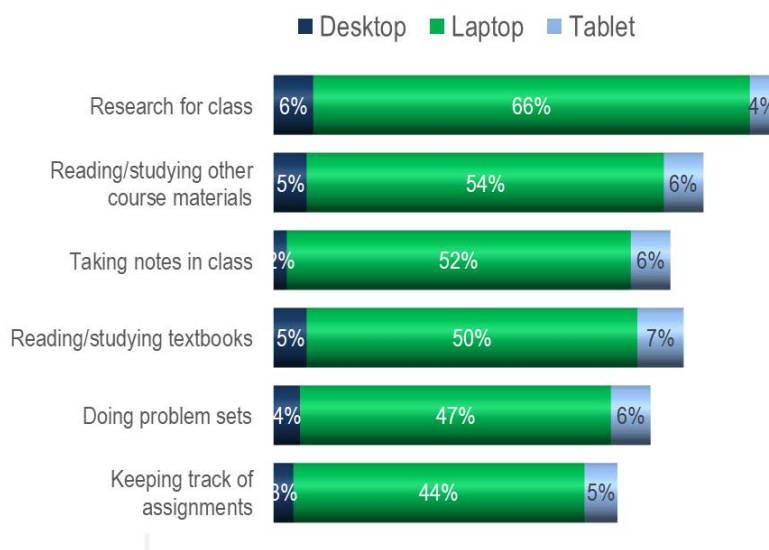
## PREFERRED FORMAT OR DEVICE FOR COURSE RELATED ACTIVITIES (Q. 200)

Students were provided with a list of 6 course related activities and asked which one device (desktop, laptop, tablet), they prefer for each course related activity. As shown in the table below, with the exception of “Keeping track of assignments, due dates and scheduling” very few identify a Smartphone as their preferred device.

The following graphic summarizes the responses detailed in the table that follows and is intended to demonstrate students' preference for using a laptop when;

- Research of class (68%)
- Keeping track of assignments, due dates, scheduling (54%)
- Taking notes in class (52%)

### PREFERRED FORMAT OR DEVICE FOR COURSE RELATED ACTIVITIES



Preferred Format Or Device For Course Related Activities					
Base = All Students					
	Total %	Male %	Female %	Fresh %	Senior %
<b>Reading/studying textbooks</b>					
Desktop	5	5	4	9	2
Laptop	50	48	52	45	50
Fullsize tablet	5	4	5	6	5
Small tablet	2	2	3	3	2
Smartphone	3	4	2	2	2
No preference, prefer digital to print	9	7	11	8	11
No preference	27	30	25	26	28
<b>Reading/studying other course materials</b>					
Desktop	5	5	4	6	5
Laptop	54	55	53	55	54
Fullsize tablet	3	3	4	4	3

Preferred Format Or Device For Course Related Activities					
	Base = All Students				
	Total %	Male %	Female %	Fresh %	Senior %
Small tablet	3	3	3	5	6
Smartphone	4	4	3	2	3
No preference, prefer digital to print	8	8	9	11	6
No preference	22	22	23	18	22
<b>Taking notes in class</b>					
Desktop	2	2	2	4	2
Laptop	52	49	55	53	52
Fullsize tablet	4	6	3	6	2
Small tablet	2	2	3	3	4
Smartphone	2	4	1	2	2
No preference, prefer digital to print	8	10	7	10	8
No preference	28	26	29	24	30
<b>Doing problem sets</b>					
Desktop	4	6	2	6	4
Laptop	47	45	49	51	47
Fullsize tablet	3	3	3	4	2
Small tablet	3	3	2	4	4
Smartphone	2	3	1	1	2
No preference, prefer digital to print	11	10	12	8	11
No preference	30	28	31	26	30
<b>Keeping track of assignments</b>					
Desktop	3	5	1	5	3
Laptop	44	42	45	43	39
Fullsize tablet	3	3	3	2	3
Small tablet	2	3	2	4	1
Smartphone	18	17	20	21	22
No preference, prefer digital to print	7	6	7	8	7
No preference	23	24	22	17	26
<b>Research for class</b>					
Desktop	6	8	4	8	7
Laptop	66	62	69	69	67
Fullsize tablet	2	3	1	1	1
Small tablet	2	2	2	3	2
Smartphone	3	3	2	1	4
No preference, prefer digital to print	6	5	6	8	3
No preference	16	16	15	11	16

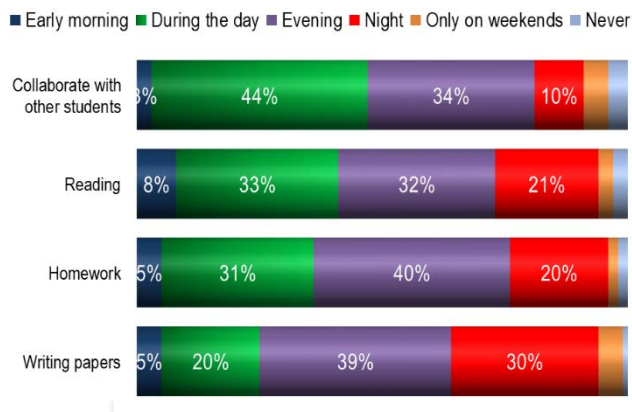
## WHEN COURSE RELATED ACTIVITIES ARE TYPICALLY DONE (Q. 201)

Students were provided with a list of 4 course related activities and asked when each activity is typically done.

The largest share of students typically **Collaborate with other students**, and **Reading** during the day. **Homework** and **Writing papers** are typically done in the evening. As shown below, typically fewer mention night and far fewer mention early morning.

As shown below, little difference is seen based on gender or year in school.

### WHEN COURSE RELATED ACTIVITIES ARE TYPICALLY DONE



When Course Related Activities Are Typically Done							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
<b>Reading</b>							
Early morning	8	7	9	8	8	7	9
During the day	33	31	36	33	34	35	32
Evening	32	35	29	35	32	33	27
Night	21	20	21	16	23	22	21
Only on weekends	3	3	3	4	1	1	6
Never	3	5	2	5	1	3	5
<b>Homework</b>							
Early morning	5	4	6	6	5	4	4
During the day	31	28	34	27	31	39	28
Evening	40	40	41	47	41	33	40
Night	20	22	17	16	22	22	18
Only on weekends	2	2	2	2	1	0	4
Never	2	3	0	1	0	1	5
<b>Collaborate with other students</b>							
Early morning	3	3	3	6	1	4	2
During the day	44	40	47	49	41	48	36
Evening	34	36	31	25	37	31	41
Night	10	10	11	9	14	12	6
Only on weekends	5	4	6	7	5	2	7
Never	4	6	2	4	2	3	7

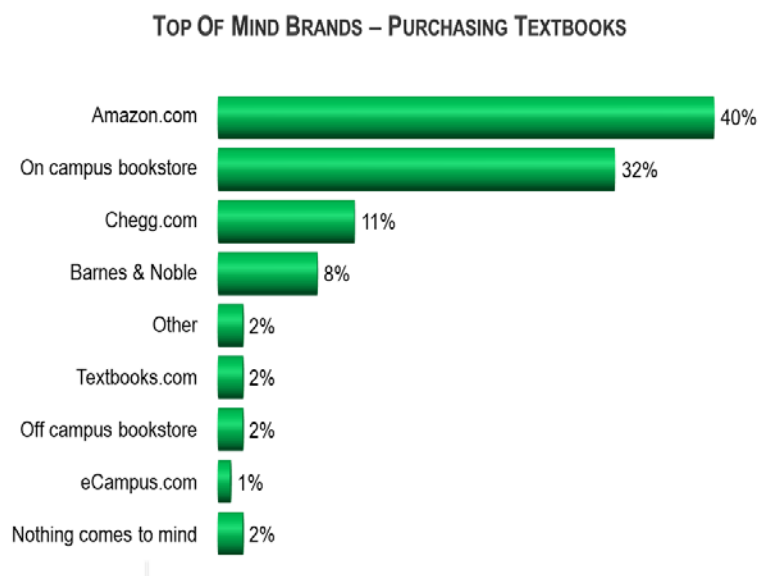


When Course Related Activities Are Typically Done							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
<b>Writing papers</b>							
Early morning	5	5	4	5	5	5	4
During the day	20	18	22	25	15	23	19
Evening	39	43	35	44	41	33	38
Night	30	27	33	21	34	32	31
Only on weekends	5	5	5	6	4	4	7
Never	2	2	1	1	0	3	2

## TOP OF MIND BRANDS – PURCHASING TEXTBOOKS (Q. 16)

Students were asked "When you think of purchasing textbooks, what's the first company or place to purchase textbooks that comes to mind?".

40% mention **Amazon** first. Following **Amazon**, 32% of mention **on campus bookstore** first. **Chegg**, in third place is mentioned by 11%.



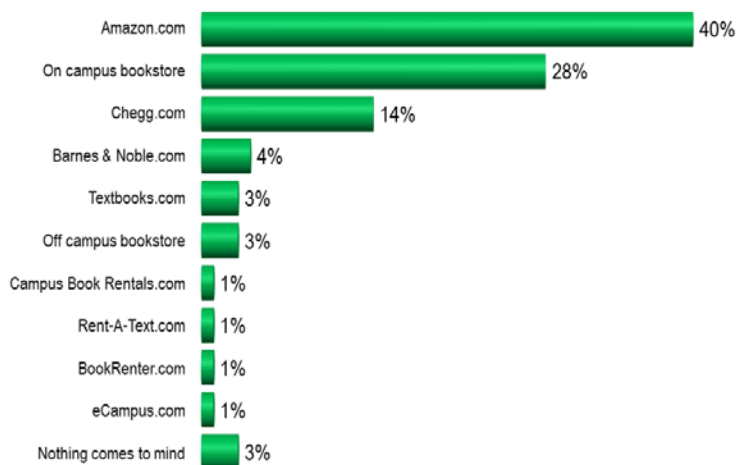
Top Of Mind Brands – Purchasing Textbooks							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Amazon.com	40	41	38	36	35	56	28
On campus bookstore	32	30	34	42	34	15	41
Chegg.com	11	14	8	10	11	15	9
Barnes & Noble	8	6	10	7	12	5	9
Off campus bookstore	2	1	3	2	1	3	3
Textbooks.com	2	2	2	1	5	1	2
eCampus.com	1	0	1	1	1	0	2
Half.com	0	0	0	0	0	1	0
Other	2	2	1	1	1	1	4
Nothing comes to mind	2	2	3	1	1	5	2

## TOP OF MIND BRANDS – TEXTBOOK RENTAL SOURCES (Q. 17)

Students were asked "When you think of renting textbooks, what's the first company or place to rent textbooks that comes to mind?".

40%, up from 33% last year and up from 29% two years ago and up from 22% three years ago, mention **Amazon** first. Following **Amazon**, 28% mention **on campus bookstore** first. **Chegg**, in third place follows at 14%, down somewhat from 19% last year and down from 21% two years ago.

TOP OF MIND BRANDS – TEXTBOOK RENTAL SOURCES



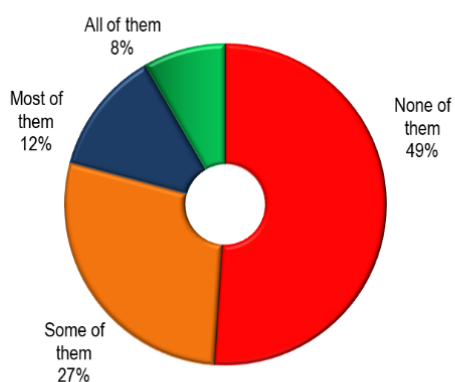
Top Of Mind Brands – Textbook Rental Sources							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Amazon.com	40	41	40	29	38	54	37
On campus bookstore	28	26	29	35	26	19	33
Chegg.com	14	16	13	17	12	11	19
Barnes & Noble.com	4	2	7	6	6	2	3
Off campus bookstore	3	4	3	0	4	6	3
Textbooks.com	3	3	3	3	4	2	2
eCampus.com	1	2	1	3	2	0	1
BookRenter.com	1	0	2	0	4	0	0
Rent-A-Text.com	1	1	0	2	0	2	0
Campus Book Rentals.com	1	1	0	3	0	0	0
Follett	0	0	1	0	2	0	0
Other	0	0	0	1	0	0	0
Nothing comes to mind	3	4	2	3	3	5	2

## SOLD ANY TEXTBOOKS AT THE END OF THE TERM (Q. 231)

Students were asked if at the end of the term they typically sell their textbooks. 51% of students who were in school last term (Fall 2017) report selling some, most or all of their textbooks at the end of last term.

Sold Any Textbooks At The End Of The Term							
Base = Was In School Last Term							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Yes, all of my textbooks	8	10	7	6	7	11	10
Yes, most of my textbooks	12	12	11	7	11	15	13
Yes, some of my textbooks	27	24	29	17	28	32	29
No, none of my textbooks	49	50	48	60	50	41	44

SOLD ANY TEXTBOOKS AT THE END OF THE TERM

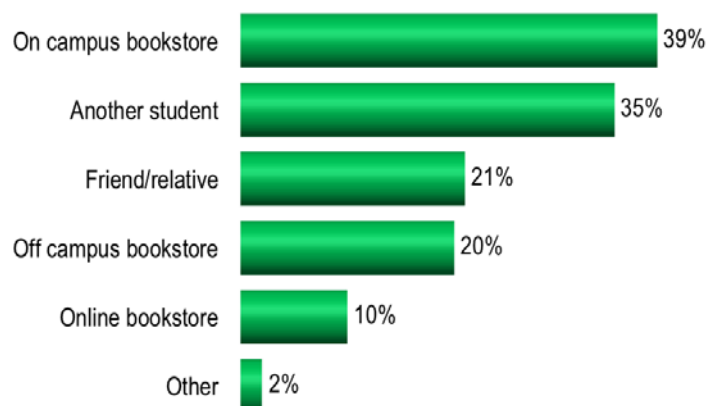


## WHERE STUDENTS SELL THEIR TEXTBOOKS (Q. 232)

Among the 51%, who sold some, most or all of their textbooks last term, the largest group, 39%, down from 51% last year, sold their textbooks back to their on campus bookstore. An additional 35% sold their textbooks to another student. 21% sold their textbooks to a friend or a relative while 20% sold their textbooks to an off campus bookstore. 10% sold their textbooks to an online bookstore. 2% sold their textbooks to an off campus bookstore.

Where Students Sell Their Textbooks							
Base = Sell Their Textbooks Back							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
On campus bookstore	39	40	37	41	35	44	34
Another student	35	25	45	34	45	25	40
Friend/relative	21	21	21	16	17	25	23
Off campus bookstore	20	25	16	19	18	22	19
Online bookstore	10	13	7	5	10	13	10
Other	2	3	0	2	1	1	3

### WHERE STUDENTS SELL THEIR TEXTBOOKS



## WHY STUDENTS DON'T SELL THEIR TEXTBOOKS (Q. 233)

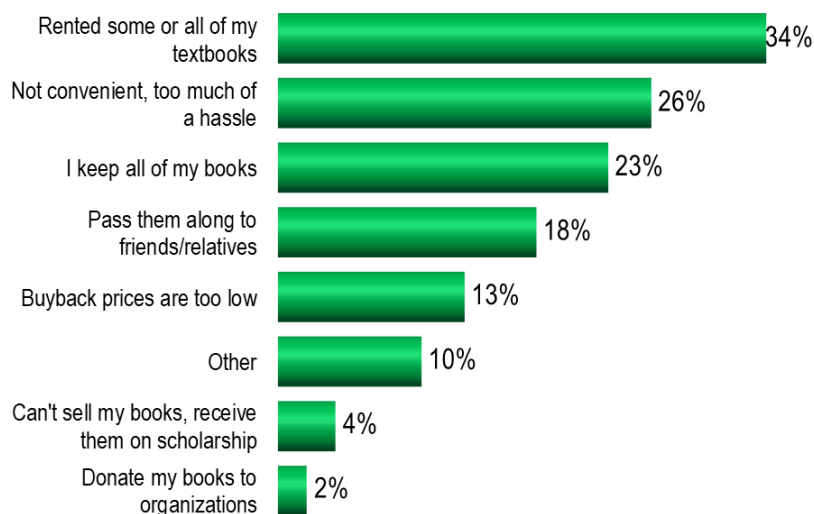
The 49% who didn't sell their textbooks at the end of last term were provided with a list of possible reasons for not doing so and asked which of those reasons applied to them.

As shown below, 29% and the largest group, mention **"I rented my textbooks"** while 26% mention **"Not convenient, too much of a hassle"**.

23% mention **"I keep all of my books"** compared to 18% who cite **"I pass them along to friends or relatives"**.

Why Students Don't Sell Their Textbooks							
Base = Don't Sell Their Textbooks							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
I rented some or all of my textbooks	34	34	34	28	41	29	40
Not convenient, too much of a hassle	26	31	22	26	25	25	29
I keep all of my books	23	22	25	31	11	35	16
I pass them along to friends or relatives	18	14	21	19	14	15	24
Buyback prices are too low	13	13	14	13	15	11	15
I can't sell my books because I receive them on scholarship	4	5	2	1	6	1	7
I donate my books to organizations	2	4	1	4	1	1	4
Other	10	9	11	10	10	10	8

### WHY STUDENTS DON'T SELL THEIR TEXTBOOKS





## Chapter 8

# DEMOGRAPHICS

### CHAPTER OVERVIEW

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This chapter provides a demographic profile of respondents to include; age, life experiences, siblings attending college, residency during the school year, and distance from permanent home.

Students also report their employment status, how they obtained their job or internship and how many hours weekly they are employed. Financial related metrics include annual earnings, funds received from home each month, monthly discretionary spending and annual HH income.

Students report their major, the number of times they have changed their major and their GPA.

- Average age is 20.3 (59% are younger than 21)
- 10% are first in their family to attend college, 2% are returning to college for a second time, 2% were in the military (not ROTC), 4% are or were enrolled in ROTC, 1% are married, 5% have one or more children
- 39% have one or more siblings currently enrolled in a Four Year school, 13% a sibling currently enrolled in a Two Year school
- 44% live on campus, 40% off campus and the remaining 15% live at home and commute to school each day
- 69% attend a school in the same state as their permanent home (average student lives 253 miles from their permanent home)
- 6% are employed full-time, 34% part-time and 10% have a paid or unpaid internship
- Students employed full-time work an average of 29 hours weekly compared to 25 hours for those employed part-time (less for internships)
- Annual personal earnings average \$3,943
- 71% get money from home averaging \$231 monthly
- Monthly discretionary spending averages \$213
- Family HH income averages \$127,700
- "Business" is the most common major (18%), 44% have changed their major at least once and the average GPA is 3.4

The average age of a full-time undergraduate at a Four Year school is 20.3 years old, consistent with previous results.

The overwhelming majority of full-time undergraduates we interview (94%) are 23 or younger, reflecting the traditional age range associated with full-time undergraduate students attending Four Year schools.

<b>Age</b>						
Base = All Students						
	Total				Spring 2018	
	S15 %	S16 %	S17 %	S18 %	Male %	Female %
18	11	13	14	16	16	16
19	19	22	22	21	23	19
20	19	22	20	22	18	26
21	17	18	20	20	20	21
22	16	11	12	10	12	9
23	6	5	6	5	6	4
24	4	3	2	3	2	3
25 or older	8	5	3	2	3	2
Mean	21.1	20.6	20.4	20.3	20.4	20.2



## STUDENT PROFILE (Q. 557)

Students were provided with a list of 10 statements and asked to identify which of these statements applied to them.

- 22% have authorized their school to allow their parents to access their school information
- 10% are the first in their family to go to college (17% among Hispanic students)
- 4% previously attended a Two Year community college
- 5% have 1 or more children

<b>Student Profile</b> Base = All Students					
	Total %	Male %	Female %	Public %	Private %
I have authorized my school to allow my parents access to my school information	23	17	30	21	30
I'm aware that FERPA doesn't allow my parents to access my student information without my permission	16	13	18	17	14
I'm the first in my family to go to college	10	10	10	11	9
I've one or more children	5	5	5	6	3
I previously attended a Two Year community college	4	5	3	5	2
I am or was in ROTC	4	5	3	4	4
I previously voluntarily or involuntarily left college and returned for a second time	2	1	3	3	1
I am or was in the military (not ROTC)	2	3	1	2	2
I'm married	1	1	1	2	0
I am starting a second career	1	0	1	1	1
None of these	55	59	51	55	53

## SIBLINGS ALSO ENROLLED IN COLLEGE (Q. 558-559)

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39% report 1 or more siblings are also enrolled in a Four Year college or university while 13% report a sibling is enrolled in a Two Year college.

Siblings Also Enrolled In A Four Year College Or University					
Base = All Students					
	Total %	Male %	Female %	Public %	Private %
None	61	63	59	64	52
1	30	28	31	27	38
2	8	8	8	8	7
3	2	2	1	1	3
Total mean	0.5	0.5	0.5	0.5	0.6
User mean	1.3	1.3	1.3	1.3	1.3

Siblings Enrolled In A Two Year College					
Base = All Students					
	Total %	Male %	Female %	Public %	Private %
None	87	85	89	85	92
1	10	11	8	11	6
2	3	4	2	3	2
3	1	1	1	1	0
Total mean	0.2	0.2	0.2	0.2	0.1

Residence plays a significant role in both student media consumption and lifestyle habits. A number of daily students activities are based around students' living situation be it where they eat and drink, where they shop, or where they watch television or go online.

The notion that all Four Year, full-time undergrads live on campus is not accurate. In fact, the sum of students living off campus or at home is greater than the number of students living on campus. 40% live reside off campus, 15% live at home and the remaining of students 44% live on campus.

<b>College Residence</b>					
Base = All Students					
	Total %	Male %	Female %	Fresh %	Senior %
On campus	44	46	42	42	51
Off campus	40	38	43	43	34
At home	15	16	15	15	16

## RESIDENT OF SAME STATE IN WHICH ATTEND COLLEGE (Q. 561)

---

69% are residents of the same state in which they currently attend school.

Resident Of Same State In Which Attend College							
Base = All Students							
	Total			Spring 2018			
	S16 %	S17 %	S18 %	Male %	Female %	Public %	Private %
Yes	73	75	69	66	70	76	49
No	27	25	31	34	30	24	51

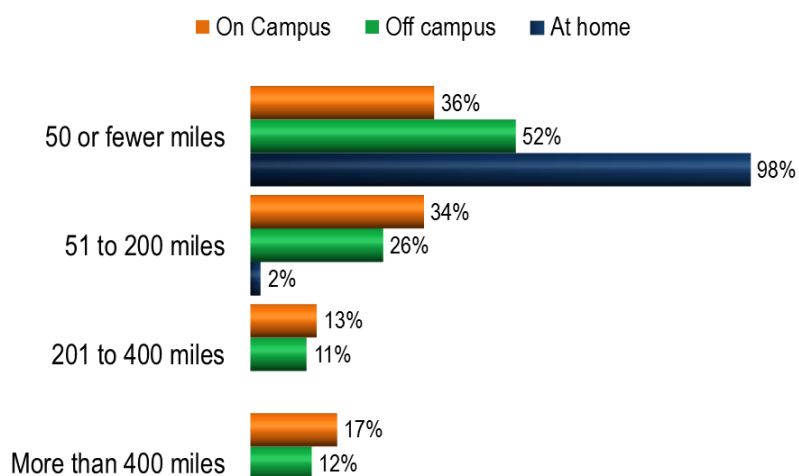
## DISTANCE FROM SCHOOL TO STUDENT'S PERMANENT HOME (Q. 562)

To place the phrase "Going away to college" in context, students were asked what the distance is between their permanent home and where they attend school.

During the school year, students live an average of 253 miles from their permanent home. As would be expected, students living at home report the least distance (52 miles).

Distance From School To Students' Permanent Home				
Base = All Students				
	Total %	On Campus %	Off Campus %	At Home %
50 miles or less	48	39	44	93
51 to 200	29	33	32	3
201 to 400	11	14	10	0
More than 400	13	14	13	5
Mean	253	264	306	52

### DISTANCE FROM SCHOOL TO STUDENT'S PERMANENT HOME



## STUDENTS' SCHOOL YEAR EMPLOYMENT (Q. 563)

48% are employed full-time or part-time or participate in an internship during the school year. 40% have a full-time or part-time job (34% have a part-time job and 6% a full-time job).

As shown below, older students and students living off campus are more likely to be employed during the school year.

Students' School Year Employment											
Base = All Students											
	Total				Spring 2018						
	S15 %	S16 %	S17 %	S18 %	Male %	Female %	Fresh %	Senior %	On Campus %	Off Campus %	At Home %
Work full-time	10	6	5	6	6	6	5	7	3	9	5
Work part-time	39	43	37	34	34	35	30	39	25	41	43
Paid internship	4	3	3	6	6	5	2	12	6	5	5
Unpaid internship	2	3	3	4	5	3	3	5	2	5	7
Don't work	46	47	52	52	52	53	62	40	65	42	45

## NUMBER OF HOURS STUDENTS WORK DURING SCHOOL YEAR (Q. 564-567)

We asked the 6% of college students with a full-time job during the school year how many hours they spent at their job each week. 74% with a full-time job work more than 20 hours a week, with a mean of 29 hours.

Hours Work At Full-Time Job								
Base = Employed Full-Time								
	Total %	Male %	Female %	Fresh %	Senior %	On Campus %	Off Campus %	At Home %
10 or fewer hours	11	10	12	30	0	27	7	0
11 to 20 hours	15	30	4	10	21	27	13	0
More than 20 hours	74	60	85	60	79	45	80	100
Mean	29	26	31	23	33	18	31	40

Among the 34% with a part-time during the school year, 75% work 11 or more hours per week. 25% work less than 11 hours weekly. The mean number of hours worked per week among students with a part-time job is 17 hours (down somewhat from 19 hours last year).

Hours Work At Part-Time Job								
Base = Employed Part-Time								
	Total %	Male %	Female %	Fresh %	Senior %	On Campus %	Off Campus %	At Home %
10 or fewer hours	25	29	21	33	20	29	24	17
11 to 20 hours	52	50	55	47	55	62	53	33
More than 20 hours	23	21	25	19	25	9	23	50
Mean	17	17	18	16	19	15	18	21
10 or fewer hours	25	29	21	33	20	29	24	17

Among the 6% with a paid internship, students report working an average of 17 hours a week.

Hours Work At A Paid Internship								
Base = Have A Paid Internship								
	Total %	Male %	Female %	Fresh %	Senior %	On Campus %	Off Campus %	At Home %
10 or fewer hours	36	43	29	0	18	26	64	0
11 to 20 hours	45	43	48	67	59	52	21	80
More than 20 hours	19	14	24	33	23	22	14	20
Mean	17	15	19	23	19	18	14	19

Among the 4% with an unpaid internship, students report working an average of 13 hours a week.

Hours Work At An Unpaid Internship								
Base = Have An Unpaid Internship								
	Total %	Male %	Female %	Fresh %	Senior %	On Campus %	Off Campus %	At Home %
10 or fewer hours	43	47	36	0	22	33	40	57
11 to 20 hours	54	53	55	67	78	50	60	43
More than 20 hours	4	0	9	33	0	17	0	0
Mean	13	12	14	17	16	15	13	10



## ANNUAL EARNINGS (Q. 568)

Students report annual earnings of \$3,943. College males report earnings of \$4,248 or 16% greater than the \$3,653 reported by college females.

We also see students living off campus or at home having higher annual earnings levels (\$5,415 and \$5,118 respectively) than students living on campus (\$2,198).

<b>Annual Earnings</b> Base = All Students										
	Total			Spring 2018						
	Spring 2016	Spring 2017	Spring 2018	Male	Female	Fresh	Senior	On Campus	Off Campus	At Home
Mean earnings	\$3,715	\$4,270	\$3,943	\$4,248	\$3,653	\$2,558	\$6,231	\$2,198	\$5,415	\$5,118
% > \$4,000	33	33	29	32	27	19	42	17	39	40
% > \$7,500	20	20	18	20	15	11	31	8	25	27

## MONTHLY DISCRETIONARY SPENDING (Q. 570)

Students report they have an average of \$213 (37% more than last year's \$155) available for discretionary spending each month after they have paid all school-related expenses.

33% report discretionary spending of more than \$200 per month while 22% spend more than \$300 monthly.

Projected to the number of full-time undergrads nationally, students have \$1.8 billion in discretionary spending power monthly. Yikes!

Monthly Discretionary Spending										
Base = All Students										
	Total			Spring 2018						
	Spring 2016	Spring 2017	Spring 2018	Male	Female	Fresh	Senior	On Campus	Off Campus	At Home
Mean	\$188	\$155	\$213	\$220	\$206	\$206	\$236	\$218	\$217	\$180
% Spend >\$200	30	38	33	34	32	33	35	36	31	29
% Spend >\$300	19	21	22	23	21	21	25	23	23	17

## FUNDS RECEIVED FROM HOME (Q. 569)

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71%, up from last year's 64% finding, report they receive funds from home each month. The average amount received from home is \$231, 26% less than last year's \$276 finding.

Although Freshmen are somewhat more likely to receive funds from home than Seniors (75% compared to 71%), Seniors report receiving 7% more than Freshmen.

Similarly, students living on campus are more likely to receive funds from home than those students living off campus (73% compared to 55%), but students living off campus receive 22% more than students living on campus.

Funds Received From Home										
Base = All Students										
	Total			Spring 2018						
	Spring 2016	Spring 2017	Spring 2018	Male	Female	Fresh	Senior	On Campus	Off Campus	At Home
% Receive	65	64	71	73	70	75	71	73	75	55
Mean	\$276	\$314	\$231	\$231	\$232	\$213	\$228	\$223	\$271	\$132

## FAMILY'S ANNUAL INCOME (Q. 571)

Students report that their families' total household income averages \$127,700., 12% more than last year's \$113,700 finding.

Family's Annual Income							
Base = All Students							
	Total			Spring 2018			
	Spring 2016 %	Spring 2017 %	Spring 2018 %	Male %	Female %	Public %	Private %
\$20,000 - \$29,999	2	3	12	13	12	11	18
\$30,000 - \$39,999	3	2	2	0	4	3	0
\$40,000 - \$49,999	3	2	1	2	0	1	0
\$50,000 - \$59,999	10	2	3	1	5	4	0
\$60,000 - \$69,999	9	3	7	11	3	6	10
\$70,000 - \$79,999	10	3	6	2	10	7	0
\$80,000 - \$99,999	15	3	9	7	11	10	5
\$100,000 - \$149,999	23	6	9	8	11	10	8
\$150,000 or more	26	9	15	13	18	15	15
Mean (000)	\$121.3	\$113.7	\$127.7	\$148.1	\$105.3	\$122.5	\$148.4

By a wide margin, **Business** continues to be the most popular major (18%).

Major Course Of Study (Rank)			
Base = All Students			
	Total %	Male %	Female %
Business	18	23	14
Biology	7	6	8
Accounting	6	6	5
Communications	5	3	7
Psychology	5	3	8
Health Professions	5	4	6
Engineering	5	7	3
Education	4	2	6
Criminal Justice	4	4	3
Chemistry	4	5	2
Pre-Med	3	3	4
Economics	3	6	1
Liberal Arts	3	2	4
Computer Science	3	4	2
Graphic Design	2	4	1
Political Science	2	2	3
English	2	2	3
Pre-Law	2	2	2
Visual & Performing Arts	2	1	3
Mathematics	2	3	1
Journalism	1	1	2
Social Sciences/History	1	1	1
International Relations	1	1	1
Foreign Language	1	1	1
Public Policy	1	1	1
Undeclared	2	2	3
Other	6	5	6

## NUMBER OF TIMES HAVE CHANGED MAJOR (Q. 574)

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We asked students how many times they have changed their major. 56% of have never changed their major. 34% have changed their major once, 8% twice and the remaining 2% have changed three or more times.

Number Of Times Have Changed Major							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Never	56	62	50	79	56	43	47
Once	34	30	38	16	37	43	40
Twice	8	7	10	5	7	12	9
Three or more times	2	2	2	1	1	2	4

## AVERAGE GPA (Q. 572)

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Virtually identical to last year's finding, students report an average GPA of 3.4. As shown below, no difference is seen based on gender or year in school.

Average GPA							
Base = All Students							
	Total %	Male %	Female %	Fresh %	Soph %	Junior %	Senior %
Mean	3.4	3.4	3.4	3.3	3.4	3.3	3.4

## ETHNIC BACKGROUND (Q. 575)

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54% of respondents identify themselves as Caucasian, 14% African American, 10% Hispanic, and 10% Asian American or Pacific Islander.

Ethnic Background			
Base = All Students			
	Total %	Male %	Female %
Caucasian	54	55	53
African American	14	12	15
Asian American or Pacific Islander	10	10	11
Hispanic	10	9	10
Bi-racial	6	7	5
American Indian or Alaskan Native	2	1	2
Middle Eastern	2	2	1
Other	3	5	3





## STUDENT MONITOR – SPRING 2018

### INVITATION

1. My name is (YOUR NAME) and I'm employed by STUDENT MONITOR, a national college student market research company. We're interviewing students about their interests and activities. The information will be used to access the opinions needs and concerns of today's college students. The interview takes about 55 to 65 minutes and you will receive \$15 for your participation. Would you like to participate?

2. Are you a full-time undergrad and U.S. citizen?

3. RECORD GENDER

Male  
Female

4. INTERVIEWER; IS THIS AN "A" INTERVIEW OR "B" INTERVIEW?

A interview  
B interview

5. What year in school are you?

Freshman  
Sophomore  
Junior  
Senior

9. When you think of brand names, what one brand comes to mind first?

10. When you think of technology brands, what one brand comes to mind first?

11. When you think of wearable technology brands, what one brand comes to mind first?

12. When you think of banks and financial services brands, what one brand comes to mind first?

13. When you think of school logo apparel items, what one store comes to mind first?

14. When you think of online shopping brands, what one brand comes to mind first?

15. When you think of student loan providers, what's the name of the one organization or bank that comes to mind first?

16. When you think of buying textbooks, what's the one company or place to buy textbooks that comes to mind first?

17. When you think of renting textbooks, what's the one company or place to rent textbooks that comes to mind?

18. What comes to mind first when thinking about devices to download and read digital versions of books including textbooks, newspapers and magazines?

19. (HAND CARD) Which of these tablets have you heard of?

Apple iPad  
Samsung Galaxy  
Amazon Fire  
Microsoft Surface Pro  
Samsung Nook  
Lenovo Yoga  
Google Pixel C  
Asus Zen  
Acer Iconia  
None of these

24. (HAND CARD) Which of these statements applies to you?

I brought a TV set from home or bought a TV set to watch in my room while at school  
My roommate brought a TV set from home or bought a TV set to watch in our room while at school  
I share a TV set with roommates in a common area in my dorm or off campus apartment or house  
I subscribe to a cable or satellite service for the TV set I brought from home or bought to watch TV in my room while at school  
The TV set my roommate brought from home or bought to watch in our room while at school is connected to a cable or satellite service

The TV set I share with roommates in a common area in my dorm or off campus apartment or house is connected to a cable or satellite service  
I watch TV at my permanent home since I don't live on campus  
I watch TV at my off campus apartment or house since I don't live on campus  
I watch TV on my desktop, laptop or tablet  
None of these

**25. (HAND CARD) How many hours do you watch TV weekly in each of these ways?**

Scheduled broadcast connected to cable or satellite:  
Scheduled broadcast not connected to cable or satellite:  
DVR:  
On demand connected to cable or satellite:  
Paid streaming online:  
Free streaming online:

**26. Of the hours you watch TV programs in a typical week, what percent of these hours do you watch online?**

**27. (HAND CARD) Which of these do you use to watch TV online?**

Apple TV  
Amazon Fire TV  
Amazon Fire TV Stick  
Chromecast  
Desktop  
Laptop  
PlayStation  
Tablet  
Roku  
Roku Stick  
Smartphone  
Smart TV  
xBox  
Other (SPECIFY):

**28. (HAND CARD) Which one of these do you use to watch TV online most often?**

Apple TV  
Amazon Fire TV  
Amazon Fire TV Stick  
Chromecast  
Desktop  
Laptop  
PlayStation  
Tablet  
Roku  
Roku Stick  
Smartphone  
Smart TV  
xBox  
Other (SPECIFY):

**31. (HAND CARD) Which of these sites or apps do you use to watch TV online?**

Amazon Prime Instant Video  
HBO NOW  
Hulu  
Netflix  
Showtime  
YouTube  
Other (SPECIFY):  
None of these

**32. (USE SAME CARD) Which of these sites or apps do you have a paid subscription for?**

Amazon Prime Instant Video  
HBO NOW  
Hulu  
Netflix  
Showtime  
YouTube  
Other (SPECIFY):  
None of these

**33. (USE SAME CARD) Which 1 of these subscriptions do you use most often?**

Amazon Prime Instant Video  
HBO NOW  
Hulu  
Netflix  
Showtime  
YouTube  
Other (SPECIFY):  
None of these

**34. (HAND CARD) How is this subscription paid for?**

I pay  
My parents pay  
I share the cost with my parents  
I share the cost with friends or roommates  
Other (SPECIFY):

**35. (HAND CARD) Do you have an Amazon Prime subscription?**

Yes, I have my own  
Yes, I use someone else's account  
No

**36. (HAND CARD) How interested are you in watching TV exclusively online?**

Very interested  
Somewhat interested  
Not at all interested

**37. (HAND CARD) Which of these are your 5 favorite sources of programs?**

A&E  
ABC  
Amazon Prime  
Animal Planet  
AMC  
BET  
Bravo  
CBS  
CNN  
Comedy Central  
CW  
Discovery Channel  
E!, the Entertainment Network  
ESPN  
ESPN 2  
Food Network  
FOX  
Freeform  
FX  
HBO  
HGTV  
Hulu  
Lifetime  
MTV  
National Geographic (Nat Geo)  
NBC  
Netflix  
NFL Network  
Sci-Fi Channel  
Showtime  
Spike TV  
Starz  
TBS Superstation  
The Cartoon Network  
The History Channel  
TLC  
TNT  
USA

**38. (HAND CARD) Which of these have you used to listen to radio streaming music in the past week?**

Car or truck radio  
Traditional radio (not car or truck)

Desktop  
Laptop  
Tablet  
Smartphone  
Plain Bluetooth wireless speaker (not Smart)  
Smart speaker (e.g. Amazon Echo, Apple HomePod, Google Home)  
Other (SPECIFY):  
I haven't listened to radio streaming music in the past week

**39. (HAND CARD) How have you listened to radio streaming music in the past week?**

Radio station  
SiriusXM  
Amazon Prime Music  
Apple Music  
Pandora  
Spotify  
Google Play  
iHeart Radio  
Slacker Radio  
Soundcloud  
Tidal  
YouTube  
Other (SPECIFY):

**44. (HAND CARD) Which print versions of national newspapers do you read in a typical week?**

New York Times  
USA Today  
Wall Street Journal  
None of these

**45. (USE SAME CARD) Which digital versions of national newspapers do you read in a typical week?**

New York Times  
USA Today  
Wall Street Journal  
None of these

**46. (HAND CARD) Thinking about reading a national newspaper like USA TODAY, THE NEW YORK TIMES, or THE WALL STREET JOURNAL, which one of these statements applies to you?**

Prefer to read the print instead of the online edition  
Prefer to read the online instead of the print edition  
Prefer to read the online edition with an app on my mobile device  
Have no preference between the print or online edition  
Have no interest in the print or online edition

**47. How many of the last 5 issues of the printed version of your campus newspaper have you read?**

**48. How many minutes do you spend reading a typical issue?**

**49. Is your campus newspaper available online?**

Yes  
No  
Don't know

**50. How many of the last 5 issues of the digital version of your campus newspaper have you read?**

**51. (HAND CARD) Which of these online news sources have you used in the past month?**

Apple News  
ABC  
Bloomberg  
Buzzfeed  
CBS  
CNN  
Fox  
Google News  
Huffington Post  
MSNBC  
NBC  
Reddit  
TIME

Other (SPECIFY):  
None of these

**52. (HAND CARD) Which of these magazines do you subscribe to, read regularly or read occasionally?**

	Don't read or subscribe	Subscribe	Read regularly	Read occasionally
Allure				
Business Week				
Car and Driver				
Cosmopolitan				
Ebony				
ELLE				
Entertainment Weekly				
ESPN The Magazine				
Essence				
Fitness				
Glamour				
GQ				
Health				
InStyle				
In Touch				
Maxim				
Men's Health				
National Geographic				
Newsweek				
OK!				
People				
Playboy				
Rolling Stone				
Self				
Seventeen				
StyleWatch				
Sports Illustrated				
The Economist				
TIME				
US Weekly				
Vogue				

**53. (HAND CARD) Which of these magazines do you read in their digital format on a tablet, laptop or Smartphone?**

Allure  
Business Week  
Car and Driver  
Cosmopolitan  
Ebony  
ELLE  
Entertainment Weekly  
ESPN The Magazine  
Essence  
Fitness  
Glamour  
GQ  
Health  
InStyle  
In Touch  
Maxim  
Men's Health  
National Geographic  
Newsweek  
OK!  
People  
Playboy  
Rolling Stone  
Self  
Seventeen  
Sports Illustrated  
StyleWatch  
The Economist  
Time

US Weekly  
Vogue  
None of these

**54. In a typical week, about how much time in minutes, do you spend reading various magazines?**

**79. (HAND CARD) Thinking about technology in general, which one of these statements best describes you?**

I love new technologies and am among the first to experiment with and use them  
I like new technologies and use them before most people I know  
I usually use new technologies when most people I know use them  
I am usually one of the last people I know to use new technologies  
I am skeptical of new technologies and use them only when I have to

**83. (HAND CARD) In a typical week which of these do you do using a desktop, laptop, tablet, Chromebook or Smartphone for?**

	None of these	Desktop	Laptop	Chromebook	Smartphone
Complete online homework					
Create presentations (PowerPoint, Keynote, etc.)					
Create spreadsheets (Excel, Numbers, etc)					
Create Word documents					
Interact on social networking sites					
Manage my personal finances online (personal banking, investments, budgets)					
Organize my calendar, manage to do lists, and coordinate activities (invites)					
Participate in video calls via Skype, Facetime or another app					
Prepare/study for an exam					
Play video games					
Read an eTextbook					
Research online for class homework/projects					
Take tests for class					
Take an online course					
Watch TV programs/series that are recorded or on-demand, not while they are airing live TV					
Watch video other than TV or movies					

**85. (HAND CARD) Which of these do you own?**

Desktop  
Laptop  
Chromebook  
Full size tablet (10" or larger screen like an iPad or iPad Pro)  
Small tablet (Less than 10" screen like an iPad mini)  
None of these

**96. (HAND CARD) What brand of desktop do you own?**

Acer  
Apple  
Asus  
Dell  
HP  
Samsung  
Other (SPECIFY):

**98. (HAND CARD) What brand of laptop do you own?**

Acer  
Apple  
Asus  
Dell  
HP  
Lenovo  
Microsoft  
Samsung  
Toshiba  
Other (SPECIFY):

**112. (HAND CARD) What brand of full size tablet do you own?**

Apple iPad  
Apple iPad Pro  
Amazon Fire  
Barnes & Noble Nook  
Microsoft Surface Pro  
Samsung  
Other (SPECIFY):

**113. (HAND CARD) What brand of small tablet do you own?**

Apple iPad Mini  
Amazon Fire  
Barnes & Noble Nook  
Samsung  
Other (SPECIFY):

**141. (HAND CARD) Which one of these you own do you use most often?**

Desktop  
Laptop  
Chromebook  
Full size tablet  
Small tablet

**144. (HAND CARD) What brand is it?**

Acer  
Amazon  
Apple  
Asus  
Dell  
eMachines  
HP  
Lenovo  
Microsoft  
Samsung  
Toshiba  
Other (SPECIFY):

**148. Do you plan to buy a computer or tablet in the next 12 months?**

Yes  
No  
Don't know (VOL)

**149. (HAND CARD) What type or types of computer or tablet are you most likely to buy?**

Desktop  
Laptop  
Chromebook  
Full size tablet  
Small tablet  
Don't know (VOL)

**150. (HAND CARD) What one brand of desktop are you most likely to buy?**

Acer  
Apple  
Asus  
Dell  
HP  
Samsung  
Other (SPECIFY):  
Don't know (VOL)

**151. (HAND CARD) What one brand of laptop are you most likely to buy?**

Acer  
Apple  
Asus  
Dell  
HP  
Lenovo  
Microsoft  
Samsung  
Toshiba  
Other (SPECIFY):  
Don't know (VOL)

**153. (HAND CARD) What one brand of full size tablet are you most likely to buy?**

Apple iPad  
Apple iPad Pro  
Amazon Fire

Barnes & Noble Nook  
Microsoft Surface Pro  
Samsung  
Toshiba  
Other (SPECIFY):  
Don't know (VOL)

**154. (HAND CARD) What one brand of small tablet are you most likely to buy?**

Apple iPad Mini  
Amazon Fire  
Barnes & Noble Nook  
Google Nexus Tablet  
Samsung  
Sony  
Other (SPECIFY):  
Don't know (VOL)

**155. (HAND CARD) Which of these sites have you visited this term?**

ABC  
Abercrombie  
AddictingGames  
Adobe  
AE  
Amazon  
AOL  
Apple  
Ask  
Banana Republic  
Bank of America  
Barnes & Noble  
Bed Bath & Beyond  
BestBuy  
Blackboard  
BleacherReport  
Capital One  
CareerBuilder  
CBSSports  
Chase  
CheapTickets  
Chegg  
Citibank  
CNN  
CollegeBoard  
CollegeHumor  
Costco  
Craigslist  
DeadSpin  
Dell  
eBay  
eCampus  
ESPN  
EW (Entertainment Weekly)  
Expedia  
Fandango  
FOX  
FoxSports  
Gap  
GoArmy  
Google  
Groupon  
Half  
HBO  
HelloGiggles  
HerCampus  
HotJobs  
Hulu  
IMDB  
InStyle  
Internships



iTunes  
JCrew  
Kahn Academy  
Kayak  
LinkedIn  
MeetUp  
Microsoft  
MLB  
Monster  
MSN  
MSNBC  
MTV  
MTV2  
mtvU  
NBA  
NBC  
NFL  
NHL  
Nike  
NYTimes  
Pandora  
People  
Players Tribune  
Quizlet  
RateMyProfessors  
Reddit  
Rent-A-Textbook  
SallieMae  
SB Nation  
Scholarships  
Showtime  
SI (Sports Illustrated)  
SparkNotes  
Target  
Textbooks  
TicketMaster  
TIME  
TodaysMilitary  
Undefeated  
USAToday  
VerizonWireless  
VH1  
VictoriasSecret  
VitalSource  
Wal-Mart  
Wells Fargo  
Wikipedia  
WordPress  
Yahoo  
Yahoo! Finance  
Yahoo! Sports  
YouTube  
Zappos

**161. (HAND CARD) Here is a list of reasons to go online. Which have you done in the past month?**

Bid in an auction  
Check grades  
Check sports scores  
Check the weather  
Check the news  
Checked out someone's online profile on Facebook  
Comparison shopping  
Did assignments for a course/Look up assignments  
Downloaded/streamed a movie trailer  
Downloaded/streamed a short film or video clip  
Downloaded/streamed an eBook  
Downloaded/streamed free music  
Downloaded paid music  
Downloaded/streamed free TV programs

Downloaded/streamed full length free copy of a movie that's in the theater  
 Downloaded/streamed paid movies from a website  
 Downloaded/streamed paid TV programs  
 Gambled  
 Got help with a homework/research question from my professor  
 Got information related to hobbies or other personal interests  
 Left a message on someone's online profile  
 Listened to a lecture  
 Listened to streaming radio  
 Look/applied for a credit card  
 Look/applied for another school  
 Look/applied for jobs/internships  
 Looked for/completed skills training/courses not offered by my school  
 Looked for help/templates for building my resume  
 Looked for/bought travel specials  
 Looked for career counseling/guidance  
 Made an online purchase  
 Managed checking or savings accounts  
 Managed credit card balances, transactions and payments  
 Obtained or checked financial aid information  
 Paid bills  
 Participated in a fantasy league  
 Participated in an online class/distance learning  
 Play games  
 Played poker online  
 Posted or shared photos  
 Read a magazine online  
 Read blogs  
 Registered for class  
 Researched career paths best suited to my major  
 Researched for school assignments  
 Researched insurance options and costs  
 Researched skills/courses needed in my intended career  
 Researched ways to pay for college  
 Searched for graduate school information  
 Searched for info on a local event (e.g. concert)  
 Searched for info on a local restaurant or bar  
 Searched/checked retail offers  
 Send or receive eMail  
 Send or receive instant messages (e.g. ICQ)  
 Sent an online greeting card  
 Shared large data files (e.g. group projects)  
 Studied for an upcoming quiz or exam using virtual flashcards  
 Talk with others in a chat room  
 Updated my profile on a social networking site  
 Used an online tutoring service for help with my homework  
 Used message/discussion boards  
 Used music/video file sharing/swapping applications  
 Video chatted for a job or internship interview  
 Video chatted with friends or family  
 Visit TV websites (network & local)  
 Visited a career networking site  
 Visited a movie's web site  
 Visited cable TV websites  
 Visited company or product sites  
 Visited sites for college students  
 Visited your school's site  
 Wrote or updated a blog

**162. (HAND CARD) In typical week, how many hours do you spend on each of the following social networking sites?**

Facebook:  
 Google +:  
 Instagram:  
 LinkedIn:  
 Pinterest:  
 Snapchat:  
 Tumblr:  
 Twitter:  
 YouTube:

**163. (HAND CARD) How frequently do you use social media for each of the following activities?**

Never                      Sometimes                      Most of the time                      Always

Connecting with friends and family  
Following celebrities I like  
Following brands I like  
Searching for interesting content  
Following trending new  
Connecting with friends and family  
Following celebrities I like

**164. (HAND CARD) What would convince you to follow a brand on social media?**

I already follow brands on Social Media  
I'd have to like what they sell  
The content would need to be funny  
The brand cares about social issues  
The content would be informational  
Other (SPECIFY):  
Nothing

**165. (HAND CARD) How many brands do you follow on each of the following Social Media Sites?**

Facebook:  
Instagram:  
Snapchat:  
Twitter:

**166. (HAND CARD) Which of the following do you use to get information about or engage with brands?**

Brand's Facebook account  
Brand's Instagram account  
Brand's Twitter account  
Brand's Snapchat account  
Brand's YouTube account  
Campus newspaper  
eMail from Brand  
Podcasts from Brand  
Text from Brand  
Other (SPECIFY):  
None of these

**167. (HAND CARD) What types of information do you like to receive from brands via text?**

Customer support (i.e bill payment, product returns, etc.)  
Discount codes  
Event promotions  
New product alerts  
Other (SPECIFY):  
No interest in receiving information from brands via text

**168. (HAND CARD) Which of these music-related web sites have you visited this term?**

Amazon Prime Music  
AppleMusic  
Apple iTunes Music Store  
eBay  
GooglePlay  
MTV  
MTV2  
mtvU  
Pandora  
Soundcloud  
Spotify  
Tidal  
VH1  
Yahoo  
None of these

**169. (HAND CARD) Which of these music-related web sites have you downloaded or streamed free music from this term?**

Amazon  
eBay  
GooglePlay

MTV2  
 MTV  
 mtvU  
 Pandora  
 Soundcloud  
 Spotify  
 Yahoo  
 VH1  
 None of these

**170. (HAND CARD) Which of these music-related web sites have you downloaded or streamed paid music from this term?**

Amazon Prime Music  
 AppleMusic  
 eBay  
 GooglePlay  
 MTV  
 MTV2  
 mtvU  
 Pandora Premium  
 Soundcloud  
 Spotify  
 None of these

**174. (HAND CARD) How frequently do you buy something online?**

Daily  
 Once a week  
 Two or three times a month  
 Once a month  
 Less than once a month  
 Never

**175. Thinking about the past year and what you bought online, how much did you spend for each of the following**

Apparel, not footwear:  
 Books, not textbooks:  
 Concert/sports tickets:  
 Downloadable music:  
 eTextbooks:  
 Food:  
 Footwear:  
 Kitchen/bath/bed items:  
 Printed textbooks:  
 Travel/airline tickets:

**176. (HAND CARD) Open Education Resources (OER) include textbooks that are legally free to use and distribute to others. How many of your classes used OER instead of a textbook you would otherwise have bought or rented this term?**

**177. How many OER textbooks did you use this term?**

**178. (HAND CARD) Where did you acquire OER textbooks?**

BookBoon  
 Lumen Learning  
 Merlot II  
 OER Commons  
 OpenStax  
 Other (SPECIFY):  
 Don't know

**179. (HAND CARD) How much do you agree with these statements about OER course materials or textbooks?**

	Strongly agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Strongly disagree
Using OER materials is more appealing than purchasing or renting an eTextbook					
The quality of an OER textbook is just as good or better than an eTextbook					

**180. (HAND CARD) How many of each of these items have you downloaded or streamed from a file sharing sources this term?**

Unlicensed music:  
 Unlicensed movies:  
 Unlicensed TV shows:

Unlicensed eBooks for leisure reading:

**181. How many assigned unlicensed eBooks did you download or stream this term?**

**182. (HAND CARD) Why did you do this?**

Curiosity  
Recommendation by a friend/classmate  
Recommendation by instructor  
Recommendation by parent  
Save money  
There's nothing wrong with using these materials  
To share with classmates or upload online  
To use a different format or device for a textbook I already bought  
Other (SPECIFY):

**183. How much would you have spent per textbook if you had actually bought the materials?**

**184. (HAND CARD) An eBook is a digital version of a printed textbook that also includes interactive features to help study and get more out of a course. eBooks can be bought for unlimited time use or rented for limited time use. Think of this as separate from an online homework solution, which involves purchasing and activating an access code to use. Which one of these statements applies to you?**

I bought or rented an eBook in the past  
I bought or rented an eBook I'm currently using  
I haven't bought or rented an eBook but I have heard of them  
I haven't heard of eBooks

**185. (HAND CARD) Which of these eBook features are you using?**

Offline reading  
Assigned test prep tools  
Unassigned test prep tools  
Concept videos, examples  
Homework assessments  
Two way communication with instructor  
Text to speech (reads texts or questions to you out loud)  
Other (SPECIFY):  
None of these

**186. (USE SAME CARD) Which of these eBook features would you definitely use if they were available?**

Offline reading  
Assigned test prep tools  
Unassigned test prep tools  
Concept videos, examples  
Homework assessments  
Two way communication with instructor  
Text to speech (reads texts or questions to you out loud)  
Other (SPECIFY):  
None of these

**187. (HAND CARD) Why did you buy or rent an eBook?**

Access to animations and other interactive materials  
Access to the online and other research sources  
Don't have to carry a book  
Don't have to return rental  
Don't have to sell my book back  
Easier to find things with Search  
Easier to write papers and cite sources  
Good for the environment  
Instant access  
I like to try new technology  
I couldn't find a free copy of the eBook  
Less expensive than a printed textbook  
More convenient than a printed textbook  
My professor recommended it  
My professor required it  
My friend or classmate recommended it  
My parent recommended it  
Other (SPECIFY):

**188. (HAND CARD) Why haven't you bought or rented an eBook?**

Don't have unlimited access to an eTextbook  
 Don't like reading on a screen for a long period of time  
 Don't like the PDF format  
 Don't own a laptop  
 Don't own a tablet  
 Get distracted by other things  
 Prefer to buy new textbooks  
 Prefer to buy used textbooks  
 Prefer to rent printed textbooks  
 Prefer printed textbooks  
 Prefer to buy access to the online homework solution  
 Easier to highlight printed textbooks  
 Easier to take notes with printed textbooks  
 Instructor doesn't allow students to use one  
 No buy back option  
 Traditional printed textbooks are more convenient to buy  
 Not available  
 Too expensive  
 Other (SPECIFY):  
 Don't know (VOL)

**189. (HAND CARD) How do you prefer to read your eTextbook?**

Online  
 Offline on my own device  
 Online and offline relatively equally  
 I don't read it

**190. (HAND CARD) Which of these do you use to read eTextbooks most often?**

Desktop  
 Laptop  
 Smartphone  
 Tablet  
 Other (SPECIFY):

**191. (HAND CARD) How likely are you to buy or rent an eTextbook next term?**

Very likely  
 Somewhat likely  
 Neither likely nor unlikely  
 Somewhat unlikely  
 Very unlikely

**192. (HAND CARD) How much do you agree with each of these statements about eTextbooks?**

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
Access to additional study tools, interactive media with a rented eTextbook is more important than the limited time aspect of rented eTextbooks					
Buying an eTextbook by the chapter rather than buying the entire eTextbook appeals to me					
I prefer to study with an eTextbook than a printed textbook					
It is hard to collaborate with other students if I'm using an eTextbook					
Studying with an eTextbook is a more enjoyable experience than studying with a printed textbook					
Studying with an eTextbook requires less time than studying with a printed textbook					
It's valuable to see notes from my instructor included in an eTextbook					
I prefer the feel of paper and seeing physical progress through the material with a printed textbook than an eTextbook					
I'm interested paying for monthly access to an eTextbook over the course of a term for an eTextbook like a music or video streaming subscription					
It's easier for my parents to pay for a printed textbook than an eTextbook					
It's more difficult to use financial aid to pay for an eTextbook					

**193. (HAND CARD) How likely would you be to buy your required eTextbooks by paying for them when you pay your tuition and course fees if you were to receive a substantial discount for them?**

Very likely  
 Somewhat likely

Neither likely nor unlikely  
Somewhat unlikely  
Very unlikely

194. What percent discount do you think is substantial?

195. (HAND CARD) If a required eTextbook were available to buy by paying with your tuition and course fees, how important is it that you have an opportunity to opt out of the buy?

Very important  
Somewhat important  
Neither important nor unimportant  
Somewhat unimportant  
Not at all important

196. (USE SAME CARD) If a required eTextbook were available to buy by paying with your tuition and course fees, how important is it that PRINT version of the eTextbook is available?

Very important  
Somewhat important  
Neither important nor unimportant  
Somewhat unimportant  
Not at all important

200. (HAND CARD) Which one format or device do you prefer for the following course related activities?

	Desktop	Laptop	Full size tablet	Small tablet	Smartphone	No preference, prefer digital to print	No preference
Reading/studying textbooks							
Reading/studying other course materials							
Taking notes in class							
Doing problem sets							
Keeping track of assignments, due dates and scheduling							
Research for class							

201. (HAND CARD) Thinking about each of these course related activities, when do you most typically do them?

	Early morning	During the day	Evening	Night	Only on weekends	Never
Reading						
Homework						
Collaborate with other students						
Writing papers						

202. (HAND CARD) Adaptive Learning Resources are digital course materials that adapt to the learning needs of students. As you complete exercises in the digital text, the content and exercises are directed to the topics and concepts where you need the most help. Knewton and ALEXS are examples for Adaptive Learning Resources. Which of these statements about Adaptive Learning Resources applies to you?

I've never used them  
They helped me learn faster  
They helped me learn better  
They improved my grade in the course  
I'd like to use them again  
None of these

203. Some schools provide the option to be billed for eTextbooks or adaptive learning materials as part of the term bill. The digital course materials can be accessed via a Learning Management System like Blackboard. Did you acquire any of this term's course materials this way?

Yes  
No

204. (HAND CARD) Which one of these best describes your decision to take the course?

Being billed for digital course materials as part of my term bill was the major factor in my decision to take the course  
Being billed for digital course materials as part of my term bill was one of many factors in my decision to take the course  
Being billed for digital course materials as part of my term bill was NOT part of my decision to take the course

209. How many academic courses are you taking this term at this school? (MUST BE A MINIMUM OF 3 COURSES TO BE CONSIDERED A FULLTIME STUDENT)

**210. What's the total number of course materials including print textbooks, eTextbooks or online homework solutions that were required for these academic courses?**

**211. In total, how many of these required course materials did you actually buy, rent, borrow, or receive with your financial aid for these courses?**

**212. How many required course materials did you acquire with your financial aid for these courses?**

**213. How many required course materials did you borrow from someone else for these courses?**

**214. How many required course materials did you share with someone else for these courses?**

**215. (HAND CARD) Where do you typically go first to buy assigned course materials?**

Amazon  
Barnes&Noble.com  
Chegg  
On campus bookstore  
On campus bookstore's website  
Off campus bookstore  
Other (SPECIFY):

**216. (HAND CARD) When do you usually acquire your course materials, including textbooks, eTextbooks or online homework solutions for a typical class?**

4 weeks or longer before the class starts  
1 to 3 weeks before the class starts  
On the first day of class  
Within 1 week after the class starts  
1 to 3 weeks after the class starts  
4 weeks or longer after the class starts

**217. (HAND CARD) When thinking about where to buy printed textbooks, how often do you do each the following?**

	Never	Sometimes	Most of the time	Always
I ask classmates or friends for recommendations				
I take the recommendations from my instructors				
I look for recommendations online				
I use a trusted source to buy textbooks				

**218. What percentage of the printed textbooks you bought or rented were bought or rented online?**

**219. Have you ever not taken or dropped a course because of the cost of the course materials?**

Yes  
No

**220. (HAND CARD) How much influence would the availability of OER materials have on your decision to take a particular course?**

Great influence  
Some influence  
Little influence  
No influence

**221. Of the course materials you bought this term, including print textbooks, eTextbooks, or online homework solutions, were there any you didn't use at all?**

Yes  
No

**222. Regardless of their format, did you buy or rent ALL of your required course materials this term or term?**

Yes  
No

**223. (HAND CARD) Why didn't you buy or rent all of what was required?**

Too expensive  
I didn't need the book to get a good grade  
I didn't think I needed the book  
I found a free version of the book online  
I photocopied the pages I needed  
I received all or some of my textbooks as part of my financial aid  
I shared or traded the book with someone else  
I used online materials  
I used library resources



My financial aid wasn't available  
Professor doesn't use the book  
Recommendation by friend/classmate  
Textbook wasn't required  
Other (SPECIFY):

**224. (HAND CARD) Did all of your academic courses require printed materials?**

No, instructor provided the materials I needed for 1 or more courses  
No, nothing was required either print or digital for 1 or more courses  
Yes, all of my courses required printed materials

**225. How many of your academic courses didn't require printed materials?**

**226. (HAND CARD) What was required?**

A passcode that gave me access to all of the materials I needed  
An eTextbook  
Other (SPECIFY):  
Nothing was required

**227. (HAND CARD) Which of these Learning Management Systems do you use?**

Angel  
BlackBoard  
Canvas  
Desire2Learn  
Instructure  
Moodle  
Sakai  
Top Class  
Other (SPECIFY):  
I'm not familiar with the term Learning Management System  
None of these

**228. (HAND CARD) How often do you use it?**

Daily  
Weekly  
Occasionally  
Rarely

**229. Not including financial aid or scholarships, what percent of the total cost of all of your course materials, not just textbooks, you bought or rented this term did you personally pay? (DON'T RECORD % SIGN)**

**230. (HAND CARD) Who else helped to pay for them?**

Parent  
Relatives other than parents  
Scholarship  
Financial aid  
Other (SPECIFY):

**231. (HAND CARD) Did you sell any of your textbooks at the end of last term?**

Yes, all of my textbooks  
Yes, most of my textbooks  
Yes, some of my textbooks  
No, none of my textbooks  
No, I was not in school last term

**232. (HAND CARD) Who did you sell your textbooks to?**

On campus bookstore  
Off campus bookstore  
Online bookstore  
Friend/relative  
Another student  
Other (SPECIFY):

**233. (HAND CARD) Why didn't you sell your textbooks?**

Not convenient, too much of a hassle  
Buyback prices are too low  
I keep all of my books  
I pass them along to friends or relatives  
I donate my books to organizations

I can't sell my books because I receive them on scholarship  
I rented some or all of my textbooks  
Other (SPECIFY):

**234. (HAND CARD) Which of the following offers to buy course materials would appeal to you?**

Coupon code for instant discount  
Free trial for eTextbook  
Free trial for online homework solution  
Other (SPECIFY):  
None of these

**235. (HAND CARD) How often do you do each of the following?**

	Never	Sometimes	Most of the time	Always
When purchasing a new textbook, I consider the buy back value				
When considering renting, I compare the cost of renting to the cost of a new textbook less the buy back I'd receive				
When considering buying an eTextbook, I compare the cost to the cost of a new textbook less the buy back I'd receive				
I know what textbooks or course materials are required before the first day of class				
I compare prices at local bookstores before I buy or rent a textbook or course materials				
I compare prices online before I buy or rent a textbook or course materials				
I wait until after the class starts before buying or renting any textbooks or course materials				
I don't compare prices and just buy or rent my textbooks or course materials from the most convenient source				
I wait until I'm certain I need the textbook before buying or renting it, even if it is later in the course				

**236. How many new, printed textbooks did you buy, not rent, this term?**

**237. What percentage of the printed textbooks you bought or rented were bought or rented online?**

**238. How much did you spend to buy new, printed textbooks this term?**

**239. (HAND CARD) Where did you buy new, printed textbooks?**

On campus bookstore or on campus bookstore's website  
Off campus bookstore  
Amazon  
Another online retailer  
Publisher of the textbook  
Other (SPECIFY):

**240. How many used, printed textbooks did you buy, not rent, this term?**

**241. How much did you spend to buy used, printed textbooks this term?**

**242. Did you buy a printed textbook which was significantly cheaper than the list price?**

Yes  
No

**243. (HAND CARD) Where did you buy it or who did you buy it from?**

Friend  
Professor  
Amazon  
Other (SPECIFY):

**244. (HAND CARD) Where did you buy used, printed textbooks this term?**

On campus bookstore or on campus bookstore's website  
Off campus bookstore  
Amazon  
Another student  
Another online retailer

**245. How many printed textbooks did you rent this term?**

**246. (HAND CARD) Why didn't you rent a textbook this term?**

Didn't offer enough savings compared to buying  
Needed them immediately  
Not available for rental  
Not as convenient as purchasing textbooks  
Previously had a bad rental experience  
Like to keep my textbooks  
Other (SPECIFY):  
Don't know

**247. How much did you spend to rent printed textbooks this term?**

**248. (HAND CARD) Where did you rent them?**

Amazon.com  
Barnes & Noble.com  
CengageBrain.com  
Chegg.com  
From the publisher of the textbook  
Off campus bookstore  
On campus bookstore  
Textbooks.com  
ValoreBooks.com  
Other (SPECIFY):

**249. (HAND CARD) How likely are you to rent one or more printed textbooks next term?**

Very likely  
Somewhat likely  
Neither likely nor unlikely  
Somewhat unlikely  
Very unlikely  
Will not be in school next term

**250. How many eTextbooks did you buy with unlimited access this term?**

**251. How much did you spend to buy eTextbooks with unlimited access this term?**

**252. (HAND CARD) Where did you buy eTextbooks with unlimited access?**

Amazon  
CengageBrain  
Chegg  
CollegeBookRenter  
iBooks  
McGraw-Hill Connect/SmartBook  
On campus bookstore  
Pearson Mylab & Mastering  
Textbooks.com  
Through Learning Management system (e.g. BlackBoard)  
VitalSource  
Other (SPECIFY):

**253. How many eTextbooks did you rent with a limited time subscription this term?**

**254. How much did you spend to rent eTextbooks with a limited-time subscription this term?**

**255. (HAND CARD) Where did you rent eTextbooks with with a limited time subscription?**

Amazon  
Chegg  
Another online website  
Publisher websites  
Course links provided by instructor  
Campus book store  
Other (SPECIFY):  
Don't know

**256. (HAND CARD) Why did you buy or rent textbooks from your on campus bookstore this term?**

I DIDN'T BUY OR RENT TEXTBOOKS FROM MY ON CAMPUS BOOKSTORE  
Convenience  
Less expensive than other sources  
Needed my books immediately, couldn't wait for them to be shipped  
Financial Aid requires me to buy or rent them from my on campus bookstore  
Wanted to make sure I was getting the right book for the course  
Wanted to make sure I could return the book if I didn't need it  
Other (SPECIFY):  
Don't know

**257. (HAND CARD) Online Homework Solutions are web-based programs you use to do online homework and to access tutorials for topics you haven't yet mastered. Common systems include Cengage Aplaia, CengageNOW, McGraw-Hill ALEKS, McGraw-Hill**

**Connect/SmartBook, McGraw-Hill SimNet, Pearson MyLab & Mastering, Cengage MindTap, Cengage SAM, WebAssign and Wiley Plus.**  
**Which of these statements applies to you?**

- I bought an online homework solution this term that was required
- I bought an online homework solution this term that wasn't required
- I haven't bought an online homework solution but I have heard of them
- I haven't heard of online homework solutions

**258. How many academic courses did you get online homework solutions for that were required?**

**259. How many academic courses did you get online homework solutions for that weren't required?**

**260. How many online homework solutions did you buy this term?**

**261. (HAND CARD) Which of these online homework solutions did you buy?**

- Cengage 4LTR Press Online
- Cengage MindTap
- Cengage Aplia
- Cengage CNOW
- Cengage WebAssign
- Cengage OWL
- Cengage SAM
- Cengage Quia
- Macmillan LaunchPad
- Macmillan Sapling Learning
- McGraw-Hill Connect
- McGraw-Hill ALEKS
- McGraw-Hill SimNet
- McGraw-Hill Practice
- McGraw-Hill LearnSmart
- OpenStax Tutor
- Pearson MyLab
- Pearson Mastering
- Pearson Revel
- Wiley WileyPlus

**262. (HAND CARD) Where did you buy online homework solutions?**

- Amazon
- CengageBrain
- Chegg
- Off campus bookstore
- On campus bookstore
- McGraw Hill-Connect/SmartBook
- Pearson Mylab & Mastering
- Other (SPECIFY):

**263. How much did you spend to buy online homework solutions this term?**

**264. (HAND CARD) How did you buy the access code or codes for the online homework solution?**

- Traditional bundle, print textbook and a printed access card
- Printed access card for the digital product
- Standalone
- Instant access code bought online
- Other (SPECIFY):

**265. How many new, printed textbooks did you buy this semester that came pre-packaged with access codes to an online homework solution?**

**267. (HAND CARD) Why did you buy an online homework solution?**

- Access to animations and other interactive materials
- Better value
- Friend or classmate recommended
- I don't like using print
- I couldn't find free access on the Internet
- I like to try new technology
- I'm a tech savvy person
- Included additional study tools
- Included the textbook
- Instructor recommended

Instructor required  
It's less expensive  
Environmentally friendly  
Part of my grade  
Part of required course materials  
Prefer using digital or online than print  
Used one before and found it useful  
Other (SPECIFY):

**268. (HAND CARD) How much do you agree that the Online Homework Solution helped you get a better grade in your course?**

Strongly agree  
Somewhat agree  
Neither agree nor disagree  
Somewhat disagree  
Strongly disagree

**269. What percent of your grade is represented by an online homework solution?**

**270. Did you use an online homework solution in high school?**

Yes  
No

**271. (HAND CARD) Which online homework solution features are you using?**

Embedded audio  
Electronic flash cards I created  
Preloaded flashcards  
Highlighting text  
Note-taking  
Searching  
Quizzes or self-assessment tools  
Videos or animations  
Mobile app  
Downloadable eTextbook  
Tracking my grade  
Completing assignments  
Printable chapters/sections/pages  
None of these

**272. (HAND CARD) Which online homework solution features would you definitely use if they were available?**

Embedded audio  
Electronic flash cards I created  
Preloaded flashcards  
Highlighting text  
Note-taking  
Searching  
Quizzes or self-assessment tools  
Videos or animations  
Mobile app  
Downloadable eTextbook  
Tracking my grade  
Completing assignments  
Printable chapters/sections/pages  
None of these

**273. (HAND CARD) Why haven't you bought an online homework solution?**

Doesn't include the textbook/eTextbook  
Don't like reading on a screen for a long period of time  
Don't own or have access to a laptop computer  
Don't own or have access to a tablet computer  
Get distracted by other things on my computer or tablet when I use an online homework solution  
Prefer print textbooks  
Prefer to buy new textbooks  
Prefer to buy used textbooks  
Prefer to rent printed or eTextbooks  
Easier to highlight print textbooks  
Easier to take notes with print textbooks  
Access to the Internet on campus is limited/spotty/slow  
Access to the Internet at home is limited/spotty/slow  
Instructor said it was optional/recommended – not required

No buy back option  
 Print textbooks are more convenient to buy  
 Too expensive  
 Not a very tech savvy person  
 Too busy to figure out the technology

**274. (HAND CARD) How likely are you to buy an online homework solution next term?**

Very likely  
 Somewhat likely  
 Neither likely nor unlikely  
 Somewhat unlikely  
 Very unlikely  
 Won't be in school next term

**275. (HAND CARD) How much do you agree with each of these statements about online homework solutions?**

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
I prefer to study with an online homework solution than a print textbook					
Easier to collaborate with others with an online homework solution					
Easier to track progress in my course if I'm using one					
Studying with an online homework solution is more enjoyable than with a print textbook					
Studying with an online homework solution requires less time than with a print textbook					
It's valuable to see notes from my instructor					
It's valuable to see instant grading and feedback on quizzes					
I prefer the feel of paper and seeing physical progress with a print textbook than an online homework solution					

**285. Not including the time you spend in class, how many hours a week do you spend on schoolwork?**

**286. (HAND CARD) Which of these do you do outside of the classroom to get a better grade?**

Exchange notes with others  
 Participate in a study group  
 Use a face to face tutor  
 Use an online tutor  
 Meet professor  
 Other (SPECIFY):  
 I don't do anything outside the classroom to get a better grade

**287. (HAND CARD) Which of these have you participated in during the past 7 days?**

Ate at a fast food restaurant off campus  
 Ate at a fast food restaurant on campus  
 Ate at a full service restaurant  
 Attended a campus event, not sports)  
 Attended a concert  
 Attended a religious service or prayer group  
 Attended a sports event  
 Blogged  
 Bought a DVD  
 Bought something from Amazon  
 Downloaded a free app  
 Downloaded a paid app  
 Drank a diet soft drink  
 Drank a soft drink  
 Drank bottled water  
 Drank coffee  
 Drank hot tea  
 Drank iced tea  
 Drank 5 or more beers or cocktails in a single evening  
 Drank orange juice  
 Exercised or worked out at local gym  
 Exercised or worked out on campus  
 Had a debate or argument about politics  
 Had a debate or argument about sports  
 Listened to broadcast radio  
 Listened to music with Amazon Prime  
 Ordered food to be delivered from a local restaurant  
 Participated in an intramural sport  
 Posted a personal update about my activities on Facebook  
 Read a book not required for class  
 Read a magazine

Read a newspaper  
 Registered for a chance win something  
 Rented a DVD  
 Saw a movie at off campus theater  
 Searched for an internship  
 Searched for employment  
 Shared a news article, product or restaurant review or promotional offer on a social network  
 Shared digital pictures  
 Shopped at Amazon but didn't buy anything  
 Spoke to family member other than parents  
 Spoke to parents  
 Texted parents  
 Used a credit card  
 Used a debit card  
 Used a digital camera to take a picture  
 Used a discount coupon  
 Used a mobile device to complete/submit an application  
 Used a mobile device to make a payment  
 Used a mobile device to view an account balance  
 Used a mobile phone to go online  
 Used a mobile phone to buy something  
 Used an ATM card  
 Used dating app  
 Used Uber  
 Video chatted with parents via Skype, Facetime or another video app  
 Volunteered for community service  
 Watched a movie in a theater  
 Watched a movie not in a theater or on TV  
 Watched a sports event on TV  
 Watched movies, TV shows or videos with Amazon Prime  
 Watched TV programs I recorded on my TiVo or DVR  
 Wrote a check

**288. (HAND CARD) Which of these did you do during Winter break?**

Volunteered my time  
 Worked at an internship  
 Worked at a job at home  
 Worked at a job at college  
 Looked for a job/internship  
 Researched/bought textbooks for class  
 Stayed at college  
 Volunteered/performed a service project  
 Went on a winter sport trip  
 Went on a trip to somewhere other than home  
 Went/Stayed home  
 Discussed personal finances with family  
 Obtained financial aid or student loan  
 Researched financial aid options  
 Reviewed my finances with myself

**289. (HAND CARD) Which of the activities did you do or do you plan to do during Spring break?**

Volunteer(ed) my time  
 Work(ed) at an internship  
 Work(ed) at a job at home  
 Work(ed) at a job at college  
 Look(ed) for a job/internship  
 Research(ed)/purchas(ed) textbooks for class  
 Stay(ed) at college  
 Volunteer(ed)/perform(ed) a service project  
 Went/Go on a winter sport trip  
 Went/Go on a trip to somewhere other than home  
 Went/Go/Stay(ed) home  
 Discuss(ed) personal finances with family  
 Obtain(ed) financial aid or student loan  
 Research(ed) financial aid options  
 Review(ed) my finances with myself  
 Apply(Applied) for financial aid for next academic year  
 Research(ed) student loans for next academic period

**290. (HAND CARD) How much do you agree with each of these statements?**

	Completely disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Completely agree
I've more personal credit card debt than I'm comfortable with					
I've more personal student loan debt than I'm comfortable with					
I can tell the difference between fake news and legitimate news					
I support comprehensive immigration reform					
I support the LGBTQ community having equal rights					
I support efforts to reduce the impact of global warming					
I support gun purchase reforms to reduce gun violence					
I support the legalization of the recreational use of marijuana					
I'm not concerned about maintaining my online privacy					
It is important to pursue alternative energy resources to reduce dependency on petroleum					
Renting textbooks is good for the environment					
The cost of college is excessive					
The cost of textbooks is excessive					
Having my degree will help me get a better job than I would otherwise					
There are affordable options for purchasing a new printed textbook					

**291. (HAND CARD) How much do you agree with each of these statements?**

	Completely disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Completely agree
The current economy has had a negative impact on my family's income					
If my family's primary income provider became permanently disabled, passes away or became unemployed, I would still be able to complete my education					
My parents and family are an important financial partner for me to be able to complete my education					
I'm more likely to work to help offset the cost of my education because of the economy's impact on my family					
It's more difficult to find and keep a part-time job than last year					
The current economy has caused me to increase my student loans					
Compared to last year, I'm receiving less financial aid from my school					

**292. (HAND CARD) How concerned are you about each of these?**

	Not at all concerned	Not very concerned	Somewhat concerned	Very concerned
Communicating with my parents often enough				
Doing a good job of managing my time				
Eating a balanced diet				
Exercising and/or staying in shape				
GPA				
Having the opportunity to travel				
Having to repay student loan debt				
I'm attending the right school for me				
I've selected the right major for me				
Maintaining strong relationships with friends				
Making new friends				
Not having enough free time				
Not having enough money				
Paying for college				
What my classmates, not my friends think of me				
What my friends, not my classmates think of me				

**293. (USE SAME CARD) Which of these are causes of daily stress to you?**

- Communicating with my parents often enough
- Doing a good job of managing my time
- Eating a balanced diet
- Exercising and/or staying in shape
- GPA
- Having the opportunity to travel
- Having to repay student loan debt
- I'm attending the right school for me
- I've selected the right major for me



Maintaining strong relationships with friends  
Making new friends  
Not having enough free time  
Not having enough money  
Paying for college  
What my classmates, not my friends think of me  
What my friends, not my classmates think of me  
None of these

**294. (HAND CARD) What are the 3 biggest problems on campus?**

Alcohol abuse/binge drinking  
Bullying by other students  
Cost of education  
Drug abuse (non-prescription drug)  
Drunk driving  
Inability to enroll in required courses needed to graduate on time  
Lack of adequate financial aid  
Lack of adequate parking  
Prescription drug abuse  
Sexual assault  
Stress  
Student credit card debt  
Student loan debt  
Students are not academically prepared for college  
Students' irresponsible spending/impulse buying  
Tensions between students based on ethnic, racial or religious differences  
Theft of personal property

**295. (HAND CARD) What are the 3 most important issues facing the U.S. today?**

Corruption/misconduct among government officials  
Cost of education  
Domestic terrorism  
Drug abuse  
Election meddling  
Fake news  
Federal deficit  
Global terrorism  
Gun ownership reform  
Gun violence  
Homelessness  
Immigration reform  
Lack of Congressional bipartisanship  
Lack of financial literacy  
North Korean aggression  
Pollution of the environment  
Political divide  
Quality of education  
Reproductive rights  
Russian aggression  
U.S. economy  
Unemployment  
Violent crime  
World economy

**296. Do you approve of the way President Trump is doing his job?**

Yes  
No  
Don't know (VOL)

**297. Do you approve of the way Congress is doing their job?**

Yes  
No  
Don't know (VOL)

**298. (HAND CARD) What is your political party of choice?**

Democrat  
Republican  
Independent  
Green Party

Libertarian  
Tea Party  
Other  
None of these

**299. (HAND CARD) Which of these best describes you?**

Far left  
Progressive  
Middle of the road  
Conservative  
Far right  
Don't know (VOL)

**307. (HAND CARD) Which of these items are popular or "IN" on your campus?**

Amazon Echo  
Amazon Echo Dot  
Amazon Fire  
Amazon Kindle  
Android Smartphones  
Apple AirPods  
Apple iPad  
Apple iPhone  
Apple iPod  
Apple MacBook  
Apple Watch  
Attending a movie with friends or a date  
Beats headphones  
Being eco-friendly  
Blogging  
Buying things other than textbooks from Amazon  
Buying textbooks from Amazon  
Buying things online  
Chromebooks  
Coffee  
College football  
Credit cards  
Custom t-shirts  
Debit cards  
Digital cameras  
Doing drugs  
Downloading applications/apps  
Downloading movies  
Downloading music  
Downloading music on your mobile phone  
Downloading ring tones  
Drinking beer  
Drinking herbal beverages  
Drinking mixed drinks  
e-cigarettes  
Eating healthy  
Facebook  
Fake IDs  
Fantasy Football  
Fitbit  
Going out to clubs/bars  
Going to collegiate sporting events  
Going to concerts  
Going to graduate school  
Going to the movies  
Google Android Nexus One  
Group dating  
Hooking up  
Instagram  
Internships  
Kith  
Laptop computers  
Microsoft Surface tablet  
Microsoft Surface laptop  
Microsoft Xbox One

Mobile payment transactions  
MTV  
Nintendo WiiU  
Pinterest  
Playing poker  
Playing sports  
PlayStation 4  
Podcasting  
Reading the campus newspaper  
Reality TV shows  
Renting printed textbooks  
Running  
Samsung Galaxy Smartphone  
Samsung Galaxy tablet  
Sharing photos online  
Smoking cigarettes  
Smoking marijuana  
Snapchat  
Studying at coffee shops  
Supreme  
Tablet computers  
Taking photos with a mobile phone  
Taking videos with a mobile phone  
Tattoos  
Text messaging  
Tinder  
Tumblr  
Twitter  
Uber  
Ultimate Frisbee  
Using an Amazon Prime account  
Using eTextbooks  
Vaping  
VH1  
Vintage clothes/jeans  
YikYak  
Yoga  
Volunteering  
Working  
Working out

**308. (HAND CARD) Which of these TV shows are popular or "IN" on your campus?**

American Gothic  
American Horror Story  
American Idol  
American Ninja Warrior  
Arrested Development  
Ballers  
Better Call Saul  
Blackish  
Bloodline  
Breaking Bad  
Daredevil  
Empire  
ESPN SportsCenter  
Family Guy  
Fear The Walking Dead  
Game of Thrones  
Girls  
Grace and Frankie  
Grey's Anatomy  
Grimm  
Homeland  
How I Met Your Mother  
House of Cards  
Last Week Tonight With John Oliver  
Law & Order  
Mad Men  
Modern Family

MTV  
mtvU  
NFL Football  
Orange Is The New Black  
Ozark  
Pretty Little Liars  
Real Time With Bill Maher  
Scandal  
Shameless  
Shark Tank  
Silicon Valley  
The Big Bang Theory  
The New Girl  
The Real World  
The Voice  
The Walking Dead

**309. (HAND CARD) Which one of these statements applies to you?**

I have studied abroad as a college student  
I plan to study abroad as a college student  
I'm interested in studying abroad but currently have no plans to do so  
I have no interest in studying abroad

**310. In the past 12 months how many domestic air travel trips within the U.S. have you taken?**

**311. In the past 12 months how many international air travel trips outside the U.S. have you taken?**

**312. In the past 12 months how many domestic rail travel trips inside the U.S. have you taken?**

**313. In the past 12 months how many international rail travel trips outside the U.S. have you taken?**

**314. Not including local bus travel, how many inter city or interstate bus trips have you taken?**

**315. Thinking about the domestic flights you've taken in the past 12 months, how much in total did you spend for these flights?**

**316. Thinking about the international flights you've taken in the past 12 months, how much in total did you spend for these flights?**

**317. Thinking about the domestic rail travel trips you've taken in the past 12 months, how much in total did you spend for these trips?**

**318. Thinking about the international rail travel trips you've taken in the past 12 months, how much in total did you spend for these trips?**

**319. Thinking about the intercity or interstate bus trips you've taken in the past 12 months, how much in total did you spend for these trips?**

**320. (HAND CARD) Thinking about the next 12 months, how many trips do you think you will take using each of these methods?**

Domestic air travel (within the U.S.):  
International air travel (outside the U.S.):  
Domestic rail travel (within the U.S., not including subways and light rail):  
International rail travel (within the U.S., not including subways and light rail):  
Intercity/interstate bus travel (not including local bus travel):

**321. (HAND CARD) In the past 12 months how many times have you used?**

Uber:  
Lyft:  
Zip car:  
Airbnb:

**322. (HAND CARD) In a typical month at school, how much do you spend for . . .**

Attending concerts:  
Attending movies in theaters:  
Books and magazines (hard or soft cover) not required for class:  
Downloadable movies:  
Downloadable music:  
Downloadable TV shows:  
Eating on campus:  
Eating off campus:  
School supplies (exclusive of textbooks):  
Video games:

**323. (HAND CARD) Which of these types of stores have you shopped in the past week?**

Athletic shoe & apparel store  
Department store  
Discount department store  
Drugstore  
Electronics/Computer store  
Home improvement store  
Off campus bookstore  
Off campus convenience store  
Off campus office super store  
On campus bookstore  
On campus convenience store  
Online store/merchant  
Outlet store  
Specialty clothing store  
Supermarket/Grocery store

**324. (HAND CARD) Which one of these statements applies to you?**

I own a Smartphone  
I own a mobile phone but it isn't a Smartphone  
Don't own a mobile phone

**327. (HAND CARD) In addition to a Smartphone, which one combination of devices would you most prefer to own and use to most efficiently and effectively meet all of your college needs?**

Laptop only  
Tablet only  
Laptop + Tablet

**328. On average, how much is your monthly mobile phone bill?**

**329. (HAND CARD) Who usually pays your monthly mobile phone bill?**

Employer  
Friend  
I pay the bill  
I share the cost with parents  
Parents  
Significant other

**330. (HAND CARD) Who is your mobile service provider?**

Alltel  
AT&T Wireless  
Sprint/Nextel  
T-Mobile  
Verizon Wireless  
Other (SPECIFY):  
Don't know (VOL)

**331. (HAND CARD) What brand is your Smartphone?**

Apple iPhone  
LG  
Samsung  
Other (SPECIFY):  
Don't know (VOL)

**346. (USE SAME CARD) How likely are you to buy or upgrade to a new Smartphone in the next 12 months?**

Very likely  
Somewhat likely  
Neither likely nor unlikely  
Somewhat unlikely  
Very unlikely  
Don't know (VOL)

**347. (HAND CARD) What brand of new Smartphone do you plan to buy or upgrade to?**

Apple iPhone  
LG  
Samsung  
Other (SPECIFY):  
Don't know (VOL)

**349. (HAND CARD) Which of these have you used your Smartphone for in the past week?**

Checked bank or credit card balances  
Checked eMail  
Checked weather  
Got special deals or discounts  
Listened to music other than streamed music  
Listened to streamed music  
Looked online  
Looked up information for a class  
Made purchases in a store  
Made purchases online or with an app  
Paid bills  
Played games  
Researched professors  
Sent or received money  
Social media  
Took photos  
Took videos  
Texted  
Used a dating app  
Used the calendar  
Video conversation  
Voice conversation  
Watched TV  
Watched video

**350. (HAND CARD) How many times do you use the following Smartphone apps in a typical week?**

Amazon Mobile:  
Apple Music:  
ESPN:  
Google Allo:  
Lyft:  
Netflix:  
Pandora:  
Spotify:  
Skype:  
Tinder:  
Uber:

**351. (HAND CARD) Which of the following messenger apps have you heard of?**

Google Allo  
iMessage  
Facebook messenger  
WhatsApp  
GroupMe  
None of these

**352. (USE SAME CARD) Which of the following messenger apps do you use?**

Google Allo  
iMessage  
Facebook messenger  
WhatsApp  
GroupMe  
None of these

**353. (HAND CARD) Thinking about banking activities, which of these do you use your Smartphone for?**

Call customer service  
Check account balances  
Locate ATM's  
Locate bank branches  
Make contact-less payments  
Make deposits  
Mobile banking via app  
Mobile banking via Smartphone's browser  
Pay bills  
Review account activity  
Transfer funds  
Don't use my Smartphone for banking or to manage my credit card  
Don't have a bank account or credit card in my own name

**354. (HAND CARD) When you think about buying something with your Smartphone, which of these statements apply to you?**

- I use my Smartphone's browser to research a purchase before I make a purchase
- I make purchases with my Smartphone
- I don't make purchases with my Smartphone

**355. In a typical month, how many times do you buy something with your Smartphone?**

**356. How much do you spend making a typical purchase with your Smartphone?**

**357. (HAND CARD) How much do you agree with each of the following statements?**

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
Having credit helps me get the things I want now					
I believe a good credit history or credit score is important					
I don't like to spend money, I would rather save than spend					
I don't really worry about the way I spend or manage my money					
I know what my current credit score is					
I like to buy the things I want, now					
I like to save my money before I buy anything					
I'll be financially stable in the next 10 years					
I'll be financially stable in the next 3 years					
I'll be financially stable in the next 5 years					
It is difficult to pay all my bills					
It is difficult to save money					
My current spending habits won't impact my future credit report					
Student loans help build credit					

**358. (HAND CARD) What do you expect to be doing after graduation?**

- Attending graduate school full-time
- Attending graduate school part-time
- In the military
- Interning at an internship
- Traveling
- Unemployed
- Working full-time
- Working part-time
- Don't know (VOL)

**359. (HAND CARD) Thinking about life after college how important are each of these to you today?**

	Very unimportant	Somewhat unimportant	Neither important nor unimportant	Somewhat important	Very important
Buying a car					
Creating a resume					
Deciding about attending graduate school					
Developing a plan for paying off student loans					
Finding a roommate					
How to negotiate salary					
Increasing savings					
Interviewing tips					
Job hunting					
Starting up a new business					
Thinking about moving to another city					
Understanding how to budget for living expenses					
Wedding plans					

**360. (HAND CARD) How interested you are in increasing your knowledge or literacy of these?**

	Very interested	Somewhat interested	Neither Interested Nor uninterested	Somewhat uninterested	Very uninterested
Checking					
Credit					
Credit cards					
Debt reduction strategies/tools					
Insurance					
Investments					

Rewards or benefits  
Savings  
Secured credit cards  
Student loans

**361. (HAND CARD) Please rate each of the features of payment cards where 1 represents "Not at all important" and 5 represents "Very important"**

	1 Not at all important	2 Somewhat important	3 Neither important nor unimportant	4 Somewhat important	5 Very important
Access to merchants that require a credit card like hotels, car rental, online shopping					
Builds a credit history					
Offers a cool card design or unique card shape					
Offers a rewards program (merchandise, travel or gift certificate)					
Offers university name or logo on card					
Parent has access to make payments					
Parent has access to view account balance					
Provides a "limit-control" in that you can't spend more than you have in your savings account					
Provides a reward or student only pricing					
Provides budget controls and alerts, so you can effectively manage what you spend.					
Provides credit education programs for students so they can better understand the value of responsible credit and help prepare them for using and managing credit, debit or pre-paid cards					
Provides merchant savings offers like discounts on music downloads, new cell phones, movie tickets, theme parks, concerts					
Reward program for amount spent and good credit management					

**362. (HAND CARD) In a typical month, how many times do you buy something at these locations?**

Bookstore (off campus):  
Bookstore (on campus):  
Convenience store (off campus):  
Convenience store (on campus):  
Department store:  
Electronics store:  
Fast food restaurant:  
Gas station:  
Movie theater:  
Online purchases:  
Other retail or specialty store (off campus):  
Other stores on campus:  
Restaurant (non fast food):  
Supermarket:

**363. (USE SAME CARD) In a typical month, how much do you spend at each of these locations?**

Bookstore (off campus):  
Bookstore (on campus):  
Convenience store (off campus):  
Convenience store (on campus):  
Department store:  
Electronics store:  
Fast food restaurant:  
Gas station:  
Movie theater:  
Online purchases:  
Other retail or specialty store (off campus):  
Other stores on campus:  
Restaurant (non fast food):  
Supermarket:

**364. (HAND CARD) What one method of payment do you use most often to pay for these purchases?**

	Don't purchase	Cash/check	My credit card	Parent's credit card	ATM, Debt, Check card	School issued Campus Card	Prepaid card	Gift card
Bookstore (on campus)								
Bookstore (off campus)								
Convenience store (on campus)								
Convenience store (off campus)								
Department store								
Electronics store								
Fast food restaurant								



Gas station  
 Movie theater  
 Online purchases  
 Other retail or specialty stores (off campus)  
 Other stores on campus  
 Restaurants (not fast food)  
 Supermarket

**365. (HAND CARD) In a typical month, what percent of your monthly spending do you make with these payment methods?**

\_\_\_\_\_ % ATM card/debit card/check card  
 \_\_\_\_\_ % Cash  
 \_\_\_\_\_ % Check  
 \_\_\_\_\_ % Your credit card  
 \_\_\_\_\_ % Your parent's credit card  
 \_\_\_\_\_ % Online person-to-person payment system (PayPal, Venomo, Google Wallet, Apple Pay)  
 \_\_\_\_\_ % School issued Campus Card  
 \_\_\_\_\_ % Prepaid card with Visa, MasterCard, Discover or American Express logo  
 \_\_\_\_\_ % Mobile payment or digital wallet (Android Pay, Apple Pay, Samsung Pay, etc.)

**366. (HAND CARD) On a scale of 1 to 5 with 1 representing "No influence" and 5 representing "Great influence", how influential were your parents when you thought about things such as . . .**

	1	2	3	4	5
	No influence				Great influence
Opening a checking account					
Opening a credit card account					
Obtaining a student loan					
Obtaining auto insurance					
Obtaining health insurance					
Obtaining renter's insurance					
Acquiring a mobile phone service provider					

**367. (HAND CARD) How much do you agree with each of these statements?**

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
Compared to this time last year, I am more likely to need a student loan to stay in school					
Financial literacy is more important now that I'm in college					
I am aware of all the potential fees my bank may charge me					
I am responsible enough to have my own credit card but I have too much anxiety about getting into debt					
I have a very good understanding of how to manage my credit					
I have a very good understanding of the value of having good credit					
I have a very good understanding of how to build good credit					
I have access to enough relevant financial education about the best way to pay for my education around understanding the value of having credit, the best way to build credit and how to best manage it					
I understand my financial aid options and the timelines associated with the application process					
I would be interested in advice from my bank to help me evaluate my education funding options					
I would be interested in advice provided by my bank to help me cope with the challenges of this economy					
I would be interested in learning about all of the products my bank has to offer at one time					
I would be interested in understanding how insurance can help control risks such as medical costs or repaying student loans					
I'm concerned about managing my money after graduation					
I'm concerned about managing my money in school					
The student loan application process is too complicated					
There isn't as much of a need for a credit card as long as you can use a debit card or cash					

**368. What's your credit score? (RECORD 0 FOR "DON'T KNOW" OR "REFUSED")**

**369. (HAND CARD) How important do you think it is to have a good credit score or good credit history?**

Very important  
 Somewhat important  
 Neither important nor unimportant  
 Somewhat unimportant  
 Very unimportant  
 Don't know (VOL)

**370. (HAND CARD) How would you describe your credit score?**

Excellent  
 Good  
 Fair  
 Poor

Don't know (VOL)

**371. (HAND CARD) Which one best describes how you would like to receive your credit score?**

Communication included in statement letter  
Direct mail  
Email from bank where I have checking account  
Email from credit card provider  
Mobile app on your phone  
Online to a portal on your credit card company's website  
Other (SPECIFY):  
I don't have a preference  
Would not want to receive these types of communication

**372. (HAND CARD) Which of these have you heard of?**

Capital One CreditWise  
Credit Karma  
Credit Sesame  
Experian  
FreeCreditReport  
FreeCreditScore  
Identity Guard  
LendingTree  
LifeLock  
Mint  
MyScore  
TransUnion  
None of these

**373. (HAND CARD) Which of these have you used**

Capital One CreditWise  
Credit Karma  
Credit Sesame  
Experian  
FreeCreditReport  
FreeCreditScore  
Identity Guard  
LendingTree  
LifeLock  
Mint  
MyScore  
TransUnion  
None of these

**374. (HAND CARD) Who has the PRIMARY responsibility to provide you with education about managing your finances?**

My bank  
My high school  
My college or university  
My parents or family  
Myself  
My credit card company  
Don't know (VOL)

**375. (HAND CARD) Why have you visited your bank's website using a computer, not a Smartphone?**

HAVE NOT VISITED BANK'S WEBSITE  
Apply for a student loan  
Access educational resources  
Apply for an auto loan  
Apply for a credit card  
Check account balance  
Check interest rates and terms before applying for a student loan  
Check transaction activity  
Contact bank's customer service  
Create a budget  
Create a savings plan  
Find ATM's  
Find branch location  
Learn about bank offers  
Learn about managing finances  
Pay a bill online

Track bills and due dates  
Track savings  
Track spending  
Transfer funds from one account to another  
Other banking services

**376. (HAND CARD) How important is it to have all of your financial products with one financial institution?**

Very important  
Somewhat important  
Neither important nor unimportant  
Somewhat unimportant  
Very unimportant

**377. (HAND CARD) Which one of these statements applies to you?**

I have a checking account in my own name  
My parents and I have a joint checking account  
My parents have a checking account for me that they manage  
I don't have a checking account

**378. Is your current checking account the first checking account you opened?**

Yes  
No  
Don't know (VOL)

**379. (HAND CARD) How much do you agree with each of these statements?**

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
My parents had a major influence on my decision to open my own checking account					
My parents did not discourage me from opening my own checking account					
My parents think I can handle the responsibility of my own checking account					
I'm actually managing my checking account more responsibly than my parents believe I am					
My parents had a major influence on my decision where to open my checking account					

**380. (HAND CARD) Where do you have your primary checking account?**

Bank of America  
Barclay's  
BB&T  
Capital One  
Chase  
Citibank  
Citizen's  
Credit Union  
Fifth Third  
First Financial  
HSBC  
People's  
PNC  
Regions  
Santander  
TCF  
TD Bank  
USAA  
Wells Fargo  
Other (SPECIFY):  
Don't know (VOL)

**381. (HAND CARD) Which of these describes your bank?**

Competitive rates  
Convenient ATM locations  
Convenient branch locations  
Convenient branch hours  
Easy to navigate automated phone system  
Easy to use mobile app  
Easy to use website  
Friendly customer service at bank branch  
Friendly telephone customer service  
Knowledgeable customer service at bank branch  
Knowledgeable telephone customer service

Offers all of the financial services products I want  
Reasonable fees

**382. How old were you when you opened your first checking account?**

**383. (HAND CARD) When did you open this checking account?**

High school or earlier  
After high school but before college  
Freshman year of college or summer after  
Sophomore year of college or summer after  
Junior year of college or summer after  
Senior year of college  
Don't know (VOL)

**384. (HAND CARD) What month did you open your checking account?**

January  
February  
March  
April  
May  
June  
July  
August  
September  
October  
November  
December  
Don't know (VOL)

**385. (HAND CARD) Which one of these best describes how you opened your checking account?**

I visited the bank branch with a parent or relative  
I visited the bank branch with a friend that banked there  
I visited the bank branch on my own  
I opened the account using the bank's website  
I opened the account at school during a bank sponsored event  
Other  
Don't know (VOL)

**386. (HAND CARD) Which of these were IMPORTANT when selecting where you opened your checking account?**

ATM located near my parent's home  
ATM located near the campus I attend  
Branch located near my parent's home  
Branch located near the campus I attend  
Good online banking capabilities  
Offered checking specifically for students  
Reasonable pricing and fees  
Referred by a parent or other family member  
Referred by friends or fellow students  
Referred by my school  
Reputation for good service  
Talked to a bank representative at my school during a special event  
Tools to manage the account  
Used the bank's website to do research  
Visited blogs to see what others had to say about the bank

**387. Overdraft protection helps you avoid overdraft fees when you write a check or withdraw more than the available funds in your account by transferring funds from your savings account or credit card. A transfer fee may apply. When you opened your checking account, were you offered overdraft protection?**

Yes  
No  
Don't know (VOL)

**388. (HAND CARD) What type of overdraft protection do you have?**

Line of credit or credit card  
Overdraft transfers from a savings account  
Overdraft transfers from another checking account  
Parents monitor balance and transfer funds into account  
I don't have overdraft protection

**389. (HAND CARD) Which of these are benefits of overdraft protection?**

- Ability to write a check for an unexpected or emergency transaction
- Avoid "bounced" check fees
- Avoid embarrassment of a bounced check
- Avoid potential negative reports to credit reporting agencies
- Avoid the need of knowing checking account balance
- Don't know (VOL)

**390. How many times have you been charged a fee for overdrawing your checking account in the past 12 months?**

**391. (HAND CARD) In a typical month, what percent of your banking do you do with each of these methods?**

- \_\_\_\_\_ % Bank's branch on campus (not an ATM)
- \_\_\_\_\_ % Bank's branch off campus (not an ATM)
- \_\_\_\_\_ % ATM on campus
- \_\_\_\_\_ % ATM off campus
- \_\_\_\_\_ % Online with a desktop computer
- \_\_\_\_\_ % Online with a mobile devicesuch as a laptop, tablet or Smartphone
- \_\_\_\_\_ % By postal U.S. Mail

**392. When you opened your checking account were you offered a credit card?**

- Yes
- No
- Don't know (VOL)

**393. (HAND CARD) Did you accept the offer and receive the credit card?**

- Yes, accepted the offer and received the credit card
- No, did not accept the offer
- Yes, accepted the offer but my application was declined

**394. How many paper checks do you write in a typical month?**

**395. What's the average monthly balance in your checking account?**

**396. (HAND CARD) Which one of these statements applies to you?**

- My bank does not offer text or email alerts about my bank account
- My bank offers text or email alerts about my bank account and I use them
- My bank offers text or email alerts about my bank account but I don't use them
- I don't know if my bank offers text or email alerts about my bank account

**397. (HAND CARD) How interested are you in having your bank send you text messages and email alerts about your bank account?**

- Very interested
- Somewhat interested
- Neither interested nor uninterested
- Somewhat uninterested
- Not at all interested

**398. (HAND CARD) Which of these alerts from your bank do you use?**

- Balance Alerts (current balance; low balance; approaching credit limit)
- Spending Alerts (transactions above a certain dollar amount)
- Budget Alerts (spend alert when approaching or exceeded weekly/monthly budget)
- Bill Payment Alerts (Bill Payment Upcoming/Due/Incomplete)
- General Banking Alerts (statement available, address changed, new account confirmation)

**399. (HAND CARD) Which one of these statements applies to you?**

- I have a savings account in my own name
- My parents and I have a joint savings account
- My parents have a savings account for me that they manage
- I don't have a savings account

**400. When you opened your savings account, were you offered a credit card?**

- Yes
- No
- Don't know (VOL)

**401. (HAND CARD) Did you accept the offer and receive a credit card?**

- Yes
- No
- No, I applied for the card but was declined

**402. What's the average monthly balance in your savings account?**

**403. Do you have an ATM card?**

- Yes
- No

**404. (HAND CARD) Which of these describes your ATM card?**

- I can make a purchase using my ATM card with a PIN number
- I can withdraw cash from my account
- I can make a deposit to my account
- Don't know (VOL)

**405. (HAND CARD) Which of these banking transactions do you use your ATM card for?**

- To check the account balance
- To get cash
- To make deposits to an account
- To pay a loan
- To pay other bills
- To transfer funds among accounts
- None of these

**406. (HAND CARD) How often do you use your ATM card for banking transactions?**

- Daily
- Several times a week
- About once a week
- A few times a month
- About once a month
- Less often than once a month

**407. Do you use your ATM card to pay for purchases or only for transactions at an ATM?**

- Yes, to pay for purchases
- No, only for transactions at an ATM

**408. (USE SAME CARD) How often do you use your ATM card to pay for purchases?**

- Daily
- Several times a week
- About once a week
- A few times a month
- About once a month
- Less often than once a month

**409. How many times a month do you use your ATM card to make purchases?**

**410. Do you have a debit or check card in your own name?**

- Yes
- No

**411. (HAND CARD) Which of these describes your debit or check card?**

- Has a MasterCard or Visa logo on it
- I can sign for a purchase using my debit card or check card
- I can make a purchase using my debit card or check card with a PIN number
- I can withdraw cash from my account
- I can make a deposit to my account
- Is linked to Apple Pay

**412. (HAND CARD) Who issued your debit or check card?**

- Bank of America
- Barclay's
- BB&T
- Capital One
- Chase
- Citibank
- Citizen's
- Credit Union
- Fifth Third
- First Financial
- HSBC

People's  
 PNC  
 Regions  
 Santander  
 TCF  
 TD Bank  
 USAA  
 Wells Fargo  
 Other (SPECIFY):  
 Don't know (VOL)

**413. (HAND CARD) How often do you use your debit or check card to buy something?**

Daily  
 Several times a week  
 About once a week  
 A few times a month  
 About once a month  
 Less often than once a month  
 Never

**414. How many times a month do you use your debit card or check card to buy something?**

**415. (HAND CARD) Which TWO rewards would you be most interested in receiving from your debit or check card?**

Car rentals  
 Cash back  
 Cell phone minutes  
 Entertainment; tickets to concerts, movies, events  
 Hotel discounts/stays  
 Music downloads  
 Points toward airline tickets  
 Points toward consumer electronics  
 Points toward gift certificates/cards  
 Rebate for a car purchase  
 Rebates on gas purchases  
 Restaurant discounts  
 Sporting goods  
 Travel; special discounts on airline or hotel rates  
 Video downloads  
 Wellness; access to latest health, wellness, therapeutic treatment, physical fitness  
 Other (SPECIFY):  
 None of these  
 Don't know (VOL)

**416. (HAND CARD) Banking online allows you to perform the same savings and checking transactions as you would in person at your local branch. How interested are you in banking online?**

Very interested  
 Somewhat interested  
 Neither interested or uninterested  
 Not very interested  
 Not at all interested  
 Don't know (VOL)

**417. (HAND CARD) What banking or financial transactions do you do online?**

Check balances  
 Check transactions  
 Find out if a check has cleared  
 Pay bills  
 Reconcile accounts  
 Trade stocks or bonds  
 Transfer funds between accounts  
 I don't do banking or financial transactions online

**418. (HAND CARD) How important are these reasons for having a credit card?**

	Very unimportant	Somewhat unimportant	Neither Important Nor unimportant	Somewhat important	Very important
Ability to link to Apple Pay					
Ability to track and review spending with monthly statement					

- Additional purchasing power for the unexpected
- Automatic recurring payments
- Credit limit alerts
- Extended warranty, purchase protection
- Faster at the register, always available, don't have to go to ATM
- Free credit score tracking
- No need to worry about carrying and losing cash
- Payment alerts
- Rewards on purchases such points or cash back
- To start building a credit history
- To use where other payment choices are not accepted
- Transaction alerts

**419. If you received your first credit card tomorrow, what percent of your spending would shift from other payment methods you use to your credit card?**

**420. (HAND CARD) How often would you use that card?**

- Daily
- More than once a week
- Once a week
- Once a month
- Less than once a month
- Less often than monthly
- Never/almost never
- Don't know (VOL)

**421. How much would you spend on a monthly basis with your credit card?**

**422. (HAND CARD) Which one of these credit cards would you prefer to use?**

- A credit card in your own name that requires you to show proof of income
- A credit card that requires you to establish and maintain a savings account as collateral to secure the credit line.
- A credit card in your own name that is cosigned by your parent
- A credit card that is an authorized user of your parent's card
- None of these

**423. (HAND CARD) If you were declined or receive an insufficient credit line from your preferred credit card, what one of these would you do?**

- Apply for a different credit card
- Apply for a credit card that requires you to establish and maintain a savings account as collateral
- Apply for a credit card in your own name that is cosigned by your parent
- Obtain a credit card that is an authorized user of your parent's card
- Use your debit card for purchases; apply for a credit card in your name after college graduation
- Other (SPECIFY):

**424. (HAND CARD) How important are these concerns about having a credit card to you?**

	Not at all important	Somewhat unimportant	Neither important nor unimportant	Somewhat important	Very important
Spending beyond my means and getting into debt					
Identify theft					
Potential responsibility for paying charges that are not yours					
Payment anxiety or afraid might not be able to make monthly payments					

**425. When you think of general purpose credit cards, which one card comes to mind first?**

**426. What other general purpose credit cards come to mind?**

**427. (HAND CARD) Which of these credit cards do you have?**

- American Express
- Discover
- MasterCard
- VISA
- None of these

**428. (USE SAME CARD) Which of these credit cards do you have in your own name?**

- American Express
- Discover
- MasterCard
- VISA



None of these

**429. A secured credit card works like any other credit card except that it requires a security deposit, held as collateral for the account. Is your Discover card a secured credit card?**

Yes

No

Don't know (VOL)

**430. A secured credit card works like any other credit card except that it requires a security deposit, held as collateral for the account. Is your MasterCard card a secured credit card?**

Yes

No

Don't know (VOL)

**431. A secured credit card works like any other credit card except that it requires a security deposit, held as collateral for the account. Is your VISA card a secured credit card?**

Yes

No

Don't know (VOL)

**432. Is the monthly billing statement for your American Express card sent to you?**

Yes

No

**433. Is the monthly billing statement for your Discover card sent to you?**

Yes

No

**434. Is the monthly billing statement for your MasterCard card sent to you?**

Yes

No

**435. Is the monthly billing statement for your VISA card sent to you?**

Yes

No

**436. Is your American Express card co-signed by your parents or someone else?**

Yes

No

Don't know (VOL)

**437. Is your Discover card co-signed by your parents or someone else?**

Yes

No

Don't know (VOL)

**438. Is your MasterCard card co-signed by your parents or someone else?**

Yes

No

Don't know (VOL)

**439. Is your VISA card co-signed by your parents or someone else?**

Yes

No

Don't know (VOL)

**440. (HAND CARD) What was the first credit card you had in your own name?**

American Express

Discover

MasterCard

VISA

**441. (HAND CARD) Which bank or credit card company issued the credit card you owned first in your own name?**

American Express

Bank of America

Barclay's

BB&T

Capital One

Chase

Citibank  
Citizen's  
Credit Union  
Discover  
Fifth Third  
First Financial  
HSBC  
Key Bank  
People's  
PNC  
Regions  
Santander  
Sun Trust  
TCF  
TD Bank  
USAA  
US Bank  
Wells Fargo  
Other (SPECIFY):  
Don't know (VOL)

**442. What was the initial credit limit for your first credit card?**

**443. How old were you when you got first credit card?**

**444. (HAND CARD) When do you think you applied for this card?**

In high school or earlier  
Summer before college  
College freshman  
College sophomore  
College junior  
College senior  
Don't know (VOL)

**445. (HAND CARD) When you got your first credit card, how prepared were you for the responsibility of owning and using a credit card?**

Very prepared  
Somewhat prepared  
Not very prepared  
Not at all prepared

**446. (HAND CARD) How much credit education did you receive from the company or bank that issued your first credit card?**

More than enough  
Enough  
Not as much as I would have liked  
Very little  
None  
Don't know (VOL)

**447. (HAND CARD) What was important when selecting the bank where you opened your credit card?**

Card specifically for students  
Credit education  
Good online banking capabilities  
Has other account types especially for students  
Is my primary bank  
Located near my parent's home  
Located near my school  
Referred by a parent or other family member  
Referred by friends or fellow students  
Reputation for good service  
Rewards and offers especially for students  
Talked to bank rep at my school during a special event  
Used the bank's website to do research  
Visited blogs to see what others had to say  
Don't know (VOL)

**448. (HAND CARD) How likely are you to cancel your American Express card in the next 12 months?**

Very likely  
Somewhat likely  
Neither likely nor unlikely

Somewhat unlikely  
Very unlikely

**449. (USE SAME CARD) How likely are you to cancel your Discover in the next 12 months?**

Very likely  
Somewhat likely  
Neither likely nor unlikely  
Somewhat unlikely  
Very unlikely

**450. (USE SAME CARD) How likely are you to cancel your MasterCard in the next 12 months?**

Very likely  
Somewhat likely  
Neither likely nor unlikely  
Somewhat unlikely  
Very unlikely

**451. (HAND CARD) Who is the issuer of the MasterCard you are likely to cancel?**

Bank of America  
Barclay's  
BB&T  
Capital One  
Chase  
Citibank  
Citizen's  
Credit Union  
Fifth Third  
First Financial  
HSBC  
Key Bank  
People's  
PNC  
Regions  
Santander  
Sun Trust  
TCF  
TD Bank  
USAA  
US Bank  
Wells Fargo  
Other  
Don't know (VOL)

**452. (HAND CARD) How likely are you to cancel your VISA card in the next 12 months?**

Very likely  
Somewhat likely  
Neither likely nor unlikely  
Somewhat unlikely  
Very unlikely

**453. (HAND CARD) Who is the issuer of your VISA card you are likely to cancel?**

Bank of America  
Barclay's  
BB&T  
Capital One  
Chase  
Citibank  
Citizen's  
Credit Union  
Fifth Third  
First Financial  
HSBC  
Key Bank  
People's  
PNC  
Regions  
Santander  
Sun Trust  
TCF

TD Bank  
USAA  
US Bank  
Wells Fargo  
Other  
Don't know (VOL)

**454. (HAND CARD) Which of these credit cards are you interested in obtaining in the next 12 months?**

American Express  
Discover  
MasterCard  
VISA  
None of these

**455. (HAND CARD) Which bank or company do you think you will apply to for your MasterCard?**

Bank of America  
Barclay's  
BB&T  
Capital One  
Chase  
Citibank  
Citizen's  
Credit Union  
Fifth Third  
First Financial  
HSBC  
Key Bank  
People's  
PNC  
Regions  
Santander  
Sun Trust  
TCF  
TD Bank  
USAA  
US Bank  
Wells Fargo  
Other  
Don't know (VOL)

**456. (USE SAME CARD) Which bank or company do you think you will apply to for your VISA?**

Bank of America  
Barclay's  
BB&T  
Capital One  
Chase  
Citibank  
Citizen's  
Credit Union  
Fifth Third  
First Financial  
HSBC  
Key Bank  
People's  
PNC  
Regions  
Santander  
Sun Trust  
TCF  
TD Bank  
USAA  
US Bank  
Wells Fargo  
Other  
Don't know (VOL)

**457. Do your parents know you have a credit card in your own name?**

Yes  
No

Don't know (VOL)

**458. (HAND CARD) Which 2 rewards would you be most interested in receiving from your credit card?**

Car rentals  
Cash back  
Cell phone minutes  
Entertainment; tickets to concerts, movies, events  
Hotel discounts/stays  
Music downloads  
Points toward airline tickets  
Points toward consumer electronics  
Points toward gift certificates/cards  
Rebate for a car purchase  
Rebates on gas purchases  
Restaurant discounts  
Sporting goods  
Travel; special discounts on airline or hotel rates  
Video downloads  
Wellness; access to latest health, wellness, therapeutic treatment, physical fitness  
Other (SPECIFY):  
None of these  
Don't know (VOL)

**459. (HAND CARD) Who is the issuer of your MasterCard?**

Bank of America  
Barclay's  
BB&T  
Capital One  
Chase  
Citibank  
Citizen's  
Credit Union  
Fifth Third  
First Financial  
HSBC  
Key Bank  
People's  
PNC  
Regions  
Santander  
Sun Trust  
TCF  
TD Bank  
USAA  
US Bank  
Wells Fargo  
Other  
Don't know (VOL)

**460. (USE SAME CARD) Who is the issuer of your VISA?**

Bank of America  
Barclay's  
BB&T  
Capital One  
Chase  
Citibank  
Citizen's  
Credit Union  
Fifth Third  
First Financial  
HSBC  
Key Bank  
People's  
PNC  
Regions  
Santander  
Sun Trust  
TCF  
TD Bank

USAA  
US Bank  
Wells Fargo  
Other  
Don't know (VOL)

**461. Do you have a checking or savings account at the same bank that issued your MasterCard?**

Yes  
No

**462. Do you have a checking or savings account at the same bank that issued your VISA?**

Yes  
No

**463. What is the credit limit for your American Express card?**

**464. What is the credit limit for your Discover card?**

**465. What is the credit limit for your MasterCard?**

**466. What is the credit limit for your VISA?**

**467. Has the credit limit for your American Express card been increased in the past 12 months?**

Yes  
No

**468. Has the credit limit for your Discover card been increased in the past 12 months?**

Yes  
No

**469. Has the credit limit for your MasterCard been increased in the past 12 months?**

Yes  
No

**470. Has the credit limit for your VISA been increased in the past 12 months?**

Yes  
No

**471. Are you satisfied with the credit limit for your American Express card?**

Yes  
No

**472. Are you satisfied with the credit limit for your Discover card?**

Yes  
No

**473. Are you satisfied with the credit limit for your MasterCard?**

Yes  
No

**474. Are you satisfied with the credit limit for your VISA?**

Yes  
No

**475. (HAND CARD) How did you apply for your American Express card?**

By applying in person at a bank  
By calling an 800 number  
By going to a company's web site  
By responding to a mail offer at home or school  
By responding to an e-mail offer  
By responding to an Internet ad or offer  
By taking an application from a display off campus  
By taking an application from a display on campus  
From a telephone solicitation  
From an application in a bag received in the college bookstore  
From an application in a college newspaper or magazine  
Through a company representative or event off campus  
Through a company representative or event on campus  
Don't know (VOL)

**476. (USE SAME CARD) How did you apply for your Discover card?**

By applying in person at a bank  
By calling an 800 number  
By going to a company's web site  
By responding to a mail offer at home or school  
By responding to an e-mail offer  
By responding to an Internet ad or offer  
By taking an application from a display off campus  
By taking an application from a display on campus  
From a telephone solicitation  
From an application in a bag received in the college bookstore  
From an application in a college newspaper or magazine  
Through a company representative or event off campus  
Through a company representative or event on campus  
Don't know (VOL)

**477. (USE SAME CARD) How did you apply for your MasterCard?**

By applying in person at a bank  
By calling an 800 number  
By going to a company's web site  
By responding to a mail offer at home or school  
By responding to an e-mail offer  
By responding to an Internet ad or offer  
By taking an application from a display off campus  
By taking an application from a display on campus  
From a telephone solicitation  
From an application in a bag received in the college bookstore  
From an application in a college newspaper or magazine  
Through a company representative or event off campus  
Through a company representative or event on campus  
Don't know (VOL)

**478. (USE SAME CARD) How did you apply for your VISA card?**

By applying in person at a bank  
By calling an 800 number  
By going to a company's web site  
By responding to a mail offer at home or school  
By responding to an e-mail offer  
By responding to an Internet ad or offer  
By taking an application from a display off campus  
By taking an application from a display on campus  
From a telephone solicitation  
From an application in a bag received in the college bookstore  
From an application in a college newspaper or magazine  
Through a company representative or event off campus  
Through a company representative or event on campus  
Don't know (VOL)

**479. (USE SAME CARD) What one method of applying for a credit card do you prefer?**

By applying in person at a bank  
By calling an 800 number  
By going to a company's web site  
By responding to a mail offer at home or school  
By responding to an e-mail offer  
By responding to an Internet ad or offer  
By taking an application from a display off campus  
By taking an application from a display on campus  
From a telephone solicitation  
From an application in a bag received in the college bookstore  
From an application in a college newspaper or magazine  
Through a company representative or event off campus  
Through a company representative or event on campus  
Don't know (VOL)

**480. (HAND CARD) Thinking about the last credit card you applied for, why did you apply for that credit card?**

Advertising on TV  
Cash-back rewards  
Entertainment rewards

- Frequent flyer rewards
- Gives me greater access to credit
- Good credit limit
- Have an account at bank
- I got pre-approved status
- Internet features (pay bills online, secure shopping online)
- It was the only offer I got
- It's customizable features
- It's a card my parents use
- It's the first card I applied for
- Low annual percentage rate
- My friends
- My parents
- No annual fee
- Premium/incentive/gift included with offer
- The card design
- The issuing bank
- Don't know (VOL)

**481. In a typical month, how much do you spend with your American Express card?**

**482. In a typical month, how much do you spend with your Discover card?**

**483. In a typical month, how much do you spend with your MasterCard?**

**484. In a typical month, how much do you spend with your VISA?**

**485. In a typical month, how many times do you use your American Express card?**

**486. In a typical month, how many times do you use your Discover card?**

**487. In a typical month, how many times do you use your MasterCard card?**

**488. In a typical month, how many times do you use your VISA card?**

**489. Do you usually pay your American Express charges in full each month or do you carry a balance?**

- Pay in full
- Carry a balance

**490. Do you usually pay your Discover charges in full each month or do you carry a balance?**

- Pay in full
- Carry a balance

**491. Do you usually pay your MasterCard charges in full each month or do you carry a balance?**

- Pay in full
- Carry a balance

**492. Do you usually pay your VISA charges in full each month or do you carry a balance?**

- Pay in full
- Carry a balance

**493. What is the balance on your American Express card?**

**494. What is the balance on your Discover card?**

**495. What is the balance on your MasterCard?**

**496. What is the balance on your VISA?**

**497. (HAND CARD) Which of these about having a credit card do you wish you knew when you first opened the account?**

- Fees on the card such as over limit fees
- How a credit card effects my credit rating
- How to get more information about my account
- How to lower my interest rate
- How to manage my account online
- How to manage my spending
- How to pay my credit card bill
- The basics of how a credit card works



The credit limit  
 The grace period on the card  
 The importance of paying on time  
 The interest rate on the card  
 The risk of identify theft  
 What rewards I get on the card  
 Who to contact if I have a problem  
 Nothing/Don't know (VOL)

**498. (HAND CARD) How much do you agree with these statements?**

Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
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I would be loyal to a card that had my school's logo on it  
 I'm actually managing my credit card more responsibly than my parents believe I am  
 My parents did not discourage me from acquiring my own credit card  
 My parents had a major influence on my decision to acquire my own credit card  
 My parents had a major influence on my decision with which bank or company to  
 acquire my own credit card  
 My parents think I can handle the responsibility of my own credit card  
 My parents think credit cards are a good way for me to establish my own credit history  
 My school is too pushy about promoting a credit card with the school logo on it

**499. Have you ever been charged a late payment fee for any of your credit cards?**

Yes  
 No

**500. Have you ever been charged a late payment fee more than once?**

Yes  
 No

**501. (HAND CARD) Which one credit card do you use most often?**

American Express  
 Discover  
 MasterCard  
 VISA

**502. (HAND CARD) What bank or credit card company issued the credit card you use most often?**

American Express  
 Bank of America  
 Barclay's  
 BB&T  
 Capital One  
 Chase  
 Citibank  
 Citizen's  
 Credit Union  
 Discover  
 Fifth Third  
 First Financial  
 HSBC  
 Key Bank  
 People's  
 PNC  
 Regions  
 Santander  
 Sun Trust  
 TCF  
 TD Bank  
 USAA  
 US Bank  
 Wells Fargo  
 Other  
 Don't know (VOL)

**503. (HAND CARD) Why do you use that card most often?**

IT'S THE ONLY CARD I HAVE  
 Card my friends use

Card my parents use  
Card design  
First card I obtained  
First card I see in my wallet  
Higher credit line  
I like their customer service  
It still has available credit  
It's the brand I prefer  
It's the brand I trust  
It's from my bank  
Low interest rate  
Most convenient  
Offers cash back  
Offers rewards points  
Other card is used only for online or phone purchases  
Special incentives to sign up  
To support my school or other organization  
Widely accepted  
Don't know (VOL)

**504. (HAND CARD) How often do you use that card?**

Daily  
Several times a week  
About once a week  
A few times a month  
About once a month  
Less often than once a month  
Don't know (VOL)

**505. What is the interest rate for the credit card you use most often?**

**506. (HAND CARD) When was the interest rate for the credit card you use most often last increased?**

Within the last month  
Within the last three months  
Within the last six months  
Within the last year  
Has not been increased within the last year  
Has never been increased  
Don't know (VOL)

**507. In a typical month, how many credit card offers do you receive in the mail?**

**508. How many do you receive in eMail?**

**509. How many do you receive from telemarketers?**

**510. How many VISA, MasterCard, Discover or American Express credit cards have you applied for in the past 12 months?**

**511. How many have you been approved for?**

**512. How many that you have been approved for have you used at least once?**

**513. (HAND CARD) Which 5 credit card features or characteristics are most important to you?**

24 hour toll-free customer service  
A card for college students  
Accepts payment on the Internet  
Airline frequent flyer mileage credit for each dollar you spend  
Allows you to view account information online  
Automatic monthly payment from checking account  
Can be used at ATM machines  
Can use card as identification for check cashing  
Can view account information on Internet  
Card I can get in my name  
Card just for students  
Cash back rewards for purchases  
Convenient access to cash  
Discounts at stores/restaurants with use of card  
Discounts on travel  
Don't have to pay bill in full each month

Easy application approval  
 Encourages the responsible use of credit  
 Endorsed by my school or organization  
 Extended warranty protection on merchandise bought with card  
 Extra services included with the card  
 Fast card replacement in emergencies  
 Free checking account with card  
 Free collision coverage on car rental  
 Free insurance protection for all your cards  
 Good overall value  
 Has my picture on my card  
 High credit limit  
 Is a contactless card  
 Is from my bank  
 Low annual fee  
 Low interest rate  
 Many services included with the card  
 No annual fee  
 No credit history needed for approval  
 No liability for fraudulent use if card is lost or stolen  
 Offers information on financial management  
 Offers information on responsible use of credit  
 Offers reward points  
 Offers text alerts  
 Overdraft protection on my checking account  
 Periodic credit line increases  
 Prestigious card  
 Protection against unauthorized charges  
 Quality customer service  
 Reasonable annual fee  
 Rebate of a % of purchases charged to card  
 Rewards that I want  
 Security for online purchases  
 Special low interest rate for balance transfers  
 Special limited duration low interest rate for purchases  
 Track spending online  
 Widely accepted  
 None of these

**514. (HAND CARD) Which 3 attributes about card design are the most important to you?**

Associated with brand/organization that I identify with  
 Contactless  
 Cool design  
 Customized with choice of graphics, photos, etc.  
 Mini card that can fit on a keychain  
 Photo on card for ID purposes  
 Photo on card that I chose  
 Other (SPECIFY):

**515. (HAND CARD) How much do you agree with these statements?**

	Completely disagree	Somewhat disagree	Neither Agree Nor disagree	Somewhat agree	Completely agree
Credit cards encourage students to spend too much					
Credit cards allow me to manage my spending more effectively than cash or checks					
It is or would be my responsibility to keep track of how much I spend with credit cards					
Credit card issuers are too aggressive in marketing their cards to students					
I am responsible enough to have a credit card in my own name					
My college provides me with resources to use credit responsibly					
Credit card companies should do more to teach students how to use credit responsibly					
My parents taught me how to use credit responsibly					
Credit cards give me more consumer security in making purchases than cash or checks					
I use or would use my credit card for emergencies only					
I use or would use my credit card for recurring payments					
I can build my credit history by using my parent's credit card					
I can build my credit history by using my debit card					

**516. (HAND CARD) Some banks or credit card companies allow you to set spending alerts. How likely are you to use these alerts?**

	Currently use	Definitely would use	Probably would use	Not sure would use	Wouldn't use
Specific merchant					
For withdrawing cash at ATM					
Type of merchant categories					
Day or time of transaction					
Total amount spent per time period					
Maximum single purchase amount					
Geographical location					
Online vs. retail location					

**517. (HAND CARD) When would you like to receive this alert?**

- Within seconds of transaction
- Day after transaction
- 3-5 days after transaction
- I have no interest in receiving alerts

**518. (HAND CARD) What is your one preferred way to receive the alert?**

- Text message from bank
- Email from bank
- Phone call from bank
- Money Management Tool (e.g. mint.com)
- Other (SPECIFY):

**519. (HAND CARD) Would you prefer to receive your banking alerts automatically or would you prefer to turn this feature on or off?**

- Received automatically
- Turn on or off as I wish
- Don't know (VOL)

**520. (HAND CARD) Using only your mobile device, a tablet or Smartphone, how important is it to you to have the ability to...**

	Not at all important	Somewhat unimportant	Neither Important nor unimportant	Somewhat important	Very important
Apply for a credit card					
Apply for a student loan					
Check status of credit card application					
Check status of student loan application					
Contact customer service					
Monitor credit card transactions					
Pay your credit card bill					
Request a credit limit increase					
Request assistance to evaluate education financing options from bank					

**521. (HAND CARD) Which of these have you done with your mobile device to manage your credit card account?**

- Access and redeem credit card rewards
- Access discounts offered by merchants/providers
- Apply for a credit card
- Contact customer service
- Pay credit card bill
- Request a credit limit increase
- Review credit card transactions
- None of these
- I don't have a mobile device

**522. In a typical month at school how many bills that you are responsible for do you personally pay?**

**523. (HAND CARD) In a typical month at school how many bills that you personally pay do you pay with each of these methods?**

- Check/cash:
- Credit card:
- Debit card:
- Online payment I make:
- Automatic charge to my bank account:

**524. (HAND CARD) How interested are you in the ability to pay bills online?**

- Very interested
- Somewhat interested
- Neither interested nor uninterested
- Not very interested
- Not at all interested

I currently pay one or more of my bills online

**525. (HAND CARD) Which of these features of an online bill paying service are important to you?**

I can pay my bills on the go  
I can pay virtually all my bills using one secure login  
I can review up to 16 months of payment history online  
I can see when my payee will receive my payment  
I can set up one time or recurring payments  
I can save paper and time with e-bills  
My payments are guaranteed to be sent on time  
Other (SPECIFY):  
Don't know (VOL)  
None of these

**526. In a typical month, how many times do you send money to roommates and other friends or family?**

**527. In a typical month, how many times do you receive money from roommates and other friends or family?**

**528. (HAND CARD) Thinking about how you receive money from home, which of these statements apply to you?**

I have a debit card linked to my parent's checking account  
My parents give me cash  
My parents pay my credit card bill  
My parents send me a check  
My parents transfer money into a checking account  
I don't receive money from home

**529. (HAND CARD) How do you use this money?**

Books and school supplies  
Living expenses (food, housing)  
General spending money

**530. (HAND CARD) How interested are you in the ability to send or receive money online with a mobile device instead of sending or receiving cash or checks?**

Very interested  
Somewhat interested  
Neither interested nor uninterested  
Not very interested  
Not at all interested  
I currently send or receive money online with a mobile device

**531. (HAND CARD) Which of these features to send or receive money online with a mobile device are important to you?**

Easily add contacts from my mobile device  
Send or receive money without sharing my bank account information  
Set up recurring payments  
Receive a confirmation when the money is sent  
Recipient receives the money quickly  
Other (SPECIFY):  
None of these  
Don't know (VOL)

**532. (HAND CARD) Which of these mobile payment systems have you ever used?**

Android Pay  
Apple Pay  
Google Wallet  
PayPal  
My bank's mobile payment system  
Samsung Pay  
Snapcash  
Square Cash  
Venmo  
Zelle  
Other (SPECIFY):  
I've never heard of a mobile payment system  
Heard of but never used

**533. (HAND CARD) Which of these mobile payment systems have you used in the past 3 months?**

Android Pay  
Apple Pay  
Google Wallet

PayPal  
My bank's mobile payment system  
Samsung Pay  
Snapcash  
Square Cash  
Venmo  
Zelle  
Other (SPECIFY):  
None of these

**534. In a typical month, how many times do you receive money through a mobile payment system?**

**535. In a typical month, how many times do you send money through a mobile payment system?**

**536. In a typical month, how much money do you receive through a mobile payment system?**

**537. In a typical month, how much money do you send through a mobile payment system?**

**538. (HAND CARD) Which one of these statements apply to you?**

I keep my spending in my head  
I keep track of my spending by recording it  
I receive balance/spending alerts from my bank and/or issuer of my credit card  
I don't keep track of my spending  
I don't have a budget

**539. (HAND CARD) Which of these accounts in your own name have you closed in the past 6 months?**

Checking account  
Savings account  
American Express credit card  
Discover credit card  
MasterCard credit card  
VISA credit card  
None of these

**540. (HAND CARD) What is the name of the bank where you closed the checking account?**

Bank of America  
Barclay's  
BB&T  
Capital One  
Chase  
Citibank  
Citizen's  
Credit Union  
Fifth Third  
First Financial  
HSBC  
Key Bank  
People's  
PNC  
Regions  
Santander  
Sun Trust  
TCF  
TD Bank  
USAA  
US Bank  
Wells Fargo  
Other  
Don't know (VOL)

**541. (USE SAME CARD) What is the name of the bank where you closed the savings account?**

Bank of America  
Barclay's  
BB&T  
Capital One  
Chase  
Citibank  
Citizen's  
Credit Union

Fifth Third  
First Financial  
HSBC  
Key Bank  
People's  
PNC  
Regions  
Santander  
Sun Trust  
TCF  
TD Bank  
USAA  
US Bank  
Wells Fargo  
Other  
Don't know (VOL)

**542. (USE SAME CARD) What is the name of the bank or company where you closed the MasterCard account?**

Bank of America  
Barclay's  
BB&T  
Capital One  
Chase  
Citibank  
Citizen's  
Credit Union  
Fifth Third  
First Financial  
HSBC  
Key Bank  
People's  
PNC  
Regions  
Santander  
Sun Trust  
TCF  
TD Bank  
USAA  
US Bank  
Wells Fargo  
Other  
Don't know (VOL)

**543. (USE SAME CARD) What is the name of the bank or company where you closed the VISA account?**

Bank of America  
Barclay's  
BB&T  
Capital One  
Chase  
Citibank  
Citizen's  
Credit Union  
Fifth Third  
First Financial  
HSBC  
Key Bank  
People's  
PNC  
Regions  
Santander  
Sun Trust  
TCF  
TD Bank  
USAA  
US Bank  
Wells Fargo  
Other  
Don't know (VOL)

**544. (HAND CARD) Which of these do you own in your own name?**

Auto Insurance  
Bonds  
Cell phone/personal electronics insurance  
Certificates of Deposit  
Dental insurance  
Home Owner's Insurance  
ID theft insurance  
Life Insurance  
Money Market Funds  
Mutual Funds  
Real Estate  
Renter's Insurance  
Savings Bonds  
Stocks  
Student loan insurance  
Travel insurance  
Tuition insurance  
None of these

**545. (USE SAME CARD) Which of these do you plan to buy in the next 12 months?**

Auto Insurance  
Bonds  
Cell phone/personal electronics insurance  
Certificates of Deposit  
Dental insurance  
Home Owner's Insurance  
ID theft insurance  
Life Insurance  
Money Market Funds  
Mutual Funds  
Real Estate  
Renter's Insurance  
Savings Bonds  
Stocks  
Student loan insurance  
Travel insurance  
Tuition insurance  
None of these

**546. How much do you expect to owe in undergrad student loans including money owed to banks, government student loan programs, relatives, friends and all other sources?**

**547. (HAND CARD) Who has the primary responsibility to educate you about student loans?**

My bank  
My high school  
My college or university  
My parents or family  
Myself  
My credit card company  
Don't know (VOL)

**548. (HAND CARD) Who are the providers of your student loans?**

College Ave  
Citizens  
Discover  
Federal Government  
PNC  
Sallie Mae  
Wells Fargo  
Other (SPECIFY):  
Don't know

**549. (HAND CARD) What percent of your student loans do you expect to owe to these sources?**

\_\_\_\_\_ % College Ave  
\_\_\_\_\_ % Citizens  
\_\_\_\_\_ % Discover  
\_\_\_\_\_ % Federal Government  
\_\_\_\_\_ % PNC



\_\_\_\_\_ % Sallie Mae  
\_\_\_\_\_ % Wells Fargo  
\_\_\_\_\_ % Other

**550. How many years will it take to pay off your student loans?**

**551. What is the interest rate on your largest student loan?**

**552. (HAND CARD) Which of these statements apply to you?**

I or my parents make payments on my student loan  
I am required to make payments on my student loan before graduation  
None of these

**553. (HAND CARD) Who is financially responsible for repaying your student loans?**

I am  
Parent or guardian  
Combination of myself and parent or guardian  
Other relative  
Other  
Don't know (VOL)

**554. (USE SAME CARD) Regardless of who may be legally responsible for repaying your student loan who do think will actually repay it?**

I will  
Parent or guardian  
Combination of myself and parent or guardian  
Other relative  
Other (SPECIFY):  
Don't know (VOL)

**555. (HAND CARD) How much do you agree with these statements?**

	Completely disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Completely agree
I found the process of identifying ways to pay for college to be complicated and confusing					
My bank was helpful in identifying ways to pay for college					
My high school was helpful in identifying ways to pay for college					
My parents did most of the work when it came to figuring out how to pay for college					
My school's financial aid office was helpful in identifying ways to pay for college					

**556. How old are you?**

**557. (HAND CARD) Which of these statements applies to you?**

I am or was in ROTC  
I am or was in the military (not ROTC)  
I'm aware that FERPA (Family Educational Rights And Privacy Act) doesn't allow my parents to access my student information without my permission  
I have authorized my school to allow my parents access to my school information  
I'm the first in my family to go to college  
I've one or more children  
I'm married  
I previously attended a Two Year community college  
I previously voluntarily or involuntarily left college and returned for a second time  
I am starting a second career  
None of these

**558. How many of your brothers or sisters currently attend a Four Year college or university?**

**559. How many of your brothers or sisters currently attend a Two Year college?**

**560. (HAND CARD) Where do you live during the school year?**

On campus  
Off campus  
At home with family

**561. Is your permanent home located in the same state as where you attend school?**

Yes  
No

**562. How many miles from your permanent home is your school?**

**563. (HAND CARD) Which of these describes your current employment?**

- Full-time job, not an internship
- Part-time job, not an internship
- Paid internship
- Unpaid internship
- Don't have job or internship

**564. How many hours per week are you employed at your full-time job?**

**565. How many hours per week are you employed at your part-time job?**

**566. How many hours per week are you employed at your paid internship?**

**567. How many hours per week are you employed at your unpaid internship?**

**568. How much did you personally earn in the past 12 months?**

**569. How much do you get from home each month?**

**570. After you have paid for your education related expenses, how much do you usually have each month to spend on items like clothing, snacks, entertainment, eating out, and movies?**

**571. What is your family's total annual income? (RECORD 0 FOR "REFUSED")**

**572. What's your GPA? (RECORD WITH 1 DECIMAL POINT, FOR EXAMPLE 3.0)**

**573. (HAND CARD) Which one of these best describes your major course of study?**

- Accounting
- Biology
- Business
- Chemistry
- Communications
- Computer Science
- Criminal Justice
- Economics
- Education
- Engineering
- English
- Foreign Language
- Graphic Design
- Health Professions
- International Relations
- Journalism
- Liberal Arts
- Mathematics
- Philosophy
- Political Science
- Pre-Law
- Pre-Med
- Psychology
- Public Policy
- Social Sciences/History
- Visual & Performing Arts
- Undeclared
- Other

**574. (HAND CARD) How many times have you changed your major?**

- Never
- Once
- Twice
- Three or more times

**575. (HAND CARD) How would you describe your race?**

- African American
- American Indian or Alaskan Native
- Asian American or Pacific Islander

Bi-racial  
Caucasian  
Hispanic  
Middle Eastern  
Other

**576. In the event we have to contact you to clarify one or more of your answers please provide the following information. What is your full name?**

**577. What is your email address?**

**578. What is your mailing address? (Street, City, St. and Zip Code)**

**Thank You!**

CONTENTS

Table 1	Page 1	Demographics
Table 2	Page 3	9. When you think of brand names, what one brand comes to mind first?
Table 3	Page 5	10. When you think of technology brands, what one brand comes to mind first?
Table 4	Page 6	11. When you think of wearable technology brands, what one brand comes to mind first?
Table 5	Page 8	12. When you think of banks and financial services brands, what one brand comes to mind first?
Table 6	Page 10	13. When you think of school logo apparel items, what one store comes to mind first?
Table 7	Page 11	14. When you think of online shopping brands, what one brand comes to mind first?
Table 8	Page 12	15. When you think of student loan providers, what's the name of the one organization or bank comes to mind first?
Table 9	Page 14	16. When you think of buying textbooks, what's the one company or place to buy textbooks that comes to mind first?
Table 10	Page 15	17. When you think of renting textbooks, what's the one company or place to rent textbooks that to mind?
Table 11	Page 17	18. What comes to mind first when thinking about devices to download and read digital versions of books including textbooks, newspapers and magazines?
Table 12	Page 18	19. (HAND CARD) Which of these tablets have you heard of?
Table 18	Page 28	24. (HAND CARD) Which of these statements applies to you?
Table 19	Page 30	25. (HAND CARD) How many hours do you watch TV weekly in each of these ways?
Table 20	Page 33	26. Of the hours you watch TV programs in a typical week, what percent of these hours do you watch online?
Table 21	Page 34	27. (HAND CARD) Which of these do you use to watch TV online?
Table 22	Page 36	28. (HAND CARD) Which one of these do you use to watch TV online most often?
Table 25	Page 40	31. (HAND CARD) Which of these sites or apps do you use to watch TV online?
Table 26	Page 41	32. (USE SAME CARD) Which of these sites or apps do you have a paid subscription for? (Among those who watch online)
Table 27	Page 42	32. (USE SAME CARD) Which of these sites or apps do you have a paid subscription for? (Among all students)
Table 28	Page 43	33. (USE SAME CARD) Which one of these subscriptions do you use most often?
Table 29	Page 44	34. (HAND CARD) How is this subscription paid for?
Table 30	Page 45	35. (HAND CARD) Do you have an Amazon Prime subscription?
Table 31	Page 46	36. (HAND CARD) How interested are you in watching TV exclusively online? (Among all students)
Table 32	Page 47	36. (HAND CARD) How interested are you in watching TV exclusively online? (Among online viewers)
Table 33	Page 48	37. (HAND CARD) Which of these are your 5 favorite sources of programs? (Among all students)
Table 34	Page 52	37. (HAND CARD) Which of these are your 5 favorite sources of programs? (Among online viewers)
Table 35	Page 56	38. (HAND CARD) Which of these have you used to listen to radio streaming music in the past week?
Table 36	Page 57	39. (HAND CARD) How have you listened to radio streaming music in the past week?
Table 41	Page 63	44. (HAND CARD) Which print versions of national newspapers do you read in a typical week?
Table 42	Page 64	45. (USE SAME CARD) Which digital versions of national newspapers do you read in a typical week?

Table 43	Page 65	46. (HAND CARD) Thinking about reading a national newspaper like USA TODAY, THE NEW YORK TIMES, or THE WALL STREET JOURNAL, which one of these statements applies to you?
Table 44	Page 66	47. How many of the last 5 issues of the printed version of your campus newspaper have you read?
Table 45	Page 67	48. How many minutes do you spend reading a typical issue?
Table 46	Page 68	49. Is your campus newspaper available online?
Table 47	Page 69	50. How many of the last 5 issues of the digital version of your campus newspaper have you read?
Table 48	Page 70	51. (HAND CARD) Which of these online news sources have you used in the past month?
Table 49	Page 72	52. Which of these magazines do you subscribe to in their print format? (Among all students)
Table 50	Page 75	52. Which of these magazines do you subscribe to in their print format? (Among males)
Table 51	Page 78	52. Which of these magazines do you subscribe to in their print format? (Among females)
Table 52	Page 81	52. Which of these magazines do you read regularly in their print format? (Among all students)
Table 53	Page 84	52. Which of these magazines do you read regularly in their print format? (Among males)
Table 54	Page 87	52. Which of these magazines do you read regularly in their print format? (Among females)
Table 55	Page 90	52. Which of these magazines do you read occasionally in their print format? (Among all students)
Table 56	Page 93	52. Which of these magazines do you read occasionally in their print format? (Among males)
Table 57	Page 96	52. Which of these magazines do you read occasionally in their print format? (Among females)
Table 58	Page 99	52. NET READERSHIP, Among all students - Which of these magazines do you subscribe to, read regularly or read occasionally in their print format?
Table 59	Page 103	52. NET READERSHIP, Among males - Which of these magazines do you subscribe to, read regularly or read occasionally in their print format?
Table 60	Page 107	52. NET READERSHIP, Among females - Which of these magazines do you subscribe to, read regularly or read occasionally in their print format?
Table 61	Page 110	52. NON READERS, Among all students - Which of these magazines do you subscribe to, read regularly or read occasionally in their print format?
Table 62	Page 114	52. NON READERS, Among males - Which of these magazines do you subscribe to, read regularly or read occasionally in their print format?
Table 63	Page 118	52. NON READERS, Among females - Which of these magazines do you subscribe to, read regularly or read occasionally in their print format?
Table 64	Page 122	53. (HAND CARD) Which of these magazines do you read in their digital format on a tablet, laptop or Smartphone?
Table 65	Page 125	54. In a typical week, about how much time in minutes, do you spend reading various magazines?
Table 95	Page 172	79. (HAND CARD) Thinking about technology in general, which one of these statements best describes you? (Among all students)
Table 101	Page 179	83. (HAND CARD) In a typical week which of these do you do using a desktop, laptop, tablet, Chromebook or Smartphone for?
Table 105	Page 201	85. (HAND CARD) Which of these do you own?
Table 119	Page 218	96. (HAND CARD) What brand of desktop do you own?
Table 121	Page 220	98. (HAND CARD) What brand of laptop do you own?
Table 135	Page 242	112. (HAND CARD) What brand of full size tablet do you own?
Table 136	Page 243	113. (HAND CARD) What brand of small tablet do you own?
Table 164	Page 295	141. (HAND CARD) Which one of these you own do you use most often?
Table 167	Page 298	144. (HAND CARD) What brand is it?
Table 171	Page 303	148. Do you plan to buy a computer or tablet in the next 12 months?
Table 172	Page 304	149. (HAND CARD) What type or types of computer or tablet are you most likely to buy? (Among purchase intenders)
Table 173	Page 305	149. (HAND CARD) What type or types of computer or tablet are you most likely to buy? (Among all)

Table 174	Page 306	150. (HAND CARD) What one brand of desktop are you most likely to buy?
Table 175	Page 307	151. (HAND CARD) What one brand of laptop are you most likely to buy?
Table 176	Page 308	153. (HAND CARD) What one brand of full size tablet are you most likely to buy?
Table 177	Page 309	154. (HAND CARD) What one brand of small tablet are you most likely to buy?
Table 178	Page 310	155. (HAND CARD) Which of these sites have you visited this term?
Table 184	Page 325	161. (HAND CARD) Here is a list of reasons to go online. Which have you done in the past month?
Table 185	Page 332	162. (HAND CARD) In typical week, how many hours do you spend on each of the following social networking sites?
Table 186	Page 335	163. (HAND CARD) TOP 2 BOX SUMMARY - How frequently do you use social media for each of the following activities?
Table 187	Page 336	163. (HAND CARD) How frequently do you use social media for each of the following activities?
Table 188	Page 340	164. (HAND CARD) What would convince you to follow a brand on social media?
Table 189	Page 341	165. (HAND CARD) How many brands do you follow on each of the following social media Sites?
Table 190	Page 343	166. (HAND CARD) Which of the following do you use to get information about or engage with brands?
Table 191	Page 345	167. (HAND CARD) What types of information do you like to receive from brands via text?
Table 192	Page 346	168. (HAND CARD) Which of these music-related web sites have you visited this term?
Table 193	Page 348	169. (HAND CARD) Which of these music-related web sites have you downloaded or streamed free music from this term?
Table 194	Page 350	170. (HAND CARD) Which of these music-related web sites have you downloaded or streamed paid music from this term?
Table 198	Page 357	174. (HAND CARD) How frequently do you buy something online?
Table 199	Page 358	175. Thinking about the past year and what you bought online, how much did you spend for each of the following
Table 200	Page 361	LEARNING MATERIALS SUMMARY
Table 201	Page 365	176. How many of your classes used OER instead of a textbook you would otherwise have bought or rented this term?
Table 202	Page 366	177. How many OER textbooks did you use this term?
Table 203	Page 367	178. (HAND CARD) Where did you acquire OER textbooks?
Table 204	Page 368	179. (HAND CARD) TOP 2 BOX SUMMARY - How much do you agree with these statements about OER course materials or textbooks? (Among all)
Table 205	Page 369	179. (HAND CARD) TOP 2 BOX SUMMARY - How much do you agree with these statements about OER course materials or textbooks? (Used OER textbooks this term)
Table 206	Page 370	179. (HAND CARD) How much do you agree with these statements about OER course materials or textbooks?
Table 207	Page 372	180. (HAND CARD) How many of each of these items have you downloaded or streamed from a file sharing sources this term?
Table 208	Page 374	181. How many assigned unlicensed eTextbooks did you download or stream this term?
Table 209	Page 375	182. (HAND CARD) Why did you do this?
Table 210	Page 376	183. How much would you have spent per textbook if you had actually bought the materials?
Table 211	Page 377	184. (HAND CARD) Which one of these statements about eTextbooks applies to you?
Table 212	Page 378	185. (HAND CARD) Which of these eTextbook features are you using?
Table 213	Page 379	186. (USE SAME CARD) Which of these eTextbook features would you definitely use if they were available?
Table 214	Page 380	187. (HAND CARD) Why did you buy or rent an eTextbook?
Table 215	Page 382	188. (HAND CARD) Why haven't you bought or rented an eTextbook?
Table 216	Page 384	189. (HAND CARD) How do you prefer to read your eTextbook?



Table 217	Page 385	190. (HAND CARD) Which of these do you use to read eTextbooks most often?
Table 218	Page 386	191. (HAND CARD) How likely are you to buy or rent an eTextbook next term? (Exclusive of Seniors)
Table 219	Page 387	192. (HAND CARD) TOP 2 BOX SUMMARY - How much do you agree with each of these statements about eTextbooks?
Table 220	Page 389	192. (HAND CARD) How much do you agree with each of these statements about eTextbooks?
Table 221	Page 398	193. (HAND CARD) How likely would you be to buy your required eTextbooks by paying for them when you pay your tuition and course fees if you were to receive a substantial discount for them?
Table 222	Page 399	194. What percent discount do you think is substantial?
Table 223	Page 400	195. (HAND CARD) If a required eTextbook were available to buy by paying with your tuition and course fees, how important is it that you have an opportunity to opt out of the buy?
Table 224	Page 401	196. (USE SAME CARD) If a required eTextbook were available to buy by paying with your tuition and course fees, how important is it that PRINT version of the eTextbook is available?
Table 228	Page 405	200. (HAND CARD) Which one format or device do you prefer for the following course related activities?
Table 229	Page 410	201. (HAND CARD) Thinking about each of these course related activities, when do you most typically do them?
Table 230	Page 413	202. (HAND CARD) Adaptive Learning Resources are digital course materials that adapt to the learning needs of students.Knewton and ALEXS are examples of Adaptive Learning Resources. Which of these statements about Adaptive Learning Resources applies to
Table 231	Page 414	203. Some schools provide the option to be billed for eTextbooks or adaptive learning materials as part of the term bill. The digital course materials can be accessed via a Learning Management System like Blackboard. Did you acquire any of this term's course materials this way?
Table 232	Page 415	204. (HAND CARD) Which one of these best describes your decision to take the course?
Table 233	Page 416	209. How many academic courses are you taking this term at this school?
Table 234	Page 417	210. What's the total number of course materials including print textbooks, eTextbooks or online homework solutions that were required?
Table 235	Page 418	211. In total, how many of these required course materials did you actually buy, rent, borrow, or receive with your financial aid for these courses?
Table 236	Page 419	212. How many required course materials did you acquire with your financial aid for these courses?
Table 237	Page 420	213. How many required course materials did you borrow from someone else for these courses?
Table 238	Page 421	214. How many required course materials did you share with someone else for these courses?
Table 239	Page 422	215. (HAND CARD) Where do you typically go first to buy assigned course materials?
Table 240	Page 423	216. (HAND CARD) When do you usually acquire your course materials, including textbooks, eTextbooks or online homework solutions for a typical class?
Table 241	Page 424	217. (HAND CARD) TOP 2 BOX SUMMARY - When thinking about where to buy printed textbooks, how often do you do each the following?
Table 242	Page 425	217. (HAND CARD) When thinking about where to buy printed textbooks, how often do you do each the following?
Table 243	Page 428	218. What percentage of the printed textbooks you bought or rented were bought or rented online?
Table 244	Page 429	219. Have you ever not taken or dropped a course because of the cost of the course materials?
Table 245	Page 430	220. (HAND CARD) How much influence would the availability of OER materials have on your decision to take a particular course?
Table 246	Page 431	221. Of the course materials you bought this term, including print textbooks, eTextbooks, or online homework solutions, were there any you didn't use?
Table 247	Page 432	222. Regardless of their format, did you buy or rent all of your required course materials this term?
Table 248	Page 433	223. (HAND CARD) Why didn't you buy or rent all of what was required?
Table 249	Page 435	224. (HAND CARD) Did all of your academic courses require printed materials?
Table 250	Page 436	225. How many of your academic courses didn't require printed materials?
Table 251	Page 437	226. (HAND CARD) What was required?



Table 252	Page 438	227. (HAND CARD) Which of these Learning Management Systems do you use?
Table 253	Page 440	228. (HAND CARD) How often do you use it?
Table 254	Page 441	229. Not including financial aid or scholarships, what percent of the cost your course materials you bought/rented this term did you personally pay?
Table 255	Page 442	230. (HAND CARD) Who else helped to pay for them?
Table 256	Page 443	231. (HAND CARD) Did you sell any of your textbooks at the end of last term?
Table 257	Page 444	232. (HAND CARD) Who did you sell your textbooks to?
Table 258	Page 445	233. (HAND CARD) Why didn't you sell your textbooks?
Table 259	Page 446	234. (HAND CARD) Which of the following offers to buy course materials would appeal to you?
Table 260	Page 447	235. (HAND CARD) TOP 2 BOX SUMMARY - How often do you do each of the following?
Table 261	Page 449	235. (HAND CARD) How often do you do each of the following?
Table 262	Page 454	236. How many new, printed textbooks did you buy, not rent, this term?
Table 263	Page 455	237. What percentage of the printed textbooks you bought or rented were bought or rented online?
Table 264	Page 456	238. How much did you spend to buy new, printed textbooks this term? (Among all)
Table 265	Page 457	238. How much did you spend to buy new, printed textbooks this term? (Among purchasers)
Table 266	Page 458	239. (HAND CARD) Where did you buy new, printed textbooks?
Table 267	Page 459	240. How many used, printed textbooks did you buy, not rent, this term?
Table 268	Page 460	241. How much did you spend to buy used, printed textbooks this term? (Among all)
Table 269	Page 461	241. How much did you spend to buy used, printed textbooks this term? (Among purchasers)
Table 270	Page 462	242. Did you buy a new, printed textbook which was significantly cheaper than the list price?
Table 271	Page 463	243. (HAND CARD) Where did you buy it or who did you buy it from?
Table 272	Page 464	244. (HAND CARD) Where did you buy used, printed textbooks this term?
Table 273	Page 465	245. How many printed textbooks did you rent this term?
Table 274	Page 466	246. (HAND CARD) Why didn't you rent a textbook this term?
Table 275	Page 467	247. How much did you spend to rent printed textbooks this term? (Among all)
Table 276	Page 468	247. How much did you spend to rent printed textbooks this term? (Among renters)
Table 277	Page 469	248. (HAND CARD) Where did you rent them?
Table 278	Page 470	249. (HAND CARD) How likely are you to rent one or more printed textbooks next term? (Among those who expect to be in school next term)
Table 279	Page 471	250. How many eTextbooks did you buy with unlimited access this term? (Among all)
Table 280	Page 472	250. How many eTextbooks did you buy with unlimited access this term? (Among purchasers)
Table 281	Page 473	251. How much did you spend to buy eTextbooks with unlimited access this term? (Among all)
Table 282	Page 474	251. How much did you spend to buy eTextbooks with unlimited access this term? (Among purchasers)
Table 283	Page 475	252. (HAND CARD) Where did you buy eTextbooks with unlimited access?
Table 284	Page 477	253. How many eTextbooks did you rent with a limited time subscription this term? (Among all)
Table 285	Page 478	253. How many eTextbooks did you rent with a limited time subscription this term? (Among renters)
Table 286	Page 479	254. How much did you spend to rent eTextbooks with a limited-time subscription this term? (Among all)





Table 287	Page 480	254. How much did you spend to rent eTextbooks with a limited-time subscription this term? (Among renters)
Table 288	Page 481	255. (HAND CARD) Where did you rent eTextbooks with with a limited time subscription?
Table 289	Page 482	256. (HAND CARD) Why did you buy or rent textbooks from your on campus bookstore this term?
Table 290	Page 483	257. (HAND CARD) Online Homework Solutions are web-based programs you use to do online homework and to access tutorials for topics you haven't yet mastered. Common systems include Cengage Aplia, CengageNOW, McGraw-Hill ALEKS, McGraw-Hill Connect/SmartBook, McGraw-Hill SimNet, Pearson MyLab & Mastering, Cengage MindTap, Cengage SAM, WebAssign and Wiley Plus. Which of these statements applies to you?
Table 291	Page 484	258. How many academic courses did you get online homework solutions for that were required?
Table 292	Page 485	259. How many academic courses did you get online homework solutions for that weren't required?
Table 293	Page 486	260. How many online homework solutions did you buy this term?
Table 294	Page 487	261. (HAND CARD) Which of these online homework solutions did you buy?
Table 295	Page 489	262. (HAND CARD) Where did you buy online homework solutions?
Table 296	Page 490	263. How much did you spend to buy online homework solutions this term? (Among all)
Table 297	Page 491	263. How much did you spend to buy online homework solutions this term? (Among purchasers)
Table 298	Page 492	264. (HAND CARD) How did you buy the access code or codes for the online homework solution?
Table 299	Page 493	265. How many new, printed textbooks did you buy this semester that came pre-packaged with codes to an online homework solution?
Table 300	Page 494	267. (HAND CARD) Why did you buy an online homework solution?
Table 301	Page 496	268. (HAND CARD) How much do you agree that the Online Homework Solution helped you get a better grade in your course?
Table 302	Page 497	269. What percent of your grade is represented by an online homework solution?
Table 303	Page 498	270. Did you use an online homework solution in high school?
Table 304	Page 499	271. (HAND CARD) Which online homework solution features are you using?
Table 305	Page 501	272. (HAND CARD) Which online homework solution features would you definitely use if they were available?
Table 306	Page 503	273. (HAND CARD) Why haven't you bought an online homework solution?
Table 307	Page 505	274. (HAND CARD) How likely are you to buy an online homework solution next term? (Among those who plan to be in school next term)
Table 308	Page 506	275. (HAND CARD) TOP 2 BOX SUMMARY - How much do you agree with each of these statements about online homework solutions?
Table 309	Page 507	275. (HAND CARD) How much do you agree with each of these statements about online homework solutions?
Table 322	Page 531	285. Not including the time you spend in class, how many hours a week do you spend on schoolwork?
Table 323	Page 532	286. (HAND CARD) Which of these do you do outside of the classroom to get a better grade?
Table 324	Page 533	287. (HAND CARD) Which of these have you participated in during the past 7 days?
Table 325	Page 539	288. (HAND CARD) Which of these did you do during Winter break?
Table 326	Page 541	289. (HAND CARD) Which of the activities did you do or do you plan to do during Spring break?
Table 327	Page 543	290. (HAND CARD) TOP 2 BOX SUMMARY - How much do you agree with each of these statements?
Table 328	Page 545	290. (HAND CARD) How much do you agree with each of these statements?
Table 329	Page 556	291. (HAND CARD) TOP 2 BOX SUMMARY - How much do you agree with each of these statements?
Table 330	Page 557	291. (HAND CARD) How much do you agree with each of these statements?
Table 331	Page 563	292. (HAND CARD) TOP 2 BOX SUMMARY - How concerned are you about each of these?
Table 332	Page 565	292. (HAND CARD) How concerned are you about each of these?

Table 333	Page 575	293. (USE SAME CARD) Which of these are causes of daily stress to you?
Table 334	Page 577	294. (HAND CARD) What are the 3 biggest problems on campus?
Table 335	Page 579	295. (HAND CARD) What are the 3 most important issues facing the U.S. today?
Table 336	Page 582	296. Do you approve of the way President Trump is doing his job?
Table 337	Page 583	297. Do you approve of the way Congress is doing their job?
Table 338	Page 584	298. (HAND CARD) What is your political party of choice?
Table 339	Page 585	299. (HAND CARD) Which of these best describes you?
Table 347	Page 593	307. (HAND CARD) Which of these items are popular or "IN" on your campus?
Table 348	Page 602	308. (HAND CARD) Which of these TV shows are popular or "IN" on your campus?
Table 349	Page 606	309. (HAND CARD) Which one of these statements applies to you?
Table 350	Page 607	310. In the past 12 months how many domestic air travel trips within the U.S. have you taken?
Table 351	Page 608	311. In the past 12 months how many international air travel trips outside the U.S. have you taken?
Table 352	Page 609	312. In the past 12 months how many domestic rail travel trips inside the U.S. have you taken?
Table 353	Page 610	313. In the past 12 months how many international rail travel trips outside the U.S. have you taken?
Table 354	Page 611	314. Not including local bus travel, how many inter city or interstate bus trips have you taken?
Table 355	Page 612	315. Thinking about the domestic flights you've taken in the past 12 months, how much in total did you spend for these flights?
Table 356	Page 613	316. Thinking about the international flights you've taken in the past 12 months, how much in total did you spend for these flights?
Table 357	Page 614	317. Thinking about the domestic rail travel trips you've taken in the past 12 months, how much in total did you spend for these trips
Table 358	Page 615	318. Thinking about the international rail travel trips you've taken in the past 12 months, how much in total did you spend for these trips?
Table 359	Page 616	319. Thinking about the intercity or interstate bus trips you've taken in the past 12 months, how much in total did you spend for these trips
Table 360	Page 617	320. (HAND CARD) Thinking about the next 12 months, how many trips do you think you will take using each of these methods?
Table 361	Page 620	321. (HAND CARD) In the past 12 months how many times have you used?
Table 362	Page 622	322. (HAND CARD) In a typical month at school, how much do you spend for . . .
Table 363	Page 626	323. (HAND CARD) Which of these types of stores have you shopped in the past week?
Table 364	Page 628	324. (HAND CARD) Which one of these statements applies to you?
Table 367	Page 631	327. (HAND CARD) In addition to a Smartphone, which one combination of devices would you most prefer to own to meet all of your college needs?
Table 368	Page 632	328. On average, how much is your monthly mobile phone bill?
Table 369	Page 633	329. (HAND CARD) Who usually pays your monthly mobile phone bill
Table 370	Page 634	330. (HAND CARD) Who is your mobile service provider?
Table 371	Page 635	331. (HAND CARD) What brand is your Smartphone?
Table 388	Page 656	346. (USE SAME CARD) How likely are you to buy or upgrade to a new Smartphone in the next 12 months?
Table 389	Page 657	347. (HAND CARD) What brand of new Smartphone do you plan to buy or upgrade to?
Table 391	Page 659	349. (HAND CARD) Which of these have you used your Smartphone for in the past week? (Among Smartphone owners)
Table 392	Page 662	349. (HAND CARD) Which of these have you used your Smartphone for in the past week? (Among iPhone owners)
Table 393	Page 665	349. (HAND CARD) Which of these have you used your Smartphone for in the past week? (Among Smartphone owners who don't own an iPhone)

Table 394	Page 668	350. (HAND CARD) How many times do you use the following Smartphone apps in a typical week? (Among Smartphone owners)
Table 395	Page 673	350. (HAND CARD) How many times do you use the following Smartphone apps in a typical week? (Among iPhone owners)
Table 396	Page 678	350. (HAND CARD) How many times do you use the following Smartphone apps in a typical week? (Among Smartphone owners who don't own an iPhone)
Table 397	Page 683	351. (HAND CARD) Which of the following messenger apps have you heard of?
Table 398	Page 684	352. (USE SAME CARD) Which of the following messenger apps do you use?
Table 399	Page 685	353. (HAND CARD) Thinking about banking activities, which of these do you use your Smartphone for? (Among Smartphone owners)
Table 400	Page 687	354. (HAND CARD) When you think about buying something with your Smartphone, which of these statements apply to you?
Table 401	Page 688	355. In a typical month, how many times do you buy something with your Smartphone?
Table 402	Page 689	356. How much do you spend making a typical purchase with your Smartphone? (Smartphone owners who use their Smartphone to make purchases)
Table 403	Page 690	357. (HAND CARD) TOP 2 BOX SUMMARY - How much do you agree with each of the following statements?
Table 404	Page 692	357. (HAND CARD) How much do you agree with each of the following statements?
Table 405	Page 702	358. (HAND CARD) What do you expect to be doing after graduation?
Table 406	Page 703	359. (HAND CARD) TOP 2 BOX SUMMARY - Thinking about life after college how important are each of these to you today?
Table 407	Page 705	359. (HAND CARD) Thinking about life after college how important are each of these to you today?
Table 655	Page 1114	556. How old are you?
Table 656	Page 1115	557. (HAND CARD) Which of these statements applies to you?
Table 657	Page 1117	558. How many of your brothers or sisters currently attend a Four Year college or university?
Table 658	Page 1118	559. How many of your brothers or sisters currently attend a Two Year college?
Table 659	Page 1119	560. (HAND CARD) Where do you live during the school year?
Table 660	Page 1120	561. Is your permanent home located in the same state as where you attend school?
Table 661	Page 1121	562. How many miles from your permanent home is your school?
Table 662	Page 1122	563. (HAND CARD) Which of these describes your current employment?
Table 663	Page 1123	564. How many hours per week are you employed at your full-time job?
Table 664	Page 1124	565. How many hours per week are you employed at your part-time job?
Table 665	Page 1125	566. How many hours per week are you employed at your paid internship?
Table 666	Page 1126	567. How many hours per week are you employed at your unpaid internship?
Table 667	Page 1127	568. How much did you personally earn in the past 12 months?
Table 668	Page 1128	569. How much do you get from home each month?
Table 669	Page 1129	570. After you have paid for your education related expenses, how much do you usually have each month to spend on items like clothing, snacks, entertainment, eating out, and movies?
Table 670	Page 1130	571. What is your family's total annual income? (RECORD 0 FOR "REFUSED")
Table 671	Page 1132	572. What's your GPA?
Table 672	Page 1133	573. (HAND CARD) Which one of these best describes your major course of study?
Table 673	Page 1136	574. (HAND CARD) How many times have you changed your major?
Table 674	Page 1137	575. (HAND CARD) How would you describe your race?

STUDENT MONITOR® Spring 2018

## Demographics

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	880 100	420 100	460 100	208 100	238 100	233 100	201 100	176 100	326 100	245 100	133 100	630 100	250 100	238 100	642 100	389 100	356 100	135 100	447 100	113 100	79 100	86 100
Total	880 100%	420 100%	460 100%	208 100%	238 100%	233 100%	201 100%	176 100%	326 100%	245 100%	133 100%	630 100%	250 100%	238 100%	642 100%	389 100%	356 100%	135 100%	447 100%	113 100%	79 100%	86 100%
Male	420 48%	420 100%	0 0	105 50%	116 49%	97 42%	102 51%	89 51%	148 45%	117 48%	66 50%	316 50%	104 42%	100 42%	320 50%	194 50%	158 44%	68 50%	216 48%	47 42%	35 44%	39 45%
Female	460 52%	0 0	460 100%	103 50%	122 51%	136 58%	99 49%	87 49%	178 55%	128 52%	67 50%	314 50%	146 58%	138 58%	322 50%	195 50%	198 56%	67 50%	231 52%	66 58%	44 56%	47 55%
Freshman	208 24%	105 25%	103 22%	208 100%	0 0	0 0	0 0	45 26%	73 22%	56 23%	34 26%	157 25%	51 20%	52 22%	156 24%	137 35%	35 10%	36 27%	94 21%	30 27%	21 27%	26 30%
Sophomore	238 27%	116 28%	122 27%	0 0	238 100%	0 0	0 0	50 28%	76 23%	70 29%	42 32%	164 26%	74 30%	65 27%	173 27%	124 32%	78 22%	36 27%	132 30%	32 28%	5 6%	25 29%
Junior	233 26%	97 23%	136 30%	0 0	0 0	233 100%	0 0	37 21%	101 31%	67 27%	28 21%	168 27%	65 26%	70 29%	163 25%	78 20%	129 36%	26 19%	123 28%	32 28%	34 43%	12 14%
Senior	201 23%	102 24%	99 22%	0 0	0 0	0 0	201 100%	44 25%	76 23%	52 21%	29 22%	141 22%	60 24%	51 21%	150 23%	50 13%	114 32%	37 27%	98 22%	19 17%	19 24%	23 27%
Version A	457 52%	224 53%	233 51%	108 52%	113 47%	133 57%	103 51%	90 51%	164 50%	132 54%	71 53%	330 52%	127 51%	115 48%	342 53%	183 47%	211 59%	63 47%	226 51%	53 47%	54 68%	49 57%
Version B	422 48%	196 47%	226 49%	99 48%	125 53%	100 43%	98 49%	86 49%	161 49%	113 46%	62 47%	299 47%	123 49%	123 52%	299 47%	206 53%	145 41%	71 53%	221 49%	60 53%	25 32%	37 43%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

## DEMOGRAPHICS

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
On campus	389	194	195	137	124	78	50	93	124	121	51	262	127	113	276	389	0	0	197	71	23	35
	44%	46%	42%	66%	52%	33%	25%	53%	38%	49%	38%	42%	51%	47%	43%	100%	0	0	44%	63%	29%	41%
				EFG	FG	G		IK		IK			L						U	SUV		
Off campus	356	158	198	35	78	129	114	73	140	80	63	272	84	75	281	0	356	0	189	34	41	33
	40%	38%	43%	17%	33%	55%	57%	41%	43%	33%	47%	43%	34%	32%	44%	0	100%	0	42%	30%	52%	38%
					D	DE	DE	j	J		J	M			N				T	Tv		
At home	135	68	67	36	36	26	37	10	62	44	19	96	39	50	85	0	0	135	61	8	15	18
	15%	16%	15%	17%	15%	11%	18%	6%	19%	18%	14%	15%	16%	21%	13%	0	0	100%	14%	7%	19%	21%
				f			F		H	H	H			O					T	T	T	
No Answer	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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Lowercase letters indicate significance at the 90% level.

## 9. When you think of brand names, what one brand comes to mind first?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total Answering	454 100	224 100	230 100	107 100	112 100	132 100	103 100	90 100	162 100	132 100	70 100	328 100	126 100	114 100	340 100	181 100	210 100	63 100	226 100	53 100	54 100	49 100
Nike	147 32%	73 33%	74 32%	36 34%	40 36%	46 35%	25 24%	35 39%	48 30%	41 31%	23 33%	86 26%	61 48%	47 41%	100 29%	60 33%	74 35%	13 21%	51 23%	20 38%	33 61%	25 51%
					g	g							L	O		R	R		S	ST	S	
Apple	84 19%	31 14%	53 23%	19 18%	18 16%	18 14%	29 28%	17 19%	32 20%	15 11%	20 29%	67 20%	17 13%	15 13%	69 20%	34 19%	45 21%	5 8%	55 24%	5 9%	2 4%	8 16%
			B				def		J		J	m			n	R	R		TU			U
Adidas	39 9%	23 10%	16 7%	11 10%	7 6%	11 8%	10 10%	7 8%	15 9%	11 8%	6 9%	26 8%	13 10%	16 14%	23 7%	14 8%	13 6%	12 19%	17 8%	7 13%	3 6%	5 10%
														O				PQ				
Coca-Cola	34 7%	14 6%	20 9%	6 6%	5 4%	15 11%	8 8%	5 6%	17 10%	8 6%	4 6%	27 8%	7 6%	6 5%	28 8%	12 7%	20 10%	2 3%	18 8%	3 6%	1 2%	1 2%
						E											R		UV			
Google	32 7%	23 10%	9 4%	10 9%	4 4%	14 11%	4 4%	8 9%	16 10%	8 6%	0 0	27 8%	5 4%	4 4%	28 8%	16 9%	10 5%	6 10%	20 9%	6 11%	3 6%	1 2%
		C		e		EG						m			N				V	v		
Amazon	17 4%	8 4%	9 4%	0 0	6 5%	3 2%	8 8%	8 9%	3 2%	4 3%	2 3%	11 3%	6 5%	3 3%	14 4%	5 3%	9 4%	3 5%	12 5%	0 0	0 0	1 2%
							f	Ijk														
Michael Kors	13 3%	2 1%	11 5%	2 2%	5 4%	4 3%	2 2%	1 1%	5 3%	5 4%	2 3%	12 4%	1 1%	6 5%	7 2%	7 4%	3 1%	3 5%	7 3%	3 6%	1 2%	0 0
			B									M										
McDonald's	12 3%	9 4%	3 1%	3 3%	3 3%	5 4%	1 1%	1 1%	2 1%	6 5%	3 4%	11 3%	1 1%	2 2%	10 3%	5 3%	4 2%	3 5%	6 3%	1 2%	3 6%	2 4%
		c								i		M										
Facebook	8 2%	5 2%	3 1%	1 1%	4 4%	1 1%	2 2%	0 0	2 1%	6 5%	0 0	8 2%	0 0	1 1%	7 2%	3 2%	2 1%	3 5%	4 2%	2 4%	0 0	0 0
										i												
Microsoft	8 2%	4 2%	4 2%	0 0	4 4%	2 2%	2 2%	0 0	2 1%	6 5%	0 0	5 2%	3 2%	3 3%	5 1%	4 2%	2 1%	2 3%	4 2%	0 0	0 0	2 4%
										i												

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.



9. When you think of brand names, what one brand comes to mind first?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Under Armour	5 1%	2 1%	3 1%	1 1%	0 0	2 2%	2 2%	0 0	2 1%	3 2%	0 0	4 1%	1 1%	1 1%	4 1%	2 1%	3 1%	0 0	4 2%	1 2%	0 0	0 0
Target	3 1%	1 *%	2 1%	1 1%	0 0	1 1%	1 1%	0 0	1 1%	2 2%	0 0	2 1%	1 1%	1 1%	2 1%	2 1%	1 *%	0 0	3 1%	0 0	0 0	0 0
Wal-Mart	3 1%	2 1%	1 *%	1 1%	1 1%	1 1%	0 0	0 0	2 1%	1 1%	0 0	2 1%	1 1%	3 3%	0 0	2 1%	1 *%	0 0	1 *%	1 2%	1 2%	0 0
Pepsi	3 1%	3 1%	0 0	0 0	2 2%	1 1%	0 0	0 0	1 1%	2 2%	0 0	3 1%	0 0	0 0	3 1%	1 1%	1 *%	1 2%	3 1%	0 0	0 0	0 0
Verizon	2 *%	1 *%	1 *%	1 1%	1 1%	0 0	0 0	0 0	0 0	1 1%	1 1%	2 1%	0 0	0 0	2 1%	2 1%	0 0	0 0	2 1%	0 0	0 0	0 0
AT&T	1 *%	1 *%	0 0	0 0	0 0	0 0	1 1%	0 0	1 1%	0 0	0 0	1 *%	0 0	0 0	1 *%	0 0	1 *%	0 0	0 0	0 0	0 0	0 0
Other	40 9%	21 9%	19 8%	15 14% FG	11 10%	8 6%	6 6%	8 9%	11 7%	13 10%	8 11%	31 9%	9 7%	4 4%	36 11% N	10 6%	21 10% P	9 14% P	18 8%	3 6%	7 13%	4 8%
Nothing comes to mind	3 1%	1 *%	2 1%	0 0	1 1%	0 0	2 2%	0 0	2 1%	0 0	1 1%	3 1%	0 0	2 2%	1 *%	2 1%	0 0	1 2%	1 *%	1 2%	0 0	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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Lowercase letters indicate significance at the 90% level.

STUDENT MONITOR® Spring 2018

## 10. When you think of technology brands, what one brand comes to mind first?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total Answering	449 100	221 100	228 100	105 100	112 100	131 100	101 100	87 100	161 100	132 100	69 100	325 100	124 100	114 100	335 100	179 100	207 100	63 100	222 100	53 100	54 100	49 100
Apple	278 62%	136 62%	142 62%	70 67%	73 65%	77 59%	58 57%	68 78% JK	117 73% J	48 36%	45 65% J	201 62%	77 62%	57 50%	221 66% N	115 64%	127 61%	36 57%	145 65%	29 55%	30 56%	29 59%
Google	52 12%	25 11%	27 12%	8 8%	8 7%	27 21% DEG	9 9%	6 7% k	11 7% K	34 26% HIK	1 1%	29 9%	23 19% L	20 18% O	32 10%	22 12% R	27 13% R	3 5%	21 9%	4 8%	17 31% STV	3 6%
Microsoft	42 9%	21 10%	21 9%	5 5%	12 11% d	11 8%	14 14% D	5 6%	8 5%	21 16% HI	8 12%	31 10%	11 9%	15 13%	27 8%	16 9%	19 9%	7 11%	18 8% U	7 13% U	1 2%	6 12% U
Samsung	24 5%	9 4%	15 7%	8 8%	9 8% fg	4 3%	3 3%	1 1%	9 6% H	10 8% H	4 6%	20 6%	4 3%	5 4%	19 6%	8 4%	7 3%	9 14% PQ	8 4%	7 13% S	3 6%	5 10%
Dell	15 3%	10 5%	5 2%	5 5%	0 0	3 2%	7 7%	2 2%	6 4%	3 2%	4 6%	13 4%	2 2%	5 4%	10 3%	4 2%	10 5%	1 2%	6 3%	2 4%	0 0	5 10% s
Amazon	13 3%	5 2%	8 4%	1 1%	3 3%	4 3%	5 5% d	4 5% i	1 1%	7 5% I	1 1%	10 3%	3 2%	3 3%	10 3%	5 3%	6 3%	2 3%	7 3%	3 6%	0 0	1 2%
Sony	9 2%	5 2%	4 2%	2 2%	3 3%	3 2%	1 1%	0 0	3 2%	5 4%	1 1%	9 3%	0 0	4 4%	5 1%	3 2%	4 2%	2 3%	7 3%	0 0	1 2%	0 0
HP	3 1%	2 1%	1 *	2 2%	0 0	1 1%	0 0	0 0	1 1%	2 2%	0 0	2 1%	1 1%	2 2%	1 *	1 1%	0 0	2 3%	3 1%	0 0	0 0	0 0
IBM	2 *	0 0	2 1%	0 0	1 1%	0 0	1 1%	0 0	1 1%	1 1%	0 0	2 1%	0 0	0 0	2 1%	1 1%	0 0	1 2%	1 *	0 0	0 0	0 0
Other	9 2%	8 4% C	1 *	4 4%	2 2%	1 1%	2 2%	1 1%	3 2%	1 1%	4 6% j	6 2%	3 2%	2 2%	7 2%	2 1%	7 3%	0 0	5 2%	0 0	2 4%	0 0
Nothing comes to mind	2 *	0 0	2 1%	0 0	1 1%	0 0	1 1%	0 0	1 1%	0 0	1 1%	2 1%	0 0	1 1%	1 *	2 1%	0 0	0 0	1 *	1 2%	0 0	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.



STUDENT MONITOR® Spring 2018

## 11. When you think of wearable technology brands, what one brand comes to mind first?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total Answering	451 100	223 100	228 100	107 100	111 100	130 100	103 100	90 100	162 100	130 100	69 100	325 100	126 100	114 100	337 100	179 100	209 100	63 100	226 100	53 100	53 100	48 100
Apple	184 41%	88 39%	96 42%	46 43%	48 43%	53 41%	37 36%	37 41% J	87 54% hJK	34 26%	26 38% j	142 44% M	42 33%	34 30%	150 45% N	73 41%	88 42%	23 37%	89 39%	21 40%	20 38%	24 50%
FitBit	167 37%	85 38%	82 36%	33 31%	39 35%	56 43% D	39 38%	38 42% I	42 26%	61 47% I	26 38% i	100 31%	67 53% L	53 46% O	114 34%	63 35%	81 39%	23 37%	82 36%	14 26%	27 51% sT	17 35%
Nike	47 10%	16 7%	31 14% B	8 7%	15 14%	14 11%	10 10%	6 7%	19 12%	13 10%	9 13%	41 13% M	6 5%	12 11%	35 10%	19 11%	21 10%	7 11%	26 12%	8 15%	4 8%	4 8%
Microsoft	8 2%	5 2%	3 1%	4 4%	1 1%	1 1%	2 2%	3 3%	1 1%	4 3%	0 0	7 2%	1 1%	2 2%	6 2%	5 3% q	1 *%	2 3%	7 3%	1 2%	0 0	0 0
Under Armour	6 1%	3 1%	3 1%	2 2%	2 2%	0 0	2 2%	0 0	2 1%	4 3%	0 0	5 2%	1 1%	1 1%	5 1%	3 2%	2 1%	1 2%	2 1%	3 6%	0 0	0 0
Samsung	5 1%	4 2%	1 *%	2 2%	0 0	2 2%	1 1%	0 0	2 1%	2 2%	1 1%	5 2%	0 0	0 0	5 1%	3 2%	1 *%	1 2%	4 2%	0 0	0 0	1 2%
Garmin	4 1%	3 1%	1 *%	1 1%	1 1%	1 1%	1 1%	0 0	1 1%	3 2%	0 0	4 1%	0 0	1 1%	3 1%	1 1%	2 1%	1 2%	2 1%	2 4%	0 0	0 0
LG	3 1%	2 1%	1 *%	2 2%	1 1%	0 0	0 0	2 2%	0 0	1 1%	0 0	1 *%	2 2%	3 3%	0 0	2 1%	0 0	1 2%	3 1%	0 0	0 0	0 0
Sony	2 *%	1 *%	1 *%	0 0	0 0	1 1%	1 1%	1 1%	0 0	1 1%	0 0	1 *%	1 1%	2 2%	0 0	1 1%	0 0	1 2%	1 *%	0 0	0 0	0 0
Motorola	2 *%	1 *%	1 *%	1 1%	1 1%	0 0	0 0	0 0	0 0	2 2%	0 0	2 1%	0 0	0 0	2 1%	0 0	0 0	2 3%	2 1%	0 0	0 0	0 0
Other	11 2%	8 4%	3 1%	5 5% f	2 2%	1 1%	3 3%	3 3%	1 1%	3 2%	4 6% i	6 2%	5 4%	2 2%	9 3%	5 3%	5 2%	1 2%	6 3%	1 2%	1 2%	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.



11. When you think of wearable technology brands, what one brand comes to mind first?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Nothing comes to mind	12 3%	7 3%	5 2%	3 3%	1 1%	1 1%	7 7% EF	0 0	7 4%	2 2%	3 4%	11 3% M	1 1%	4 4%	8 2%	4 2%	8 4%	0 0	2 1%	3 6%	1 2%	2 4%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

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## 12. When you think of banks and financial services brands, what one brand comes to mind first?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total Answering	450 100	222 100	228 100	105 100	112 100	132 100	101 100	90 100	160 100	130 100	70 100	325 100	125 100	111 100	339 100	178 100	209 100	63 100	224 100	51 100	54 100	49 100
Chase	106 24%	46 21%	60 26%	23 22%	25 22%	41 31%	17 17%	3 3%	39 24%	43 33%	21 30%	72 22%	34 27%	41 37%	65 19%	30 17%	54 26%	22 35%	41 18%	16 31%	26 48%	7 14%
						G			H	H	H			O			P	P		sV	StV	
Bank of America	101 22%	50 23%	51 22%	23 22%	22 20%	31 23%	25 25%	25 28%	46 29%	20 15%	10 14%	65 20%	36 29%	22 20%	79 23%	37 21%	47 22%	17 27%	43 19%	17 33%	8 15%	13 27%
								JK	JK				1							SU		
Wells Fargo	90 20%	49 22%	41 18%	23 22%	19 17%	27 20%	21 21%	21 23%	38 24%	4 3%	27 39%	71 22%	19 15%	15 14%	75 22%	33 19%	51 24%	6 10%	50 22%	3 6%	8 15%	9 18%
								J	J		HIJ	m			N	r	R		T		t	
Capital One	90 20%	49 22%	41 18%	23 22%	19 17%	27 20%	21 21%	21 23%	38 24%	4 3%	27 39%	71 22%	19 15%	15 14%	75 22%	33 19%	51 24%	6 10%	50 22%	3 6%	8 15%	9 18%
								J	J		HIJ	m			N	r	R		T		t	
VISA	31 7%	24 11%	7 3%	10 10%	12 11%	4 3%	5 5%	13 14%	3 2%	15 12%	0 0	27 8%	4 3%	5 5%	26 8%	25 14%	5 2%	1 2%	14 6%	3 6%	4 7%	10 20%
		C		F	F			I		I		M				QR					STu	
PNC	14 3%	7 3%	7 3%	3 3%	5 4%	0 0	6 6%	1 1%	3 2%	9 7%	1 1%	12 4%	2 2%	2 2%	12 4%	3 2%	9 4%	2 3%	8 4%	1 2%	2 4%	1 2%
										HIK												
U.S. Bank	14 3%	7 3%	7 3%	4 4%	2 2%	5 4%	3 3%	2 2%	3 2%	9 7%	0 0	13 4%	1 1%	1 1%	13 4%	7 4%	7 3%	0 0	8 4%	2 4%	2 4%	1 2%
										hI		M			N							
Citibank	14 3%	5 2%	9 4%	2 2%	5 4%	6 5%	1 1%	2 2%	6 4%	4 3%	2 3%	12 4%	2 2%	2 2%	12 4%	6 3%	8 4%	0 0	11 5%	1 2%	0 0	1 2%
						g																
MasterCard	9 2%	4 2%	5 2%	1 1%	4 4%	2 2%	2 2%	1 1%	2 1%	5 4%	1 1%	8 2%	1 1%	0 0	9 3%	4 2%	2 1%	3 5%	5 2%	1 2%	1 2%	0 0
Discover	9 2%	3 1%	6 3%	1 1%	2 2%	1 1%	5 5%	7 8%	0 0	2 2%	0 0	4 1%	5 4%	2 2%	7 2%	6 3%	2 1%	1 2%	8 4%	1 2%	0 0	0 0
							df	J														

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

12. When you think of banks and financial services brands, what one brand comes to mind first?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
American Express	6 1%	3 1%	3 1%	2 2%	0 0	1 1%	3 3%	0 0	1 1%	5 4% i	0 0	3 1%	3 2%	2 2%	4 1%	3 2%	2 1%	1 2%	4 2%	1 2%	0 0	0 0
Credit Union	6 1%	4 2%	2 1%	0 0	4 4%	1 1%	1 1%	2 2%	2 1%	2 2%	0 0	3 1%	3 2%	4 4% o	2 1%	4 2%	2 1%	0 0	5 2%	1 2%	0 0	0 0
TD	6 1%	1 *%	5 2%	1 1%	2 2%	3 2%	0 0	1 1%	2 1%	1 1%	2 3%	4 1%	2 2%	3 3%	3 1%	2 1%	3 1%	1 2%	4 2%	0 0	0 0	0 0
Key Bank	4 1%	3 1%	1 *%	2 2%	1 1%	1 1%	0 0	0 0	2 1%	1 1%	1 1%	3 1%	1 1%	2 2%	2 1%	1 1%	2 1%	1 2%	2 1%	1 2%	0 0	0 0
Sallie Mae	4 1%	2 1%	2 1%	1 1%	1 1%	1 1%	1 1%	0 0	0 0	3 2%	1 1%	4 1%	0 0	0 0	4 1%	2 1%	0 0	2 3%	3 1%	1 2%	0 0	0 0
Other	2 *%	0 0	2 1%	0 0	2 2%	0 0	0 0	0 0	0 0	2 2%	0 0	2 1%	0 0	1 1%	1 *%	0 0	0 0	2 3%	2 1%	0 0	0 0	0 0
Nothing comes to mind	34 8%	14 6%	20 9%	9 9%	6 5%	8 6%	11 11%	12 13% Jk	13 8%	5 4%	4 6%	22 7%	12 10%	9 8%	25 7%	15 8%	15 7%	4 6%	16 7%	2 4%	3 6%	7 14% t

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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STUDENT MONITOR® Spring 2018

## 13. When you think of school logo apparel items, what one store comes to mind first?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total Answering	450 100	222 100	228 100	107 100	112 100	130 100	101 100	90 100	158 100	132 100	70 100	326 100	124 100	113 100	337 100	178 100	209 100	63 100	225 100	52 100	52 100	49 100
On campus bookstore	234 52%	110 50%	124 54%	48 45%	56 50%	76 58%	54 53%	62 69%	74 47%	62 47%	36 51%	159 49%	75 60%	52 46%	182 54%	86 48%	120 57%	28 44%	109 48%	19 37%	36 69%	35 71%
						D		IJK					L				pr				ST	ST
Dick's Sporting Goods	68 15%	42 19%	26 11%	22 21%	16 14%	18 14%	12 12%	9 10%	22 14%	27 20%	10 14%	52 16%	16 13%	17 15%	51 15%	29 16%	32 15%	7 11%	44 20%	10 19%	3 6%	2 4%
		C		g						H									UV	UV		
Target	44 10%	20 9%	24 11%	4 4%	13 12%	13 10%	14 14%	3 3%	21 13%	18 14%	2 3%	33 10%	11 9%	13 12%	31 9%	19 11%	13 6%	12 19%	21 9%	7 13%	3 6%	6 12%
					D	d	D		HK	HK								Q				
WalMart	21 5%	11 5%	10 4%	12 11%	2 2%	7 5%	0 0	0 0	12 8%	4 3%	5 7%	18 6%	3 2%	5 4%	16 5%	10 6%	6 3%	5 8%	7 3%	4 8%	4 8%	1 2%
				E					j			m										
Fanatics	20 4%	12 5%	8 4%	4 4%	6 5%	6 5%	4 4%	5 6%	4 3%	4 3%	7 10%	13 4%	7 6%	14 12%	6 2%	9 5%	10 5%	1 2%	11 5%	3 6%	0 0	0 0
											Ij			O								
Other	33 7%	12 5%	21 9%	9 8%	10 9%	7 5%	7 7%	9 10%	14 9%	9 7%	1 1%	27 8%	6 5%	4 4%	29 9%	9 5%	16 8%	8 13%	16 7%	5 10%	1 2%	4 8%
								K	K	K					N			p	U	u		
Nothing comes to mind	30 7%	15 7%	15 7%	8 7%	9 8%	3 2%	10 10%	2 2%	11 7%	8 6%	9 13%	24 7%	6 5%	8 7%	22 7%	16 9%	12 6%	2 3%	17 8%	4 8%	5 10%	1 2%
				f	F		F		h		H					r		V		v		

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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STUDENT MONITOR® Spring 2018

## 14. When you think of online shopping brands, what one brand comes to mind first?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total Answering	453 100	224 100	229 100	107 100	112 100	131 100	103 100	90 100	161 100	132 100	70 100	327 100	126 100	114 100	339 100	181 100	209 100	63 100	226 100	53 100	54 100	49 100
Amazon	241 53%	141 63%	100 44%	61 57%	58 52%	74 56%	48 47%	50 56%	76 47%	71 54%	44 63%	176 54%	65 52%	57 50%	184 54%	104 57%	105 50%	32 51%	117 52%	20 38%	34 63%	25 51%
			C								I								t	T		
Forever 21	44 10%	8 4%	36 16%	10 9%	12 11%	8 6%	14 14%	6 7%	22 14%	8 6%	8 11%	34 10%	10 8%	12 11%	32 9%	15 8%	22 11%	7 11%	20 9%	6 11%	5 9%	6 12%
			B				f		hJ													
eBay	24 5%	12 5%	12 5%	7 7%	7 6%	5 4%	5 5%	1 1%	5 3%	15 11%	3 4%	16 5%	8 6%	10 9%	14 4%	8 4%	10 5%	6 10%	12 5%	5 9%	1 2%	5 10%
										HIk									u		u	
Victoria's Secret	24 5%	2 1%	22 10%	3 3%	7 6%	6 5%	8 8%	2 2%	11 7%	7 5%	4 6%	20 6%	4 3%	7 6%	17 5%	8 4%	12 6%	4 6%	11 5%	4 8%	3 6%	2 4%
			B						h													
JCrew	11 2%	10 4%	1 *	3 3%	1 1%	5 4%	2 2%	0 0%	8 5%	3 2%	0 0%	11 3%	0 0%	0 0%	11 3%	7 4%	4 2%	0 0%	6 3%	0 0%	2 4%	0 0%
			C																			
Craig's List	10 2%	7 3%	3 1%	2 2%	3 3%	4 3%	1 1%	5 6%	0 0%	3 2%	2 3%	4 1%	6 5%	8 7%	2 1%	8 4%	2 1%	0 0%	5 2%	2 4%	0 0%	1 2%
													1	O		Q						
Zappos	7 2%	5 2%	2 1%	2 2%	2 2%	1 1%	2 2%	2 2%	1 1%	3 2%	1 1%	4 1%	3 2%	4 4%	3 1%	3 2%	1 *	3 5%	5 2%	0 0%	0 0%	1 2%
Macy's	5 1%	2 1%	3 1%	0 0%	2 2%	2 2%	1 1%	0 0%	4 2%	1 1%	0 0%	4 1%	1 1%	1 1%	4 1%	0 0%	1 *	4 6%	1 *	1 2%	3 6%	0 0%
																		q				
Other	66 15%	23 10%	43 19%	15 14%	10 9%	21 16%	20 19%	23 26%	23 14%	14 11%	6 9%	39 12%	27 21%	9 8%	57 17%	19 10%	41 20%	6 10%	39 17%	8 15%	2 4%	9 18%
			B			e	E	IJK					L		N		PR		U	U		U
Nothing comes to mind	21 5%	14 6%	7 3%	4 4%	10 9%	5 4%	2 2%	1 1%	11 7%	7 5%	2 3%	19 6%	2 2%	6 5%	15 4%	9 5%	11 5%	1 2%	10 4%	7 13%	4 7%	0 0%
					G				H	h		M					r		s			

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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STUDENT MONITOR® Spring 2018

15. When you think of student loan providers, what's the name of the one organization or bank that comes to mind first?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total Answering	452 100	223 100	229 100	106 100	112 100	132 100	102 100	90 100	161 100	131 100	70 100	328 100	124 100	113 100	339 100	180 100	209 100	63 100	225 100	52 100	54 100	49 100
Federal Government	173 38%	74 33%	99 43% B	34 32%	49 44% dG	59 45% DG	31 30%	20 22%	68 42% HK	69 53% HiK	16 23%	123 38%	50 40%	46 41%	127 37%	66 37%	81 39%	26 41%	77 34%	18 35%	25 46%	26 53% St
Sallie Mae	46 10%	23 10%	23 10%	12 11% e	5 4%	18 14% E	11 11% e	7 8%	17 11%	14 11%	8 11%	33 10%	13 10%	15 13%	31 9%	27 15% Q	14 7%	5 8%	22 10% uv	11 21% sUV	2 4%	2 4%
My School	32 7%	15 7%	17 7%	11 10% E	4 4%	7 5%	10 10% e	12 13% iK	9 6%	9 7%	2 3%	22 7%	10 8%	5 4%	27 8%	20 11% Q	8 4%	4 6%	17 8%	6 12%	5 9%	3 6%
Wells Fargo	27 6%	19 9% C	8 3%	6 6%	6 5%	10 8%	5 5%	6 7%	9 6%	5 4%	7 10%	13 4%	14 11% L	11 10% o	16 5%	9 5%	13 6%	5 8%	13 6%	3 6%	3 6%	2 4%
Discover Student Loans	19 4%	14 6% C	5 2%	6 6%	6 5%	4 3%	3 3%	8 9% i	5 3%	6 5%	0 0	17 5% M	2 2%	1 1%	18 5% N	5 3%	11 5%	3 5%	10 4%	0 0	4 7%	1 2%
Chase	16 4%	10 4%	6 3%	4 4%	6 5%	3 2%	3 3%	6 7% i	3 2%	3 2%	4 6%	11 3%	5 4%	6 5%	10 3%	6 3%	8 4%	2 3%	8 4%	1 2%	2 4%	0 0
State Government	12 3%	8 4%	4 2%	6 6% f	2 2%	2 2%	2 2%	0 0	4 2%	8 6%	0 0	11 3% M	1 1%	3 3%	9 3%	4 2%	4 2%	4 6%	5 2%	1 2%	4 7%	1 2%
Credit Union	12 3%	4 2%	8 3%	2 2%	2 2%	2 2%	6 6% f	7 8% I	2 1%	0 0	3 4%	5 2%	7 6% l	4 4%	8 2%	4 2%	8 4%	0 0	2 1%	2 4%	1 2%	7 14% StU
Nelnet	11 2%	9 4% C	2 1%	3 3%	1 1%	3 2%	4 4%	1 1%	2 1%	4 3%	4 6%	10 3% m	1 1%	2 2%	9 3%	5 3%	5 2%	1 2%	8 4%	1 2%	2 4%	0 0
Great Lakes	8 2%	5 2%	3 1%	1 1%	2 2%	0 0	5 5% d	0 0	1 1%	4 3%	3 4%	8 2%	0 0	0 0	8 2%	2 1%	5 2%	1 2%	3 1%	2 4%	1 2%	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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15. When you think of student loan providers, what's the name of the one organization or bank that comes to mind first?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Bank of America	6 1%	4 2%	2 1%	0 0	2 2%	0 0	4 4%	1 1%	3 2%	1 1%	1 1%	4 1%	2 2%	1 1%	5 1%	3 2%	2 1%	1 2%	5 2%	0 0	0 0	0 0
PNC	5 1%	4 2%	1 *	0 0	0 0	0 0	5 5%	5 6%	0 0	0 0	0 0	5 2%	0 0	0 0	5 1%	1 1%	4 2%	0 0	5 2%	0 0	0 0	0 0
Capital One	3 1%	2 1%	1 *	1 1%	1 1%	1 1%	0 0	0 0	3 2%	0 0	0 0	3 1%	0 0	1 1%	2 1%	3 2%	0 0	0 0	1 *	2 4%	0 0	0 0
Nellie Mae	1 *	0 0	1 *	0 0	1 1%	0 0	0 0	0 0	1 1%	0 0	0 0	1 *	0 0	0 0	1 *	0 0	1 *	0 0	0 0	0 0	0 0	0 0
Other	12 3%	0 0	12 5%	1 1%	8 7%	2 2%	1 1%	3 3%	6 4%	3 2%	0 0	9 3%	3 2%	3 3%	9 3%	2 1%	8 4%	2 3%	6 3%	3 6%	0 0	0 0
					DFG												P					
Nothing comes to mind	69 15%	32 14%	37 16%	19 18%	17 15%	21 16%	12 12%	14 16%	28 17%	5 4%	22 31%	53 16%	16 13%	15 13%	54 16%	23 13%	37 18%	9 14%	43 19%	2 4%	5 9%	7 14%
								J	J		HIJ								TU		t	

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.



## 16. When you think of buying textbooks, what's the one company or place to buy textbooks that comes to mind first?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total Answering	451 100	222 100	229 100	107 100	111 100	131 100	102 100	90 100	159 100	132 100	70 100	327 100	124 100	113 100	338 100	179 100	209 100	63 100	226 100	50 100	54 100	49 100
Amazon.com	179 40	92 41	87 38	38 36	39 35	73 56 DEG	29 28	28 31	74 47 HK	56 42 hk	21 30	118 36	61 49 L	47 42	132 39	51 28	91 44 P	37 59 PQ	82 36 T	11 22	33 61 STV	19 39 t
On campus bookstore	144 32	66 30	78 34	45 42 F	38 34 F	19 15	42 41 F	27 30	38 24	45 34 i	34 49 HIJ	112 34 m	32 26	37 33	107 32	70 39 QR	61 29	13 21	82 36 uv	17 34	13 24	12 24
Chegg.com	51 11	32 14 C	19 8	11 10	12 11	19 15	9 9	13 14 j	18 11	9 7	11 16 j	42 13 m	9 7	8 7	43 13 n	21 12	26 12	4 6	23 10	10 20 U	3 6	7 14
Barnes & Noble	36 8	14 6	22 10	7 7	13 12 f	7 5	9 9	15 17 JK	15 9 JK	4 3	2 3	20 6	16 13 L	11 10	25 7	20 11 Q	11 5	5 8	16 7	3 6	4 7	7 14
Off campus bookstore	10 2	3 1	7 3	2 2	1 1	4 3	3 3	0 0	4 3	4 3	2 3	9 3	1 1	4 4	6 2	3 2	6 3	1 2	4 2	2 4	1 2	1 2
Textbooks.com	9 2	5 2	4 2	1 1	5 5 f	1 1	2 2	0 0	2 1	7 5 i	0 0	8 2	1 1	2 2	7 2	7 4 q	2 1	0 0	5 2	3 6	0 0	0 0
eCampus.com	4 1	1 *	3 1	1 1	1 1	0 0	2 2	0 0	2 1	2 2	0 0	4 1	0 0	1 1	3 1	1 1	2 1	1 2	2 1	1 2	0 0	1 2
Half.com	1 *	1 *	0 0	0 0	0 0	1 1	0 0	0 0	0 0	1 1	0 0	1 *	0 0	0 0	1 *	0 0	1 *	0 0	1 *	0 0	0 0	0 0
Other	7 2	4 2	3 1	1 1	1 1	1 1	4 4	5 6 Ij	1 1	1 1	0 0	4 1	3 2	0 0	7 2	2 1	5 2	0 0	5 2	2 4	0 0	0 0
Nothing comes to mind	10 2	4 2	6 3	1 1	1 1	6 5 de	2 2	2 2	5 3	3 2	0 0	9 3	1 1	3 3	7 2	4 2	4 2	2 3	6 3	1 2	0 0	2 4

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

## 17. When you think of renting textbooks, what's the one company or place to rent textbooks that comes to mind?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total Answering	453 100	224 100	229 100	107 100	112 100	132 100	102 100	90 100	161 100	132 100	70 100	328 100	125 100	114 100	339 100	181 100	209 100	63 100	226 100	52 100	54 100	49 100
Amazon.com	183 40%	92 41%	91 40%	31 29%	43 38%	71 54% DEG	38 37%	30 33%	77 48% HK	59 45% hK	17 24%	118 36%	65 52% L	42 37%	141 42%	48 27%	101 48% P	34 54% P	78 35%	17 33%	35 65% ST	28 57% ST
On campus bookstore	125 28%	59 26%	66 29%	37 35% F	29 26%	25 19%	34 33% F	25 28%	32 20%	40 30% I	28 40% I	98 30% m	27 22%	29 25%	96 28%	61 34% Qr	50 24%	14 22%	71 31% Tuv	8 15%	11 20%	10 20%
Chegg.com	65 14%	35 16%	30 13%	18 17%	13 12%	15 11%	19 19%	21 23% IJ	21 13%	11 8%	12 17% j	51 16%	14 11%	17 15%	48 14%	26 14% R	36 17% R	3 5%	32 14% U	13 25% sU	2 4%	8 16% U
Barnes & Noble.com	19 4%	4 2%	15 7% B	6 6%	7 6%	3 2%	3 3%	8 9% Jk	8 5% J	1 1%	2 3%	10 3%	9 7% 1	4 4%	15 4%	15 8% Qr	2 1%	2 3%	9 4%	3 6%	3 6%	1 2%
Off campus bookstore	15 3%	9 4%	6 3%	0 0	4 4%	8 6%	3 3%	0 0	9 6%	3 2%	3 4%	14 4% M	1 1%	4 4%	11 3%	3 2%	9 4%	3 5%	10 4%	3 6%	0 0	0 0
Textbooks.com	12 3%	6 3%	6 3%	3 3%	5 4%	2 2%	2 2%	1 1%	4 2%	5 4%	2 3%	9 3%	3 2%	6 5%	6 2%	6 3%	5 2%	1 2%	7 3%	2 4%	0 0	1 2%
eCampus.com	6 1%	4 2%	2 1%	3 3%	2 2%	0 0	1 1%	2 2%	0 0	2 2%	2 3%	4 1%	2 2%	2 2%	4 1%	5 3%	0 0	1 2%	6 3%	0 0	0 0	0 0
BookRenter.com	4 1%	0 0	4 2%	0 0	4 4%	0 0	0 0	0 0	1 1%	1 1%	2 3%	2 1%	2 2%	3 3%	1 *	1 1%	2 1%	1 2%	3 1%	0 0	0 0	0 0
Rent-A-Text.com	4 1%	3 1%	1 *	2 2%	0 0	2 2%	0 0	0 0	4 2%	0 0	0 0	3 1%	1 1%	1 1%	3 1%	4 2%	0 0	0 0	0 0	2 4%	2 4%	0 0
Campus Book Rentals.com	3 1%	3 1%	0 0	3 3%	0 0	0 0	0 0	1 1%	0 0	2 2%	0 0	3 1%	0 0	0 0	3 1%	3 2%	0 0	0 0	2 1%	0 0	0 0	0 0
Follett	2 *	0 0	2 1%	0 0	2 2%	0 0	0 0	0 0	0 0	1 1%	1 1%	2 1%	0 0	0 0	2 1%	1 1%	0 0	1 2%	2 1%	0 0	0 0	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

17. When you think of renting textbooks, what's the one company or place to rent textbooks that comes to mind?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Other	1	0	1	1	0	0	0	0	0	1	0	1	0	0	1	1	0	0	1	0	0	0
	*%	0	*%	1%	0	0	0	0	0	1%	0	*%	0	0	*%	1%	0	0	*%	0	0	0
Nothing comes to mind	14	9	5	3	3	6	2	2	5	6	1	13	1	6	8	7	4	3	5	4	1	1
	3%	4%	2%	3%	3%	5%	2%	2%	3%	5%	1%	4%	1%	5%	2%	4%	2%	5%	2%	8%	2%	2%
												M										

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

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## 18. What comes to mind first when thinking about devices to download and read digital versions of books including textbooks, newspapers and magazines?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	866 100	416 100	450 100	204 100	234 100	228 100	200 100	174 100	317 100	244 100	131 100	620 100	246 100	229 100	637 100	385 100	351 100	130 100	447 100	111 100	79 100	86 100
Amazon Kindle	322 37%	143 34%	179 40% b	75 37%	90 38%	88 39%	69 34%	84 48% IJK	111 35%	79 32%	48 37%	228 37%	94 38%	69 30%	253 40% N	136 35%	142 40%	44 34%	188 42% TUV	34 31%	22 28%	24 28%
Apple iPad	191 22%	95 23%	96 21%	54 26% F	59 25% F	36 16%	42 21%	41 24%	56 18%	63 26% I	31 24%	127 20%	64 26% 1	40 17%	151 24% N	97 25% qr	70 20%	24 18%	115 26% TU	12 11%	12 15%	22 26% Tu
Laptop	127 15%	50 12%	77 17% B	16 8%	28 12%	49 21% DE	34 17% D	15 9%	42 13%	44 18% H	26 20% Hi	85 14%	42 17%	48 21% O	79 12%	50 13%	59 17%	18 14%	47 11%	10 9%	23 29% ST	23 27% ST
iPhone	123 14%	64 15%	59 13%	30 15%	34 15%	30 13%	29 14%	22 13% j	67 21% HJK	18 7%	16 12%	101 16% M	22 9%	39 17%	84 13%	55 14%	43 12%	25 19% q	57 13%	29 26% SUV	10 13%	11 13%
Another brand of tablet	29 3%	17 4%	12 3%	11 5% G	7 3%	8 4%	3 2%	0 0	12 4% K	16 7% K	1 1%	23 4%	6 2%	9 4%	20 3%	18 5% Q	7 2%	4 3%	11 2% s	8 7%	4 5%	0 0
Another brand of Smartphone	11 1%	2 *% B	9 2%	1 *% B	2 1%	4 2%	4 2%	1 1%	6 2%	4 2%	0 0	7 1%	4 2%	4 2%	7 1%	4 1%	4 1%	3 2%	3 1%	5 5% s	0 0	0 0
Other	16 2%	11 3% c	5 1%	7 3% f	3 1%	2 1%	4 2%	5 3%	4 1%	4 2%	3 2%	11 2%	5 2%	1 *% N	15 2%	7 2%	6 2%	3 2%	9 2%	0 0	5 6%	2 2%
Nothing comes to mind	47 5%	34 8% C	13 3%	10 5%	11 5%	11 5%	15 8%	6 3%	19 6%	16 7%	6 5%	38 6%	9 4%	19 8% o	28 4%	18 5%	20 6%	9 7%	17 4%	13 12% SUV	3 4%	4 5%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

## 19. (HAND CARD) Which of these tablets have you heard of?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	866 100	415 100	451 100	202 100	234 100	230 100	200 100	176 100	317 100	243 100	130 100	618 100	248 100	231 100	635 100	384 100	353 100	129 100	446 100	113 100	79 100	86 100
Apple iPad	790 91%	378 91%	412 91%	190 94%	213 91%	207 90%	180 90%	150 85%	291 92% H	220 91%	129 99% HIJ	572 93% M	218 88%	195 84%	595 94% N	339 88%	332 94% P	119 92%	414 93% T	93 82%	76 96% T	81 94% T
Amazon Fire	598 69%	266 64%	332 74% B	143 71%	154 66%	161 70%	140 70%	118 67%	192 61%	187 77% HI	101 78% HI	417 67%	181 73%	153 66%	445 70%	271 71%	239 68%	88 68%	323 72% T	68 60%	51 65%	66 77% Tu
Samsung Galaxy	587 68%	282 68%	305 68%	137 68%	155 66%	161 70%	134 67%	114 65%	192 61%	187 77% HI	94 72% I	409 66%	178 72%	159 69%	428 67%	256 67%	240 68%	91 71%	313 70% T	68 60%	57 72% t	62 72% t
Microsoft Surface Pro	505 58%	250 60%	255 57%	123 61%	129 55%	134 58%	119 60%	92 52%	163 51%	173 71% HIK	77 59%	349 56%	156 63% l	129 56%	376 59%	214 56%	214 61%	77 60%	266 60% T	37 33%	52 66% T	57 66% T
Samsung Nook	383 44%	178 43%	205 45%	96 48%	94 40%	96 42%	97 48% e	70 40%	128 40%	116 48% i	69 53% HI	287 46% M	96 39%	99 43%	284 45%	159 41%	151 43%	73 57% PQ	202 45%	43 38%	35 44%	39 45%
Google Pixel C	210 24%	94 23%	116 26%	52 26%	57 24%	48 21%	53 26%	44 25% i	58 18%	81 33% hIK	27 21%	160 26% m	50 20%	45 19%	165 26% N	98 26%	74 21%	38 29% q	128 29% TUV	21 19%	14 18%	11 13%
Lenovo Yoga	169 20%	89 21%	80 18%	42 21%	36 15%	38 17%	53 26% EF	29 16%	63 20%	47 19%	30 23%	110 18%	59 24% l	46 20%	123 19%	57 15%	71 20% p	41 32% PQ	78 17% T	10 9%	18 23% T	20 23% T
Asus Zen	77 9%	47 11% C	30 7%	18 9%	20 9%	21 9%	18 9%	8 5%	23 7%	34 14% HI	12 9%	68 11% M	9 4%	18 8%	59 9%	30 8%	27 8%	20 16% PQ	38 9%	6 5%	6 8%	9 10%
Acer Iconia	64 7%	39 9% C	25 6%	15 7%	13 6%	18 8%	18 9%	5 3%	12 4%	43 18% HIK	4 3%	52 8% M	12 5%	23 10%	41 6%	26 7%	19 5%	19 15% PQ	40 9% TV	3 3%	6 8%	2 2%
None of these	26 3%	13 3%	13 3%	3 1%	6 3%	8 3%	9 4% d	3 2%	15 5% HK	7 3%	1 1%	19 3%	7 3%	12 5% o	14 2%	15 4%	7 2%	4 3%	6 1% Su	9 8%	2 3%	3 3%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

## 24. (HAND CARD) Which of these statements applies to you?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	453 100	224 100	229 100	107 100	112 100	131 100	103 100	90 100	161 100	132 100	70 100	327 100	126 100	114 100	339 100	181 100	209 100	63 100	226 100	53 100	54 100	49 100
I watch TV on my desktop, laptop or tablet	179 40%	89 40%	90 39%	51 48% E	31 28%	54 41% E	43 42% E	35 39% J	84 52% HJ	25 19%	35 50% J	140 43% M	39 31%	28 25%	151 45% N	64 35%	93 44% p	22 35%	92 41% v	19 36%	19 35%	14 29%
I brought a TV set from home or bought a TV set to watch in my room while at school	151 33%	78 35%	73 32%	35 33%	39 35%	39 30%	38 37%	35 39%	59 37%	38 29%	19 27%	107 33%	44 35%	39 34%	112 33%	64 35%	70 33%	17 27%	79 35% U	17 32% U	8 15%	17 35% U
I share a TV set with roommates in a common area in my dorm or off campus apartment or house	126 28%	60 27%	66 29%	23 21%	46 41% DFG	31 24%	26 25%	38 42% IJK	39 24%	30 23%	19 27%	97 30%	29 23%	15 13%	111 33% N	44 24% R	77 37% PR	5 8%	72 32% TU	7 13%	9 17%	17 35% TU
My roommate brought a TV set from home or bought a TV set to watch in our room while at school	94 21%	44 20%	50 22%	18 17%	14 12%	37 28% DE	25 24% E	26 29% IK	23 14%	36 27% IK	9 13%	54 17%	40 32% L	26 23%	68 20%	39 22% R	53 25% R	2 3%	40 18%	15 28% V	25 46% StV	5 10%
I watch TV at my off campus apartment or house since I don't live on campus	89 20%	47 21%	42 18%	9 8%	22 20% D	33 25% D	25 24% D	15 17%	42 26% hJ	17 13%	15 21%	71 22% m	18 14%	11 10%	78 23% N	10 6%	68 33% PR	11 17% P	53 23% V	12 23% V	8 15%	3 6%
The TV set I share with roommates in a common area in my dorm or off campus apartment or house is connected to a cable or satellite service	52 11%	25 11%	27 12%	14 13%	14 12%	14 11%	10 10%	18 20% IJ	11 7%	11 8%	12 17% Ij	36 11%	16 13%	12 11%	40 12%	18 10%	34 16% p	0 0	31 14% TV	3 6%	5 9%	2 4%
I watch TV at my permanent home since I don't live on campus	46 10%	25 11%	21 9%	10 9%	13 12%	16 12%	7 7%	3 3%	11 7%	21 16% HI	11 16% Hi	35 11%	11 9%	21 18% O	25 7%	8 4%	17 8%	21 33% PQ	33 15% U	4 8%	1 2%	4 8%
I subscribe to a cable or satellite service for the TV set I brought from home or bought to watch TV in my room while at school	35 8%	20 9%	15 7%	7 7%	8 7%	13 10%	7 7%	15 17% IJK	11 7%	4 3%	5 7%	26 8%	9 7%	4 4%	31 9% N	13 7%	22 11%	0 0	27 12% U	0 0	1 2%	3 6%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

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24. (HAND CARD) Which of these statements applies to you?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
The TV set my roommate brought from home or bought to watch in our room while at school is connected to a cable or satellite service	25 6%	14 6%	11 5%	8 7%	4 4%	6 5%	7 7%	11 12% IjK	6 4%	7 5%	1 1%	16 5%	9 7%	3 3%	22 6% n	15 8% R	9 4%	1 2%	16 7% v	2 4%	2 4%	1 2%
None of these	29 6%	12 5%	17 7%	5 5%	13 12% dfG	7 5%	4 4%	6 7%	16 10%	0 0	7 10%	25 8% M	4 3%	10 9%	19 6%	10 6%	15 7%	4 6%	7 3%	9 17% SU	2 4%	5 10%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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## 25. (HAND CARD) How many hours do you watch TV weekly in each of these ways?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	457 100	224 100	233 100	108 100	113 100	133 100	103 100	90 100	164 100	132 100	71 100	330 100	127 100	115 100	342 100	183 100	211 100	63 100	226 100	53 100	54 100	49 100
Scheduled broadcast connected to cable or satellite																						
1 or more	172 38% C	108 48% C	64 27% C	41 38% C	51 45% G	50 38% C	30 29% C	35 39% C	59 36% C	54 41% C	24 34% C	127 38% C	45 35% C	44 38% C	128 37% C	74 40% q	68 32% C	30 48% Q	106 47% UV	24 45% UV	9 17% C	6 12% C
Total mean	2.0	2.4 c	1.6	1.7	2.5 g	2.2	1.5	1.4	1.8	2.9 HiK	1.4	2.2 M	1.3	2.0	2.0	2.1	1.6	3.0 q	2.6 UV	2.9 UV	0.6	0.3
User mean	5.3	5.0	5.8	4.4	5.6	5.7	5.2	3.5	5.0	7.2 HiK	4.2	5.8 M	3.8	5.3	5.2	5.2	4.9	6.3	5.5 V	6.4 V	3.8	2.2
Scheduled broadcast not connected to cable or satellite																						
1 or more	75 16% C	48 21% C	27 12% C	17 16% C	16 14% C	26 20% C	16 16% C	20 22% K	26 16% K	24 18% K	5 7% C	51 15% C	24 19% C	29 25% O	46 13% C	28 15% C	31 15% C	16 25% pq	48 21% UV	16 30% UV	4 7% C	2 4% C
Total mean	1.0	1.3 c	0.7	1.0	0.8	1.2	0.9	0.8 k	0.8 K	1.7 iK	0.2	1.1	0.7	1.0	1.0	0.8	0.8	2.0 pq	1.4 UV	2.0 UV	0.2	0.2
User mean	6.0	6.0	5.9	6.2	5.5	6.3	5.8	3.6	5.2 K	9.4 HiK	3.0	7.1 M	3.6	3.8	7.3 N	5.3	5.6	7.9	6.6 UV	6.6 Uv	2.5	4.0
DVR																						
1 or more	69 15% c	41 18% c	28 12% C	16 15% C	17 15% C	20 15% C	16 16% C	12 13% I	7 4% C	40 30% HIK	10 14% I	49 15% C	20 16% C	28 24% O	41 12% C	24 13% C	27 13% C	18 29% PQ	50 22% U	9 17% C	4 7% C	0 0% C

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.



25. (HAND CARD) How many hours do you watch TV weekly in each of these ways?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total mean	0.9	1.1	0.7	1.0	1.0	0.8	0.8	0.6 i	0.1	2.0 HI	1.2 I	1.0	0.7	1.1	0.8	0.7	0.8	1.9 PQ	1.4 UV	0.9 v	0.2	0.0
User mean	6.1	6.3	5.8	6.7	6.9	5.5	5.2	4.2	3.4	6.6 I	8.2 HI	6.7 m	4.6	4.7	7.0 n	5.5	6.2	6.7	6.4	5.3	3.2	0
On demand connected to cable or satellite																						
1 or more	104 23%	57 25%	47 20%	26 24%	22 19%	29 22%	27 26%	38 42% IJK	23 14%	33 25% Ik	10 14%	69 21%	35 28%	32 28%	72 21%	48 26% Q	36 17%	20 32% Q	59 26% U	19 36% UV	8 15%	8 16%
Total mean	1.2	1.2	1.1	1.1	1.1	1.0	1.4	1.4 Ik	0.6	2.0 IK	0.8	1.3 m	0.9	1.1	1.2	1.2	0.9	1.9	1.5 UV	1.8 UV	0.5	0.7
User mean	5.1	4.8	5.6	4.7	5.8	4.7	5.4	3.3	4.0	7.9 HIk	5.4 H	6.1 M	3.1	4.0	5.6 N	4.7	5.1	6.0	5.9 u	4.9	3.2	4.4
Paid streaming online																						
1 or more	337 74%	163 73%	174 75%	79 73%	84 74%	96 72%	78 76%	72 80% I	108 66%	104 79% I	53 75%	234 71%	103 81% L	80 70%	257 75%	127 69%	170 81% PR	40 63%	184 81% TV	30 57%	42 78% TV	25 51%
Total mean	5.8	6.0	5.6	5.1	6.1	5.4	6.8 Df	5.3	6.0	5.7	6.4	6.1 m	5.2	4.3	6.3 N	4.6	7.1 PR	5.2	6.7 TV	3.9	5.9 tv	4.1
User mean	7.8	8.2	7.5	7.0	8.2	7.4	8.8 D	6.6	9.0 HJ	7.2	8.5 H	8.5 M	6.4	6.2	8.4 N	6.6	8.7 P	8.2 p	8.2	6.9	7.6	8.0
Free streaming online																						
1 or more	230 50%	133 59% C	97 42%	66 61% FG	59 52%	57 43%	48 47%	45 50%	74 45%	67 51%	44 62% I	166 50%	64 50%	62 54%	168 49%	101 55% Q	93 44%	36 57% q	122 54% u	31 58% u	22 41%	22 45%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

25. (HAND CARD) How many hours do you watch TV weekly in each of these ways?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total mean	3.4	3.9	3.0	3.8	3.1	3.8	3.0	2.0	4.2 H	3.3 H	4.0 H	3.8 M	2.6	3.4	3.5	3.7	3.0	4.4	4.0	3.7	3.2	2.7
User mean	6.8	6.6	7.2	6.3	5.9	8.8	6.4	4.0	9.2 Hjk	6.4 H	6.4 H	7.5 M	5.1	6.3	7.0	6.6	6.7	7.6	7.3	6.3	7.8	6.0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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26. Of the hours you watch TV programs in a typical week, what percent of these hours do you watch online?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	457 100	224 100	233 100	108 100	113 100	133 100	103 100	90 100	164 100	132 100	71 100	330 100	127 100	115 100	342 100	183 100	211 100	63 100	226 100	53 100	54 100	49 100
None	38 8%	12 5%	26 11% B	7 6%	9 8%	8 6%	14 14% df	4 4%	20 12% HJ	7 5%	7 10%	33 10% M	5 4%	8 7%	30 9%	13 7%	17 8%	8 13%	14 6%	7 13%	4 7%	7 14%
1 or more	419 92%	212 95% C	207 89%	101 94% g	104 92%	125 94% g	89 86%	86 96% I	144 88%	125 95% I	64 90%	297 90%	122 96% L	107 93%	312 91%	170 93%	194 92%	55 87%	212 94%	46 87%	50 93%	42 86%
Total mean	66	67	65	67	68	65	64	70 i	61	68	67	62	75 L	59	68 N	66	68	59	66 T	35	79 ST	80 ST
User mean	72	70	73	72	73	69	74	73	70	71	75	69	78 L	63	75 N	71	74	68	70 T	40	86 ST	93 ST

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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## 27. (HAND CARD) Which of these do you use to watch TV online?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	407 100	207 100	200 100	100 100	101 100	119 100	87 100	86 100	134 100	123 100	64 100	286 100	121 100	105 100	302 100	165 100	188 100	54 100	208 100	42 100	50 100	40 100
Laptop	287 71%	142 69%	145 72%	75 75% f	67 66%	77 65%	68 78% eF	70 81% J	109 81% J	52 42%	56 88% J	198 69%	89 74%	65 62%	222 74% N	124 75%	127 68%	36 67%	157 75% U	29 69% u	26 52%	26 65%
Smartphone	112 28%	54 26%	58 29%	31 31% E	19 19%	43 36% EG	19 22%	15 17%	54 40% HJK	36 29% HK	7 11%	76 27%	36 30%	31 30%	81 27%	32 19%	57 30% P	23 43% P	37 18%	15 36% S	28 56% STV	11 28%
Smart TV	74 18%	39 19%	35 18%	21 21%	19 19%	16 13%	18 21%	11 13%	26 19%	25 20%	12 19%	61 21% M	13 11%	13 12%	61 20% N	33 20%	31 16%	10 19%	33 16% U	9 21% U	3 6%	13 32% SU
Apple TV	48 12%	26 13%	22 11%	14 14%	18 18% FG	10 8%	6 7%	8 9%	13 10%	7 6%	20 31% HIJ	38 13%	10 8%	13 12%	35 12%	9 5%	32 17% P	7 13%	26 12% Tv	1 2%	3 6%	2 5%
xBox	48 12%	35 17% C	13 6%	9 9%	15 15%	16 13%	8 9%	13 15% j	17 13%	9 7%	9 14%	34 12%	14 12%	4 4%	44 15% N	16 10%	25 13%	7 13%	28 13% V	4 10%	4 8%	1 2%
PlayStation	47 12%	35 17% C	12 6%	13 13%	11 11%	10 8%	13 15%	12 14%	19 14%	10 8%	6 9%	38 13% m	9 7%	9 9%	38 13%	22 13%	20 11%	5 9%	25 12% tv	2 5%	7 14% V	1 2%
Roku	39 10%	13 6%	26 13% B	6 6%	8 8%	12 10%	13 15% D	2 2%	14 10% H	20 16% HK	3 5%	28 10%	11 9%	12 11%	27 9%	15 9%	15 8%	9 17%	28 13% TU	1 2%	2 4%	5 12% t
Amazon Fire TV Stick	38 9%	21 10%	17 8%	17 17% EFg	6 6%	8 7%	7 8%	12 14% J	17 13% J	5 4%	4 6%	25 9%	13 11%	7 7%	31 10%	16 10%	16 9%	6 11%	15 7%	7 17%	4 8%	3 8%
Tablet	35 9%	19 9%	16 8%	11 11% e	4 4%	8 7%	12 14% E	4 5%	23 17% HJK	7 6%	1 2%	27 9%	8 7%	5 5%	30 10% n	8 5%	16 9%	11 20% PQ	15 7%	3 7%	8 16% v	2 5%
Chromecast	24 6%	16 8%	8 4%	6 6%	4 4%	8 7%	6 7%	2 2%	9 7% k	12 10% HK	1 2%	21 7% M	3 2%	4 4%	20 7%	5 3%	19 10% P	0 0	13 6%	1 2%	5 10%	2 5%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

27. (HAND CARD) Which of these do you use to watch TV online?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Desktop	17 4%	6 3%	11 6%	1 1%	4 4%	7 6% D	5 6% d	1 1%	12 9% HJk	2 2%	2 3%	16 6% M	1 1%	4 4%	13 4%	8 5%	9 5%	0 0	5 2%	3 7%	1 2%	3 8%
Amazon Fire TV	10 2%	6 3%	4 2%	1 1%	4 4%	5 4%	0 0	1 1%	3 2%	3 2%	3 5%	6 2%	4 3%	5 5%	5 2%	6 4%	3 2%	1 2%	4 2%	2 5%	1 2%	0 0
Roku Stick	10 2%	6 3%	4 2%	6 6% Fg	2 2%	1 1%	1 1%	0 0	6 4%	4 3%	0 0	10 3%	0 0	1 1%	9 3%	7 4%	3 2%	0 0	6 3%	0 0	0 0	0 0
Other	9 2%	4 2%	5 2%	1 1%	2 2%	2 2%	4 5%	0 0	2 1%	4 3%	3 5%	6 2%	3 2%	3 3%	6 2%	3 2%	5 3%	1 2%	9 4%	0 0	0 0	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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28. (HAND CARD) Which one of these do you use to watch TV online most often?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	415 100	211 100	204 100	102 100	101 100	121 100	91 100	89 100	138 100	124 100	64 100	292 100	123 100	108 100	307 100	169 100	192 100	54 100	210 100	44 100	50 100	40 100
Laptop	212 51%	104 49%	108 53%	55 54%	54 53%	54 45%	49 54%	66 74% IJ	70 51% J	34 27%	42 66% IJ	133 46%	79 64% L	44 41%	168 55% N	110 65% QR	85 44% r	17 31%	116 55% U	22 50% U	13 26%	21 52% U
Smart TV	38 9%	19 9%	19 9%	7 7%	16 16% DF	6 5%	9 10%	1 1%	9 7% H	22 18% HIK	6 9% H	34 12% M	4 3%	10 9%	28 9%	14 8%	18 9%	6 11%	16 8% U	5 11% u	1 2%	9 22% SU
Smartphone	32 8%	6 3%	26 13% B	7 7% EG	1 1%	23 19% DEG	1 1%	0 0	14 10% K	17 14% K	1 2%	18 6%	14 11%	17 16% O	15 5%	5 3%	21 11% P	6 11% p	3 1%	7 16% SV	19 38% STV	1 2%
Apple TV	22 5%	9 4%	13 6%	6 6%	7 7%	6 5%	3 3%	3 3%	4 3%	5 4%	10 16% HIJ	19 7% M	3 2%	10 9% o	12 4%	3 2%	16 8% P	3 6%	14 7%	1 2%	3 6%	0 0
Amazon Fire TV Stick	20 5%	12 6%	8 4%	7 7%	5 5%	5 4%	3 3%	11 12% IJK	3 2%	5 4%	1 2%	15 5%	5 4%	4 4%	16 5%	9 5%	11 6%	0 0	11 5%	2 5%	2 4%	2 5%
xBox	20 5%	16 8% C	4 2%	1 1%	4 4%	10 8% D	5 5% d	1 1%	16 12% HJK	2 2%	1 2%	19 7% M	1 1%	1 1%	19 6% N	4 2%	14 7% P	2 4%	13 6%	2 5%	3 6%	0 0
Roku	19 5%	5 2%	14 7% B	2 2%	6 6%	2 2%	9 10% DF	0 0	5 4%	14 11% I	0 0	13 4%	6 5%	6 6%	13 4%	8 5%	4 2%	7 13% PQ	11 5%	0 0	1 2%	4 10%
Chromecast	16 4%	11 5%	5 2%	5 5%	2 2%	5 4%	4 4%	2 2%	5 4%	8 6% k	1 2%	12 4%	4 3%	4 4%	12 4%	4 2%	12 6% p	0 0	9 4%	0 0	3 6%	1 2%
PlayStation	14 3%	12 6% C	2 1%	4 4%	5 5%	5 4%	0 0	1 1%	6 4%	6 5% h	1 2%	13 4% M	1 1%	5 5%	9 3%	4 2%	6 3%	4 7%	7 3%	1 2%	2 4%	1 2%
Amazon Fire TV	8 2%	7 3% C	1 *	3 3%	1 1%	2 2%	2 2%	3 3%	0 0	4 3%	1 2%	4 1%	4 3%	5 5% o	3 1%	4 2%	1 1%	3 6%	2 1%	3 7%	0 0	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.



28. (HAND CARD) Which one of these do you use to watch TV online most often?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Tablet	8 2%	7 3% C	1 *%	4 4%	0 0	1 1%	3 3%	1 1%	4 3%	3 2%	0 0	6 2%	2 2%	2 2%	6 2%	2 1%	1 1%	5 9% PQ	3 1%	1 2%	3 6%	0 0
Desktop	2 *%	2 1%	0 0	0 0	0 0	1 1%	1 1%	0 0	2 1%	0 0	0 0	2 1%	0 0	0 0	2 1%	0 0	2 1%	0 0	1 *%	0 0	0 0	1 2%
Roku Stick	1 *%	0 0	1 *%	1 1%	0 0	0 0	0 0	0 0	0 0	1 1%	0 0	1 *%	0 0	0 0	1 *%	1 1%	0 0	0 0	1 *%	0 0	0 0	0 0
Other	3 1%	1 *%	2 1%	0 0	0 0	1 1%	2 2%	0 0	0 0	3 2%	0 0	3 1%	0 0	0 0	3 1%	1 1%	1 1%	1 2%	3 1%	0 0	0 0	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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## 31. (HAND CARD) Which of these sites or apps do you use to watch TV online?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	429 100	217 100	212 100	102 100	105 100	128 100	94 100	89 100	148 100	128 100	64 100	302 100	127 100	111 100	318 100	176 100	198 100	55 100	215 100	49 100	50 100	43 100
Netflix	361 84%	176 81%	185 87%	90 88%	83 79%	111 87%	77 82%	77 87%	134 91%	90 70%	60 94%	249 82%	112 88%	88 79%	273 86%	136 77%	180 91%	45 82%	188 87%	32 65%	47 94%	32 74%
			b	e				J	J		J						P		Tv		TV	
Hulu	179 42%	84 39%	95 45%	43 42%	41 39%	47 37%	48 51%	40 45%	64 43%	48 38%	27 42%	128 42%	51 40%	27 24%	152 48%	76 43%	88 44%	15 27%	91 42%	14 29%	10 20%	30 70%
							eF								N	R	R		tU			STU
YouTube	151 35%	74 34%	77 36%	41 40%	35 33%	35 27%	40 43%	40 45%	58 39%	21 16%	32 50%	104 34%	47 37%	42 38%	109 34%	51 29%	75 38%	25 45%	80 37%	18 37%	7 14%	18 42%
				F			F	J	J		J						P	P	U	U		U
Amazon Prime Instant Video	92 21%	40 18%	52 25%	21 21%	29 28%	17 13%	25 27%	26 29%	29 20%	13 10%	24 38%	54 18%	38 30%	16 14%	76 24%	33 19%	52 26%	7 13%	49 23%	5 10%	6 12%	9 21%
					F		F	iJ	J		IJ		L		N		pR		TU			
HBO NOW	89 21%	45 21%	44 21%	24 24%	19 18%	28 22%	18 19%	18 20%	42 28%	8 6%	21 33%	62 21%	27 21%	15 14%	74 23%	36 20%	48 24%	5 9%	53 25%	5 10%	6 12%	4 9%
								J	J		hJ				N	R	R		TUV			
Showtime	27 6%	10 5%	17 8%	8 8%	7 7%	9 7%	3 3%	8 9%	6 4%	5 4%	8 12%	14 5%	13 10%	6 5%	21 7%	16 9%	11 6%	0 0	19 9%	1 2%	0 0	2 5%
											ij		1						T			
Other	20 5%	8 4%	12 6%	3 3%	4 4%	4 3%	9 10%	6 7%	5 3%	4 3%	5 8%	12 4%	8 6%	9 8%	11 3%	10 6%	9 5%	1 2%	10 5%	2 4%	0 0	1 2%
							df							o								
None of these	9 2%	4 2%	5 2%	1 1%	3 3%	4 3%	1 1%	1 1%	3 2%	5 4%	0 0	8 3%	1 1%	2 2%	7 2%	4 2%	3 2%	2 4%	5 2%	3 6%	0 0	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.



STUDENT MONITOR® Spring 2018

32. (USE SAME CARD) Which of these sites or apps do you have a paid subscription for? (Among those who watch online)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Among those who watch online	418 100	212 100	206 100	100 100	102 100	124 100	92 100	88 100	145 100	121 100	64 100	292 100	126 100	109 100	309 100	171 100	194 100	53 100	208 100	46 100	50 100	43 100
Netflix	330 79%	162 76%	168 82%	76 76%	80 78%	110 89% DEG	64 70%	70 80% j	126 87% J	83 69%	51 80% j	222 76%	108 86% L	82 75%	248 80%	124 73%	162 84% P	44 83% p	175 84% TV	29 63%	47 94% STV	23 53%
Hulu	146 35%	69 33%	77 37%	36 36%	39 38%	39 31%	32 35%	25 28%	58 40% h	42 35%	21 33%	106 36%	40 32%	25 23%	121 39% N	66 39% R	67 35%	13 25%	72 35% U	12 26%	9 18%	23 53% STU
Amazon Prime Instant Video	79 19%	40 19%	39 19%	19 19%	23 23%	20 16%	17 18%	16 18% J	33 23% J	9 7%	21 33% HJ	50 17%	29 23%	15 14%	64 21% n	27 16%	42 22%	10 19%	44 21% tuV	5 11%	6 12%	3 7%
HBO NOW	67 16%	41 19% c	26 13%	15 15%	9 9%	25 20% E	18 20% E	13 15% J	28 19% J	5 4%	21 33% HIJ	47 16%	20 16%	11 10%	56 18% N	25 15% R	40 21% R	2 4%	41 20% tU	5 11%	4 8%	5 12%
Showtime	25 6%	12 6%	13 6%	5 5%	2 2%	12 10% E	6 7%	8 9%	6 4%	5 4%	6 9%	11 4%	14 11% L	6 6%	19 6%	10 6%	14 7% R	1 2%	15 7% v	2 4%	2 4%	1 2%
YouTube	16 4%	10 5%	6 3%	3 3%	3 3%	6 5%	4 4%	5 6%	3 2%	0 0	8 12% I	13 4%	3 2%	6 6%	10 3%	7 4%	9 5%	0 0	10 5%	1 2%	0 0	1 2%
Other	7 2%	1 *%	6 3% b	1 1%	1 1%	0 0	5 5% de	1 1%	4 3%	2 2%	0 0	7 2%	0 0	1 1%	6 2%	3 2%	4 2%	0 0	3 1%	2 4%	0 0	0 0
None of these	31 7%	15 7%	16 8%	10 10% F	8 8% f	3 2%	10 11% F	7 8%	9 6%	8 7%	7 11%	28 10% M	3 2%	9 8%	22 7%	19 11% QR	10 5%	2 4%	14 7%	8 17% s	0 0	4 9%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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32. (USE SAME CARD) Which of these sites or apps do you have a paid subscription for? (Among all students)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Among all students	880 100	420 100	460 100	208 100	238 100	233 100	201 100	176 100	326 100	245 100	133 100	630 100	250 100	238 100	642 100	389 100	356 100	135 100	447 100	113 100	79 100	86 100
Netflix	330 38%	162 39%	168 37%	76 37%	80 34%	110 47% DEG	64 32%	70 40%	126 39%	83 34%	51 38%	222 35%	108 43% L	82 34%	248 39%	124 32%	162 46% PR	44 33%	175 39% TV	29 26%	47 59% STV	23 27%
Hulu	146 17%	69 16%	77 17%	36 17%	39 16%	39 17%	32 16%	25 14%	58 18%	42 17%	21 16%	106 17%	40 16%	25 11%	121 19% N	66 17% R	67 19% R	13 10%	72 16%	12 11%	9 11%	23 27% STU
Amazon Prime Instant Video	79 9%	40 10%	39 8%	19 9%	23 10%	20 9%	17 8%	16 9% J	33 10% J	9 4%	21 16% hJ	50 8%	29 12%	15 6%	64 10% n	27 7%	42 12% P	10 7%	44 10% TV	5 4%	6 8%	3 3%
HBO NOW	67 8%	41 10% C	26 6%	15 7%	9 4%	25 11% E	18 9% E	13 7% J	28 9% J	5 2%	21 16% HIJ	47 7%	20 8%	11 5%	56 9% N	25 6% R	40 11% PR	2 1%	41 9%	5 4%	4 5%	5 6%
Showtime	25 3%	12 3%	13 3%	5 2%	2 1%	12 5% E	6 3%	8 5%	6 2%	5 2%	6 5%	11 2%	14 6% L	6 3%	19 3%	10 3% r	14 4% R	1 1%	15 3%	2 2%	2 3%	1 1%
YouTube	16 2%	10 2%	6 1%	3 1%	3 1%	6 3%	4 2%	5 3%	3 1%	0 0	8 6% I	13 2%	3 1%	6 3%	10 2%	7 2%	9 3%	0 0	10 2%	1 1%	0 0	1 1%
Other	7 1%	1 *% b	6 1% b	1 *% b	1 *% b	0 0	5 2% de	1 1%	4 1%	2 1%	0 0	7 1%	0 0	1 *% b	6 1%	3 1%	4 1%	0 0	3 1%	2 2%	0 0	0 0
None of these	31 4%	15 4%	16 3%	10 5% F	8 3% F	3 1%	10 5% F	7 4%	9 3%	8 3%	7 5%	28 4% M	3 1%	9 4%	22 3%	19 5% R	10 3%	2 1%	14 3%	8 7%	0 0	4 5%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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33. (USE SAME CARD) Which one of these subscriptions do you use most often?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	379 100	193 100	186 100	88 100	94 100	115 100	82 100	80 100	130 100	112 100	57 100	258 100	121 100	101 100	278 100	150 100	178 100	51 100	193 100	37 100	48 100	37 100
Netflix	294 78%	143 74%	151 81%	69 78%	66 70%	104 90%	55 67%	67 84%	109 84%	76 68%	42 74%	194 75%	100 83%	78 77%	216 78%	112 75%	143 80%	39 76%	161 83%	25 68%	44 92%	21 57%
			b	g		DEG		J	J				1						tV		sTV	
Hulu	50 13%	26 13%	24 13%	10 11%	19 20%	6 5%	15 18%	8 10%	11 8%	28 25%	3 5%	37 14%	13 11%	13 13%	37 13%	24 16%	19 11%	7 14%	15 8%	6 16%	4 8%	14 38%
					dF		F			HIK											STU	
Amazon Prime Instant Video	10 3%	7 4%	3 2%	3 3%	4 4%	0 0	3 4%	1 1%	2 2%	4 4%	3 5%	8 3%	2 2%	2 2%	8 3%	3 2%	6 3%	1 2%	5 3%	2 5%	0 0	0 0
HBO NOW	10 3%	7 4%	3 2%	3 3%	1 1%	4 3%	2 2%	2 2%	2 2%	0 0	6 11%	8 3%	2 2%	1 1%	9 3%	4 3%	6 3%	0 0	6 3%	1 3%	0 0	0 0
										hI												
YouTube	10 3%	8 4%	2 1%	2 2%	4 4%	0 0	4 5%	2 2%	4 3%	1 1%	3 5%	7 3%	3 2%	4 4%	6 2%	4 3%	3 2%	3 6%	3 2%	2 5%	0 0	2 5%
		c																				
Showtime	1 *%	1 1%	0 0	0 0	0 0	1 1%	0 0	0 0	0 0	1 1%	0 0	0 0	1 1%	1 1%	0 0	0 0	0 0	1 2%	1 1%	0 0	0 0	0 0
Other	3 1%	0 0	3 2%	0 0	0 0	0 0	3 4%	0 0	1 1%	2 2%	0 0	3 1%	0 0	1 1%	2 1%	2 1%	1 1%	0 0	2 1%	0 0	0 0	0 0
None of these	1 *%	1 1%	0 0	1 1%	0 0	0 0	0 0	0 0	1 1%	0 0	0 0	1 *%	0 0	1 1%	0 0	1 1%	0 0	0 0	0 0	1 3%	0 0	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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## 34. (HAND CARD) How is this subscription paid for?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	380 100	195 100	185 100	88 100	93 100	117 100	82 100	81 100	129 100	113 100	57 100	258 100	122 100	100 100	280 100	150 100	179 100	51 100	193 100	36 100	50 100	37 100
My parents pay	204 54%	111 57%	93 50%	51 58%	51 55%	58 50%	44 54%	57 70% JK	77 60% JK	49 43%	21 37%	140 54%	64 52%	43 43%	161 58% N	81 54%	89 50%	34 67% Q	108 56% u	16 44%	21 42%	31 84% STU
I pay	106 28%	48 25%	58 31%	20 23%	22 24%	44 38% DEG	20 24%	14 17%	32 25%	44 39% HI	16 28%	68 26%	38 31%	38 38% O	68 24%	36 24%	58 32% p	12 24%	46 24% V	16 44% SV	25 50% SV	1 3%
I share the cost with friends or roommates	41 11%	22 11%	19 10%	10 11%	6 6%	9 8%	16 20% EF	7 9%	9 7%	13 12%	12 21% HI	29 11%	12 10%	13 13%	28 10%	18 12% R	21 12% R	2 4%	16 8%	4 11%	4 8%	3 8%
I share the cost with my parents	21 6%	12 6%	9 5%	3 3%	12 13% Df	6 5%	0 0%	3 4%	7 5%	5 4%	6 11%	16 6%	5 4%	4 4%	17 6%	11 7%	8 4%	2 4%	16 8%	0 0%	0 0%	2 5%
Other	8 2%	2 1%	6 3%	4 5%	2 2%	0 0%	2 2%	0 0%	4 3%	2 2%	2 4%	5 2%	3 2%	2 2%	6 2%	4 3%	3 2%	1 2%	7 4%	0 0%	0 0%	0 0%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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Lowercase letters indicate significance at the 90% level.

STUDENT MONITOR® Spring 2018

## 35. (HAND CARD) Do you have an Amazon Prime subscription?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total Answering	863 100	413 100	450 100	203 100	231 100	229 100	200 100	175 100	316 100	242 100	130 100	616 100	247 100	231 100	632 100	384 100	352 100	127 100	444 100	113 100	79 100	86 100
Yes, I have my own	298 35%	127 31%	171 38%	56 28%	79 34%	97 42%	66 33%	64 37%	116 37%	75 31%	43 33%	191 31%	107 43%	62 27%	236 37%	115 30%	139 39%	44 35%	164 37%	31 27%	30 38%	24 28%
			B			DeG							L		N		P		Tv			
Yes, I use someone else's account	223 26%	107 26%	116 26%	58 29%	55 24%	54 24%	56 28%	57 33%	68 22%	54 22%	44 34%	163 26%	60 24%	58 25%	165 26%	89 23%	106 30%	28 22%	126 28%	13 12%	15 19%	29 34%
								IJ			IJ						Pr		Tu			TU
No	342 40%	179 43%	163 36%	89 44%	97 42%	78 34%	78 39%	54 31%	132 42%	113 47%	43 33%	262 43%	80 32%	111 48%	231 37%	180 47%	107 30%	55 43%	154 35%	69 61%	34 43%	33 38%
		C		F	f				Hk	HK		M		O		Q		Q		SUV		

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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Lowercase letters indicate significance at the 90% level.

STUDENT MONITOR® Spring 2018

36. (HAND CARD) How interested are you in watching TV exclusively online? (Among all students)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Among all students	462 100	229 100	233 100	108 100	113 100	133 100	108 100	94 100	164 100	133 100	71 100	334 100	128 100	116 100	346 100	186 100	213 100	63 100	229 100	54 100	54 100	50 100
Very interested	185 40%	86 38%	99 42%	44 41%	37 33%	64 48% Eg	40 37%	27 29%	63 38%	64 48% Hi	31 44% H	118 35%	67 52% L	56 48% O	129 37%	66 35%	98 46% Pr	21 33%	85 37%	18 33%	27 50% stV	15 30%
Somewhat interested	202 44%	103 45%	99 42%	53 49% f	50 44%	51 38%	48 44%	51 54% IJ	67 41%	49 37%	35 49% j	150 45%	52 41%	43 37%	159 46% n	81 44%	87 41%	34 54% q	105 46% u	21 39%	18 33%	26 52% u
Not at all interested	75 16%	40 17%	35 15%	11 10%	26 23% Df	18 14%	20 19% d	16 17% K	34 21% K	20 15% k	5 7%	66 20% M	9 7%	17 15%	58 17%	39 21% Q	28 13%	8 13%	39 17%	15 28%	9 17%	9 18%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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## 36. (HAND CARD) How interested are you in watching TV exclusively online? (Among online viewers)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Among online viewers	426	216	210	102	104	127	93	89	147	126	64	302	124	109	317	173	198	55	214	47	50	42
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Very interested	182	86	96	43	36	64	39	27	61	64	30	116	66	55	127	66	96	20	84	17	26	15
	43%	40%	46%	42%	35%	50% E	42%	30%	41% h	51% H	47% H	38%	53% L	50% o	40%	38%	48% P	36%	39%	36%	52%	36%
Somewhat interested	186	96	90	48	48	48	42	47	60	47	32	135	51	41	145	76	82	28	98	20	18	18
	44%	44%	43%	47%	46%	38%	45%	53% iJ	41%	37%	50% j	45%	41%	38%	46%	44%	41%	51%	46%	43%	36%	43%
Not at all interested	58	34	24	11	20	15	12	15	26	15	2	51	7	13	45	31	20	7	32	10	6	9
	14%	16%	11%	11%	19% d	12%	13%	17% K	18% K	12% K	3%	17% M	6%	12%	14%	18% Q	10%	13%	15%	21%	12%	21%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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## 37. (HAND CARD) Which of these are your 5 favorite sources of programs? (Among all students)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Among all students	462 100	229 100	233 100	108 100	113 100	133 100	108 100	94 100	164 100	133 100	71 100	334 100	128 100	116 100	346 100	186 100	213 100	63 100	229 100	54 100	54 100	50 100
Netflix	300 65%	151 66%	149 64%	67 62%	83 73% dfg	83 62%	67 62%	59 63%	113 69% J	70 53%	58 82% HIJ	218 65%	82 64%	70 60%	230 66%	116 62%	139 65%	45 71%	171 75% TUV	24 44%	20 37%	31 62% tU
HBO	179 39%	82 36%	97 42%	35 32%	46 41%	56 42%	42 39%	27 29%	59 36%	57 43% H	36 51% HI	112 34%	67 52% L	50 43%	129 37%	70 38% R	94 44% R	15 24%	88 38%	18 33%	18 33%	25 50% tu
ESPN	175 38%	120 52% C	55 24%	36 33%	45 40%	59 44% dg	35 32%	29 31%	60 37%	65 49% HIK	21 30%	131 39%	44 34%	46 40%	129 37%	79 42% r	77 36%	19 30%	85 37% T	13 24%	29 54% ST	22 44% T
Comedy Central	170 37%	94 41% c	76 33%	38 35%	43 38%	43 32%	46 43%	39 41% I	46 28%	55 41% I	30 42% I	118 35%	52 41%	53 46% O	117 34%	65 35%	81 38%	24 38%	80 35%	15 28%	27 50% ST	22 44% t
Hulu	120 26%	46 20%	74 32% B	24 22%	26 23%	31 23%	39 36% DEF	28 30%	45 27%	28 21%	19 27%	89 27%	31 24%	15 13%	105 30% N	42 23%	66 31% pR	12 19%	67 29% U	13 24% U	2 4%	17 34% U
Amazon Prime	83 18%	43 19%	40 17%	23 21% g	21 19%	26 20%	13 12%	14 15%	34 21% J	13 10%	22 31% HJ	64 19%	19 15%	13 11%	70 20% N	39 21% R	37 17%	7 11%	51 22% TUV	2 4%	4 7%	5 10%
FX	83 18%	35 15%	48 21%	19 18%	22 19%	27 20%	15 14%	6 6%	16 10%	48 36% HIK	13 18% Hi	47 14%	36 28% L	40 34% O	43 12%	32 17%	40 19%	11 17%	31 14%	9 17%	20 37% ST	12 24%
ABC	70 15%	25 11%	45 19% B	17 16%	18 16%	20 15%	15 14%	20 21% J	32 20% J	7 5%	11 15% J	50 15%	20 16%	21 18%	49 14%	28 15%	27 13%	15 24% q	36 16%	7 13%	9 17%	5 10%
Food Network	65 14%	22 10%	43 18% B	16 15%	12 11%	20 15%	17 16%	14 15%	27 16% j	13 10%	11 15%	56 17% M	9 7%	7 6%	58 17% N	21 11%	37 17% p	7 11%	33 14%	5 9%	6 11%	7 14%
ESPN 2	62 13%	49 21% C	13 6%	16 15%	15 13%	18 14%	13 12%	10 11% K	32 20% HK	19 14% K	1 1% m	50 15%	12 9%	8 7%	54 16% N	35 19% Q	18 8%	9 14%	34 15% V	5 9%	9 17% V	2 4%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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(Continued)  
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37. (HAND CARD) Which of these are your 5 favorite sources of programs? (Among all students)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
E!, the Entertainment Network	59 13%	23 10%	36 15% b	15 14% e	8 7%	16 12%	20 19% E	20 21% iJK	21 13%	13 10%	5 7%	46 14%	13 10%	7 6%	52 15% N	20 11%	30 14%	9 14%	30 13%	4 7%	9 17%	11 22% T
The Cartoon Network	55 12%	28 12%	27 12%	15 14% e	8 7%	21 16% E	11 10%	4 4%	16 10% h	26 20% HI	9 13% h	30 9%	25 20% L	26 22% O	29 8%	15 8%	33 15% P	7 11%	15 7%	6 11%	18 33% STV	5 10%
BET	54 12%	29 13%	25 11%	20 19% EG	10 9%	18 14% G	6 6%	9 10%	25 15% K	15 11%	5 7%	44 13% m	10 8%	16 14%	38 11%	35 19% QR	13 6%	6 10%	18 8%	24 44% SUV	3 6%	2 4%
Freeform	54 12%	12 5%	42 18% B	9 8%	15 13% f	9 7%	21 19% DF	17 18% Jk	21 13%	10 8%	6 8%	40 12%	14 11%	12 10%	42 12%	23 12%	26 12%	5 8%	28 12% U	10 19% U	2 4%	10 20% U
MTV	54 12%	22 10%	32 14%	14 13%	13 12%	17 13%	10 9%	21 22% iJK	22 13% J	6 5%	5 7%	34 10%	20 16%	7 6%	47 14% N	23 12%	26 12%	5 8%	23 10%	10 19%	6 11%	10 20% s
FOX	50 11%	24 10%	26 11%	14 13% E	6 5%	12 9%	18 17% Ef	13 14% K	20 12% K	15 11% K	2 3%	36 11%	14 11%	8 7%	42 12% n	21 11%	21 10%	8 13%	14 6%	9 17% S	10 19% S	10 20% S
Discovery Channel	44 10%	22 10%	22 9%	4 4%	9 8%	18 14% D	13 12% D	7 7%	20 12%	9 7%	8 11%	35 10%	9 7%	8 7%	36 10%	17 9%	17 8%	10 16%	24 10% T	2 4%	7 13% t	8 16% T
Animal Planet	40 9%	21 9%	19 8%	10 9%	10 9%	11 8%	9 8%	5 5%	11 7%	13 10%	11 15% Hi	33 10% m	7 5%	10 9%	30 9%	21 11% q	13 6%	6 10%	18 8%	5 9%	8 15% v	2 4%
CW	40 9%	15 7%	25 11%	15 14% F	9 8%	5 4%	11 10% f	8 9%	22 13% JK	7 5%	3 4%	28 8%	12 9%	13 11%	27 8%	18 10% q	11 5%	11 17% Q	22 10% v	4 7%	6 11%	2 4%
NFL Network	38 8%	32 14% C	6 3%	8 7%	16 14% fg	10 8%	4 4%	4 4%	10 6%	12 9%	12 17% HI	32 10% M	6 5%	8 7%	30 9%	18 10%	13 6%	7 11%	20 9%	2 4%	2 4%	0 0
Showtime	38 8%	17 7%	21 9%	5 5%	15 13% Dg	11 8%	7 6%	6 6%	14 9%	9 7%	9 13%	24 7%	14 11%	8 7%	30 9%	11 6% r	26 12% PR	1 2%	22 10%	7 13%	6 11%	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

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37. (HAND CARD) Which of these are your 5 favorite sources of programs? (Among all students)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
CNN	37 8%	21 9%	16 7%	9 8%	12 11%	7 5%	9 8%	10 11%	10 6%	8 6%	9 13%	29 9%	8 6%	7 6%	30 9%	15 8% R	21 10% R	1 2%	15 7%	7 13% u	2 4%	5 10%
USA	33 7%	14 6%	19 8%	9 8%	7 6%	8 6%	9 8%	3 3%	11 7%	11 8% h	8 11% h	28 8% m	5 4%	6 5%	27 8%	15 8%	12 6%	6 10%	19 8%	7 13% v	4 7%	2 4%
A&E	31 7%	16 7%	15 6%	11 10% e	5 4%	8 6%	7 6%	5 5%	13 8% k	11 8% k	2 3%	28 8% M	3 2%	10 9%	21 6%	19 10% Q	9 4%	3 5%	17 7% U	10 19% SUV	1 2%	2 4%
HGTV	30 6%	8 3%	22 9% B	6 6%	11 10%	6 5%	7 6%	12 13% IJ	8 5%	5 4%	5 7%	24 7%	6 5%	5 4%	25 7%	9 5%	18 8%	3 5%	18 8% V	3 6%	5 9%	1 2%
NBC	30 6%	13 6%	17 7%	10 9%	5 4%	9 7%	6 6%	3 3%	11 7%	8 6%	8 11% h	25 7%	5 4%	5 4%	25 7%	13 7%	12 6%	5 8%	14 6%	2 4%	5 9%	5 10%
Starz	30 6%	16 7%	14 6%	5 5%	8 7%	8 6%	9 8%	4 4%	10 6%	12 9%	4 6%	27 8% M	3 2%	4 3%	26 8% n	12 6%	15 7%	3 5%	16 7% v	5 9%	4 7%	1 2%
TLC	28 6%	9 4%	19 8% b	6 6%	12 11% fG	6 5%	4 4%	8 9% i	5 3%	6 5%	9 13% Ij	24 7% m	4 3%	3 3%	25 7% N	12 6%	13 6%	3 5%	17 7% T	1 2%	4 7%	3 6%
Bravo	26 6%	7 3%	19 8% B	3 3%	6 5%	6 5%	11 10% Df	7 7%	10 6%	7 5%	2 3%	19 6%	7 5%	2 2%	24 7% N	9 5%	11 5%	6 10%	17 7% U	2 4%	1 2%	3 6%
CBS	26 6%	17 7% c	9 4%	6 6%	7 6%	10 8% g	3 3%	5 5%	10 6%	6 5%	5 7%	21 6%	5 4%	4 3%	22 6%	14 8%	8 4%	4 6%	12 5%	0 0%	4 7%	4 8%
National Geographic (Nat Geo)	26 6%	15 7%	11 5%	8 7%	3 3%	12 9% EG	3 3%	0 0%	19 12% JK	5 4%	2 3%	20 6%	6 5%	6 5%	20 6%	11 6%	6 3%	9 14% pQ	12 5%	3 6%	4 7%	4 8%
AMC	25 5%	13 6%	12 5%	9 8% f	6 5%	4 3%	6 6%	4 4%	9 5%	10 8%	2 3%	18 5%	7 5%	6 5%	19 5%	11 6%	10 5%	4 6%	12 5%	3 6% 11%	6 11%	3 6%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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37. (HAND CARD) Which of these are your 5 favorite sources of programs? (Among all students)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
TNT	24 5%	11 5%	13 6%	5 5%	7 6%	4 3%	8 7%	6 6%	7 4%	8 6%	3 4%	16 5%	8 6%	11 9% O	13 4%	15 8% Q	7 3%	2 3%	17 7%	3 6%	2 4%	0 0
Lifetime	23 5%	3 1%	20 9% B	6 6%	4 4%	9 7%	4 4%	3 3%	9 5%	9 7%	2 3%	18 5%	5 4%	6 5%	17 5%	10 5%	9 4%	4 6%	13 6%	4 7%	1 2%	0 0
The History Channel	23 5%	14 6%	9 4%	8 7%	5 4%	6 5%	4 4%	1 1%	5 3%	12 9% HI	5 7% h	18 5%	5 4%	5 4%	18 5%	12 6% R	10 5%	1 2%	15 7% v	2 4%	3 6%	1 2%
Sci-Fi Channel	15 3%	12 5% C	3 1%	5 5% e	1 1%	5 4%	4 4%	1 1%	5 3%	9 7% H	0 0	12 4%	3 2%	6 5%	9 3%	6 3%	7 3%	2 3%	12 5%	2 4%	0 0	1 2%
TBS Superstation	15 3%	12 5% C	3 1%	6 6% E	1 1%	6 5% e	2 2%	4 4%	3 2%	7 5%	1 1%	11 3%	4 3%	4 3%	11 3%	8 4%	6 3%	1 2%	8 3%	2 4%	1 2%	0 0
Spike TV	11 2%	5 2%	6 3%	3 3%	0 0	6 5%	2 2%	2 2%	4 2%	5 4%	0 0	9 3%	2 2%	3 3%	8 2%	2 1%	7 3%	2 3%	5 2%	2 4%	2 4%	1 2%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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STUDENT MONITOR® Spring 2018

## 37. (HAND CARD) Which of these are your 5 favorite sources of programs? (Among online viewers)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Among online viewers	426 100	216 100	210 100	102 100	104 100	127 100	93 100	89 100	147 100	126 100	64 100	302 100	124 100	109 100	317 100	173 100	198 100	55 100	214 100	47 100	50 100	42 100
Netflix	287 67%	148 69%	139 66%	66 65%	79 76% dF	80 63%	62 67%	58 65%	106 72% J	69 55%	54 84% HIJ	206 68%	81 65%	68 62%	219 69%	116 67%	131 66%	40 73%	164 77% TU	21 45%	19 38%	29 69% TU
HBO	168 39%	78 36%	90 43%	35 34%	41 39%	55 43%	37 40%	24 27%	53 36%	56 44% H	35 55% HI	102 34%	66 53% L	49 45%	119 38%	67 39% r	87 44% R	14 25%	85 40%	14 30%	18 36%	23 55% sTu
ESPN	161 38%	109 50% C	52 25%	35 34%	42 40%	54 43%	30 32%	26 29%	55 37%	62 49% HIK	18 28%	117 39%	44 35%	45 41%	116 37%	71 41% r	74 37%	16 29%	77 36%	13 28%	27 54% ST	20 48% T
Comedy Central	157 37%	88 41% c	69 33%	35 34%	40 38%	42 33%	40 43%	36 40% I	39 27%	54 43% I	28 44% I	105 35%	52 42%	51 47% O	106 33%	58 34%	78 39%	21 38%	76 36%	14 30%	26 52% ST	17 40%
Hulu	113 27%	45 21%	68 32% B	24 24%	21 20%	31 24%	37 40% DEF	27 30%	41 28%	28 22%	17 27%	83 27%	30 24%	15 14%	98 31% N	41 24%	61 31% r	11 20%	65 30% tU	9 19% U	1 2%	17 40% TU
FX	83 19%	35 16%	48 23% b	19 19%	22 21%	27 21%	15 16%	6 7%	16 11%	48 38% HIK	13 20% Hi	47 16%	36 29% L	40 37% O	43 14%	32 18%	40 20%	11 20%	31 14%	9 19%	20 40% ST	12 29% s
Amazon Prime	80 19%	40 19%	40 19%	23 23%	21 20%	23 18%	13 14%	14 16%	31 21% J	13 10%	22 34% HiJ	61 20%	19 15%	13 12%	67 21% N	39 23% R	37 19% R	4 7%	48 22% TUV	2 4%	4 8%	5 12%
ABC	64 15%	24 11%	40 19% B	16 16%	16 15%	20 16%	12 13%	20 22% Jk	30 20% J	6 5%	8 12% j	45 15%	19 15%	18 17%	46 15%	26 15%	24 12%	14 25% Q	33 15% v	6 13%	9 18%	3 7%
Food Network	59 14%	21 10%	38 18% B	13 13%	11 11%	19 15%	16 17%	14 16%	23 16%	12 10%	10 16%	51 17% M	8 6%	6 6%	53 17% N	19 11%	36 18% PR	4 7%	32 15%	4 9%	5 10%	4 10%
E!, the Entertainment Network	57 13%	23 11%	34 16% b	15 15%	8 8%	16 13%	18 19% E	20 22% iJK	20 14% k	13 10%	4 6%	44 15%	13 10%	7 6%	50 16% N	19 11%	29 15%	9 16%	28 13%	4 9%	9 18%	11 26% sT

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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(Continued)  
STUDENT MONITOR® Spring 2018

37. (HAND CARD) Which of these are your 5 favorite sources of programs? (Among online viewers)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
ESPN 2	53 12%	42 19% C	11 5%	15 15%	15 14%	14 11%	9 10%	9 10%	27 18% hK	16 13% K	1 2%	41 14%	12 10%	7 6%	46 15% N	32 18% Q	15 8%	6 11%	28 13% V	5 11%	8 16% v	2 5%
The Cartoon Network	52 12%	27 12%	25 12%	15 15% e	7 7%	21 17% E	9 10%	4 4%	15 10% h	25 20% HI	8 12% h	29 10%	23 19% L	25 23% O	27 9%	14 8%	31 16% P	7 13%	13 6%	5 11%	18 36% STV	5 12%
BET	50 12%	27 12%	23 11%	20 20% EG	7 7%	18 14% eG	5 5%	9 10%	22 15% K	15 12%	4 6%	40 13% m	10 8%	14 13%	36 11%	31 18% Q	13 7%	6 11%	16 7%	22 47% SUV	3 6%	2 5%
Freeform	49 12%	9 4%	40 19% B	8 8%	12 12%	9 7%	20 22% DeF	16 18% Jk	19 13%	9 7%	5 8%	36 12%	13 10%	9 8%	40 13%	19 11%	25 13%	5 9%	26 12% U	8 17% U	2 4%	9 21% U
MTV	49 12%	20 9%	29 14%	14 14%	11 11%	16 13%	8 9%	18 20% JK	21 14% Jk	6 5%	4 6%	30 10%	19 15%	7 6%	42 13% N	20 12%	24 12%	5 9%	21 10%	9 19%	6 12%	8 19%
FOX	43 10%	22 10%	21 10%	11 11% e	4 4%	10 8%	18 19% dEF	13 15% K	15 10% K	14 11% K	1 2%	30 10%	13 10%	5 5%	38 12% N	17 10%	21 11%	5 9%	14 7%	7 15%	8 16% s	7 17% s
Discovery Channel	36 8%	20 9%	16 8%	1 1%	8 8% D	16 13% D	11 12% D	7 8%	16 11%	7 6%	6 9%	28 9%	8 6%	7 6%	29 9%	12 7%	17 9%	7 13%	22 10% t	2 4%	4 8%	5 12%
NFL Network	34 8%	28 13% C	6 3%	7 7%	15 14% dG	10 8% G	2 2%	4 4%	8 5%	11 9%	11 17% HI	28 9% m	6 5%	8 7%	26 8%	16 9%	11 6%	7 13%	18 8%	2 4%	2 4%	0 0
Animal Planet	33 8%	18 8%	15 7%	9 9%	8 8%	10 8%	6 6%	4 4%	10 7%	10 8%	9 14% H	27 9%	6 5%	8 7%	25 8%	15 9%	13 7%	5 9%	15 7%	5 11%	5 10%	1 2%
CW	33 8%	15 7%	18 9%	15 15% EF	6 6%	5 4%	7 8%	7 8%	19 13% JK	5 4%	2 3%	22 7%	11 9%	12 11%	21 7%	18 10% Q	5 3% Q	10 18% Q	18 8% T	1 2%	6 12% t	2 5%
Showtime	33 8%	16 7%	17 8%	5 5%	11 11%	11 9%	6 6%	6 7%	11 7%	8 6%	8 12%	19 6%	14 11%	8 7%	25 8%	10 6%	22 11% pR	1 2%	20 9%	4 9%	6 12%	0 0

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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
CNN	32 8%	19 9%	13 6%	7 7%	11 11%	7 6%	7 8%	9 10%	9 6%	7 6%	7 11%	24 8%	8 6%	6 6%	26 8%	12 7% r	19 10% R	1 2%	14 7%	6 13%	2 4%	2 5%
HGTV	29 7%	8 4%	21 10% B	6 6%	11 11% f	6 5%	6 6%	12 13% IJ	8 5%	4 3%	5 8%	23 8%	6 5%	5 5%	24 8%	9 5%	17 9%	3 5%	17 8% v	3 6%	5 10%	1 2%
USA	28 7%	12 6%	16 8%	9 9%	6 6%	7 6%	6 6%	3 3%	11 7%	11 9% h	3 5%	23 8%	5 4%	6 6%	22 7%	13 8%	9 5%	6 11%	17 8%	7 15%	3 6%	0 0%
Starz	27 6%	14 6%	13 6%	4 4%	7 7%	8 6%	8 9%	3 3%	9 6%	12 10% h	3 5%	24 8% M	3 2%	4 4%	23 7%	10 6%	14 7%	3 5%	15 7%	4 9%	4 8%	0 0%
A&E	26 6%	15 7%	11 5%	10 10% e	4 4%	8 6%	4 4%	3 3%	11 7% K	11 9% hK	1 2%	23 8% M	3 2%	9 8%	17 5%	17 10% Q	6 3%	3 5%	15 7% u	9 19% SU	1 2%	0 0%
Bravo	25 6%	7 3%	18 9% B	3 3%	6 6%	5 4%	11 12% DF	6 7%	10 7%	7 6%	2 3%	18 6%	7 6%	2 2%	23 7% N	9 5%	10 5%	6 11%	16 7% U	2 4%	1 2%	3 7%
CBS	25 6%	16 7%	9 4%	6 6%	6 6%	10 8%	3 3%	5 6%	10 7%	6 5%	4 6%	20 7%	5 4%	4 4%	21 7%	13 8%	8 4%	4 7%	11 5%	0 0%	4 8%	4 10%
NBC	25 6%	12 6%	13 6%	10 10% Eg	3 3%	9 7%	3 3%	2 2%	11 7% h	8 6%	4 6%	20 7%	5 4%	5 5%	20 6%	12 7%	9 5%	4 7%	12 6%	2 4%	4 8%	3 7%
TLC	25 6%	7 3%	18 9% B	4 4%	11 11% dfg	6 5%	4 4%	7 8%	4 3%	6 5%	8 12% Ij	21 7% m	4 3%	2 2%	23 7% N	10 6%	12 6%	3 5%	15 7% t	1 2%	4 8%	2 5%
TNT	24 6%	11 5%	13 6%	5 5%	7 7%	4 3%	8 9% f	6 7%	7 5%	8 6%	3 5%	16 5%	8 6%	11 10% o	13 4%	15 9% Q	7 4%	2 4%	17 8%	3 6%	2 4%	0 0%
AMC	22 5%	13 6%	9 4%	9 9% fg	6 6%	4 3%	3 3%	4 4%	8 5%	8 6%	2 3%	16 5%	6 5%	5 5%	17 5%	11 6%	8 4%	3 5%	10 5%	2 4%	6 12%	3 7%

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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Lifetime	22 5%	3 1%	19 9% B	6 6%	3 3%	9 7%	4 4%	3 3%	8 5%	9 7%	2 3%	17 6%	5 4%	5 5%	17 5%	9 5%	9 5%	4 7%	13 6%	3 6%	1 2%	0 0%
National Geographic (Nat Geo)	18 4%	12 6%	6 3%	5 5%	3 3%	8 6%	2 2%	0 0%	13 9% Jk	3 2%	2 3%	13 4%	5 4%	5 5%	13 4%	9 5%	6 3%	3 5%	9 4%	3 6%	2 4%	1 2%
The History Channel	18 4%	12 6%	6 3%	7 7% G	4 4%	6 5% g	1 1%	1 1%	5 3%	8 6% H	4 6%	14 5%	4 3%	3 3%	15 5%	10 6%	8 4%	0 0%	11 5%	2 4%	2 4%	1 2%
Sci-Fi Channel	15 4%	12 6% C	3 1%	5 5% e	1 1%	5 4%	4 4%	1 1%	5 3%	9 7% H	0 0%	12 4%	3 2%	6 6%	9 3%	6 3%	7 4%	2 4%	12 6%	2 4%	0 0%	1 2%
TBS Superstation	15 4%	12 6% C	3 1%	6 6% e	1 1%	6 5% e	2 2%	4 4%	3 2%	7 6%	1 2%	11 4%	4 3%	4 4%	11 3%	8 5%	6 3%	1 2%	8 4%	2 4%	1 2%	0 0%
Spike TV	11 3%	5 2%	6 3%	3 3%	0 0%	6 5%	2 2%	2 2%	4 3%	5 4%	0 0%	9 3%	2 2%	3 3%	8 3%	2 1%	7 4%	2 4%	5 2%	2 4%	2 4%	1 2%

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## 38. (HAND CARD) Which of these have you used to listen to radio streaming music in the past week?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	866 100	415 100	451 100	203 100	234 100	229 100	200 100	176 100	316 100	244 100	130 100	618 100	248 100	231 100	635 100	385 100	352 100	129 100	447 100	113 100	79 100	86 100
Smartphone	559 65%	265 64%	294 65%	136 67%	160 68% f	139 61%	124 62%	116 66%	206 65%	144 59%	93 72% J	392 63%	167 67%	129 56%	430 68% N	242 63%	232 66%	85 66%	320 72% TUV	58 51%	46 58%	49 57%
Laptop	368 42%	177 43%	191 42%	81 40%	96 41%	97 42%	94 47%	105 60% IJ	136 43% J	52 21%	75 58% IJ	245 40%	123 50% L	84 36%	284 45% N	156 41% R	172 49% PR	40 31%	201 45% TU	39 35%	21 27%	42 49% TU
Car or truck radio	324 37%	141 34%	183 41% B	66 33%	76 32%	98 43% DE	84 42% DE	43 24%	155 49% HJ	60 25%	66 51% HJ	242 39% m	82 33%	92 40%	232 37%	129 34%	133 38%	62 48% PQ	177 40% V	36 32%	33 42% v	24 28%
Plain Bluetooth wireless speaker (not Smart)	164 19%	70 17%	94 21%	30 15%	50 21% d	46 20%	38 19%	39 22% ij	50 16%	37 15%	38 29% IJ	127 21% M	37 15%	37 16%	127 20%	64 17%	79 22% P	21 16%	104 23% TUV	16 14%	8 10%	13 15%
Smart speaker (e.g. Amazon Echo, Apple HomePod, Google Home)	80 9%	43 10%	37 8%	24 12% E	13 6%	17 7%	26 13% Ef	14 8%	25 8%	27 11%	14 11%	66 11% M	14 6%	12 5%	68 11% N	38 10%	33 9%	9 7%	52 12% TUV	5 4%	4 5%	5 6%
Tablet	64 7%	33 8%	31 7%	23 11% F	16 7%	10 4%	15 8%	18 10%	19 6%	18 7%	9 7%	39 6%	25 10% 1	23 10%	41 6%	33 9%	21 6%	10 8%	35 8% Uv	11 10% Uv	1 1%	3 3%
Desktop	52 6%	30 7%	22 5%	9 4%	15 6%	12 5%	16 8%	15 9%	18 6%	11 5%	8 6%	41 7%	11 4%	10 4%	42 7%	10 3%	34 10% P	8 6%	26 6% t	3 3%	3 4%	9 10% Tu
Traditional radio (not car or truck)	40 5%	21 5%	19 4%	7 3%	16 7% f	7 3%	10 5%	2 1%	13 4% H	20 8% HIK	5 4%	28 5%	12 5%	11 5%	29 5%	17 4%	15 4%	8 6%	24 5% U	8 7% U	1 1%	2 2%
Other	6 1%	3 1%	3 1%	0 0%	2 1%	1 *%	3 2%	1 1%	0 0%	2 1%	3 2%	3 *%	3 1%	2 1%	4 1%	1 *%	2 1%	3 2%	3 1%	0 0%	0 0%	0 0%
I haven't listened to radio streaming music in the past week	148 17%	69 17%	79 18%	32 16%	41 18%	41 18%	34 17%	19 11%	47 15%	64 26% HIK	18 14%	109 18%	39 16%	51 22% O	97 15%	74 19% r	57 16%	17 13%	50 11%	23 20% S	23 29% S	26 30% S

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.



STUDENT MONITOR® Spring 2018

## 39. (HAND CARD) How have you listened to radio streaming music in the past week?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	715 100	348 100	367 100	166 100	194 100	188 100	167 100	157 100	266 100	180 100	112 100	506 100	209 100	180 100	535 100	307 100	296 100	112 100	398 100	90 100	56 100	56 100
Spotify	400 56%	197 57%	203 55%	84 51%	119 61% DG	112 60% dg	85 51%	90 57% J	164 62% J	80 44%	66 59% J	288 57%	112 54%	85 47%	315 59% N	172 56%	175 59% R	53 47%	233 59% TU	39 43%	25 45%	34 61% Tu
YouTube	226 32%	105 30%	121 33%	48 29%	62 32%	51 27%	65 39% dF	36 23%	86 32% HJ	42 23%	62 55% HIJ	174 34% M	52 25%	65 36%	161 30%	92 30%	94 32%	40 36%	122 31% u	28 31%	11 20%	30 54% STU
Radio station	206 29%	81 23%	125 34% B	45 27%	43 22%	53 28%	65 39% DEF	40 25%	97 36% HJ	36 20%	33 29% j	140 28%	66 32%	49 27%	157 29%	86 28%	81 27%	39 35%	104 26%	21 23%	23 41% ST	27 48% ST
Pandora	191 27%	78 22%	113 31% B	51 31% F	61 31% F	37 20%	42 25%	28 18%	86 32% H	46 26% h	31 28% h	151 30% M	40 19%	64 36% O	127 24%	87 28%	70 24%	34 30%	99 25% V	35 39% SV	17 30% V	8 14%
Apple Music	183 26%	96 28%	87 24%	55 33% FG	50 26%	39 21%	39 23%	46 29% Jk	81 30% JK	33 18%	23 21%	118 23%	65 31% L	38 21%	145 27% n	76 25%	71 24%	36 32%	89 22% S	25 28%	22 39% S	16 29%
Soundcloud	139 19%	84 24% C	55 15%	27 16%	36 19%	33 18%	43 26% Df	25 16%	40 15%	24 13%	50 45% HIJ	97 19%	42 20%	41 23%	98 18%	49 16%	73 25% PR	17 15%	73 18%	15 17%	9 16%	13 23%
SiriusXM	72 10%	39 11%	33 9%	17 10%	16 8%	20 11%	19 11%	20 13%	27 10%	16 9%	9 8%	43 8%	29 14% L	23 13%	49 9%	37 12% Q	18 6%	17 15% Q	37 9% V	14 16% V	9 16% V	2 4%
Amazon Prime Music	44 6%	22 6%	22 6%	6 4%	10 5%	15 8% d	13 8% d	7 4%	15 6%	19 11% HiK	3 3%	29 6%	15 7%	9 5%	35 7%	17 6%	20 7%	7 6%	31 8%	4 4%	2 4%	2 4%
iHeart Radio	38 5%	17 5%	21 6%	8 5%	9 5%	11 6%	10 6%	5 3%	5 2%	22 12% HIK	6 5%	26 5%	12 6%	13 7%	25 5%	17 6% q	8 3%	13 12% pQ	26 7% T	1 1%	3 5%	2 4%
Google Play	29 4%	16 5%	13 4%	3 2%	10 5% d	7 4%	9 5% d	2 1%	11 4% h	11 6% H	5 4%	21 4%	8 4%	7 4%	22 4%	8 3%	16 5% p	5 4%	9 2%	9 10% S	2 4%	2 4%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

39. (HAND CARD) How have you listened to radio streaming music in the past week?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Tidal	16 2%	9 3%	7 2%	4 2%	10 5% FG	1 1%	1 1%	2 1%	8 3%	4 2%	2 2%	12 2%	4 2%	1 1%	15 3% N	7 2%	3 1%	6 5% Q	4 1%	6 7% S	0 0	3 5%
Slacker Radio	11 2%	8 2%	3 1%	1 1%	4 2%	4 2%	2 1%	1 1%	0 0	8 4% H	2 2%	10 2% m	1 *%	2 1%	9 2%	6 2%	2 1%	3 3%	9 2%	1 1%	0 0	0 0
Other	11 2%	7 2%	4 1%	3 2%	4 2%	1 1%	3 2%	0 0	2 1%	7 4% I	2 2%	10 2% m	1 *%	4 2%	7 1%	5 2%	2 1%	4 4%	8 2%	3 3%	0 0	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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STUDENT MONITOR® Spring 2018

## 44. (HAND CARD) Which print versions of national newspapers do you read in a typical week?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	458 100	225 100	233 100	107 100	110 100	134 100	107 100	93 100	161 100	134 100	70 100	328 100	130 100	118 100	340 100	187 100	211 100	60 100	226 100	55 100	54 100	49 100
Wall Street Journal	39 9%	25 11% c	14 6%	6 6%	8 7%	18 13% Dg	7 7%	12 13% K	14 9%	10 7%	3 4%	28 9%	11 8%	4 3%	35 10% N	16 9%	20 9%	3 5%	18 8% V	9 16% uV	3 6%	1 2%
New York Times	25 5%	12 5%	13 6%	9 8%	6 5%	5 4%	5 5%	4 4%	12 7% j	4 3%	5 7%	20 6%	5 4%	4 3%	21 6%	19 10% QR	5 2%	1 2%	12 5%	3 5%	2 4%	1 2%
USA Today	23 5%	16 7% C	7 3%	11 10% F	5 5%	2 1%	5 5%	6 6%	6 4%	9 7%	2 3%	20 6% M	3 2%	4 3%	19 6%	12 6%	9 4%	2 3%	14 6%	3 5%	2 4%	2 4%
None of these	384 84%	177 79%	207 89% B	83 78%	92 84%	116 87% d	93 87% d	72 77%	136 84%	115 86%	61 87% h	271 83%	113 87%	108 92% O	276 81%	149 80%	181 86%	54 90% P	187 83%	43 78%	49 91% st	46 94% ST

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

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## 45. (USE SAME CARD) Which digital versions of national newspapers do you read in a typical week?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	455 100	225 100	230 100	105 100	113 100	131 100	106 100	91 100	161 100	133 100	70 100	327 100	128 100	118 100	337 100	182 100	210 100	63 100	225 100	53 100	54 100	49 100
New York Times	75 16%	35 16%	40 17%	10 10%	18 16%	22 17%	25 24%	22 24%	36 22%	6 5%	11 16%	48 15%	27 21%	7 6%	68 20%	18 10%	47 22%	10 16%	44 20%	10 19%	2 4%	10 20%
						d	D	J	J		J				N		P		U	U		U
Wall Street Journal	52 11%	32 14%	20 9%	14 13%	13 12%	14 11%	11 10%	14 15%	22 14%	12 9%	4 6%	37 11%	15 12%	6 5%	46 14%	25 14%	27 13%	0 0	30 13%	3 6%	5 9%	3 6%
		c						K	K						N				Tv			
USA Today	46 10%	27 12%	19 8%	9 9%	10 9%	13 10%	14 13%	14 15%	16 10%	9 7%	7 10%	35 11%	11 9%	9 8%	37 11%	17 9%	23 11%	6 10%	21 9%	10 19%	2 4%	6 12%
								J											u	sU		
None of these	324 71%	152 68%	172 75%	75 71%	80 71%	96 73%	73 69%	56 62%	107 66%	107 80%	54 77%	237 72%	87 68%	101 86%	223 66%	131 72%	144 69%	49 78%	153 68%	34 64%	46 85%	38 78%
			b							HI	Hi			O							ST	

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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46. (HAND CARD) Thinking about reading a national newspaper like USA TODAY, THE NEW YORK TIMES, or THE WALL STREET JOURNAL, which one of these statements applies to you?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	461 100	228 100	233 100	107 100	113 100	134 100	107 100	93 100	164 100	134 100	70 100	331 100	130 100	118 100	343 100	187 100	211 100	63 100	229 100	55 100	54 100	49 100
Prefer to read the online instead of the print edition	116 25%	53 23%	63 27%	26 24%	19 17%	42 31%	29 27%	25 27%	42 26%	35 26%	14 20%	66 20%	50 38%	34 29%	82 24%	46 25%	59 28%	11 17%	58 25%	11 20%	22 41%	10 20%
Prefer to read the print instead of the online edition	74 16%	42 18%	32 14%	21 20%	17 15%	16 12%	20 19%	20 22%	23 14%	19 14%	12 17%	58 18%	16 12%	13 11%	61 18%	30 16%	32 15%	12 19%	41 18%	7 13%	10 19%	7 14%
Prefer to read the online edition with an app on my mobile device	46 10%	16 7%	30 13%	6 6%	8 7%	19 14%	13 12%	21 23%	18 11%	1 1%	6 9%	24 7%	22 17%	10 8%	36 10%	19 10%	23 11%	4 6%	19 8%	11 20%	2 4%	7 14%
Have no preference between the print or online edition	72 16%	30 13%	42 18%	13 12%	27 24%	15 11%	17 16%	11 12%	20 12%	25 19%	16 23%	51 15%	21 16%	25 21%	47 14%	26 14%	36 17%	10 16%	36 16%	11 20%	5 9%	1 2%
Have no interest in the print or online edition	153 33%	87 38%	66 28%	41 38%	42 37%	42 31%	28 26%	16 17%	61 37%	54 40%	22 31%	132 40%	21 16%	36 31%	117 34%	66 35%	61 29%	26 41%	75 33%	15 27%	15 28%	24 49%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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## 47. How many of the last 5 issues of the printed version of your campus newspaper have you read?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	457 100	224 100	233 100	108 100	113 100	133 100	103 100	90 100	164 100	132 100	71 100	330 100	127 100	115 100	342 100	183 100	211 100	63 100	226 100	53 100	54 100	49 100
None	345 75%	159 71%	186 80% B	79 73%	84 74%	101 76%	81 79%	65 72%	127 77%	98 74%	55 77%	246 75%	99 78%	92 80%	253 74%	135 74%	166 79%	44 70%	173 77% t	34 64%	42 78%	43 88% ST
1	47 10%	26 12%	21 9%	14 13%	12 11%	10 8%	11 11%	12 13%	16 10%	14 11%	5 7%	36 11%	11 9%	10 9%	37 11%	20 11%	18 9%	9 14%	18 8%	7 13%	8 15%	3 6%
2	36 8%	25 11% C	11 5%	9 8%	10 9%	10 8%	7 7%	9 10%	10 6%	12 9%	5 7%	29 9%	7 6%	9 8%	27 8%	15 8%	13 6%	8 13%	24 11% TUV	2 4%	2 4%	1 2%
3	16 4%	9 4%	7 3%	5 5%	4 4%	4 3%	3 3%	3 3%	3 2%	6 5%	4 6%	12 4%	4 3%	2 2%	14 4%	10 5%	6 3%	0 0%	9 4%	4 8%	1 2%	2 4%
4	8 2%	2 1%	6 3%	0 0%	2 2%	6 5%	0 0%	1 1%	5 3%	0 0%	2 3%	5 2%	3 2%	2 2%	6 2%	2 1%	6 3%	0 0%	1 *%	3 6%	1 2%	0 0%
5	5 1%	3 1%	2 1%	1 1%	1 1%	2 2%	1 1%	0 0%	3 2%	2 2%	0 0%	2 1%	3 2%	0 0%	5 1%	1 1%	2 1%	2 3%	1 *%	3 6%	0 0%	0 0%
User mean	2.0	1.9	2.1	1.8	2.0	2.4 dg	1.8	1.7	2.2	1.9	2.2	1.9	2.3	1.8	2.0	1.9	2.1	1.8	1.9	2.6 sU	1.6	1.8
Total mean	0.5	0.6	0.4	0.5	0.5	0.6	0.4	0.5	0.5	0.5	0.5	0.5	0.5	0.4	0.5 n	0.5	0.5	0.6	0.5 v	0.9 SUV	0.4	0.2

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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## 48. How many minutes do you spend reading a typical issue?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	116 100	68 100	48 100	30 100	31 100	32 100	23 100	27 100	38 100	35 100	16 100	85 100	31 100	25 100	91 100	52 100	46 100	18 100	54 100	20 100	11 100	7 100
	17	18	16	25 EFG	14	15	12	15	17	18	17	18 M	12	10	18 N	18	17	12	17 u	21 U	11	21 sU

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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## 49. Is your campus newspaper available online?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	457 100	225 100	232 100	107 100	109 100	134 100	107 100	90 100	164 100	133 100	70 100	330 100	127 100	117 100	340 100	187 100	211 100	59 100	228 100	55 100	54 100	49 100
Yes	200 44%	106 47%	94 41%	46 43%	48 44%	56 42%	50 47%	41 46%	66 40%	61 46%	32 46%	150 45%	50 39%	36 31%	164 48% N	77 41%	99 47%	24 41%	110 48% U	20 36%	16 30%	23 47% u
No	14 3%	9 4%	5 2%	3 3%	3 3%	5 4%	3 3%	5 6%	5 3%	2 2%	2 3%	9 3%	5 4%	7 6% o	7 2%	5 3%	8 4%	1 2%	7 3%	4 7%	0 0%	2 4%
Don't know	243 53%	110 49%	133 57% b	58 54%	58 53%	73 54%	54 50%	44 49%	93 57%	70 53%	36 51%	171 52%	72 57%	74 63% O	169 50%	105 56%	104 49%	34 58%	111 49%	31 56%	38 70% SV	24 49%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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## 50. How many of the last 5 issues of the digital version of your campus newspaper have you read?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Campus newspaper is available online	200 100	106 100	94 100	46 100	48 100	56 100	50 100	41 100	66 100	61 100	32 100	150 100	50 100	36 100	164 100	77 100	99 100	24 100	110 100	20 100	16 100	23 100
None	130 65%	68 64%	62 66%	26 57%	32 67%	36 64%	36 72%	25 61%	45 68%	37 61%	23 72%	104 69%	26 52%	22 61%	108 66%	44 57%	70 71%	16 67%	69 63%	12 60%	12 75%	17 74%
1	32 16%	18 17%	14 15%	12 26%	6 12%	6 11%	8 16%	8 20%	9 14%	12 20%	3 9%	21 14%	11 22%	9 25%	23 14%	15 19%	15 15%	2 8%	17 15%	6 30%	0 0	4 17%
2	21 10%	9 8%	12 13%	4 9%	7 15%	8 14%	2 4%	1 2%	7 11%	9 15%	4 12%	15 10%	6 12%	4 11%	17 10%	9 12%	7 7%	5 21%	11 10%	0 0	4 25%	2 9%
3	10 5%	8 8%	2 2%	3 7%	1 2%	3 5%	3 6%	3 7%	2 3%	3 5%	2 6%	7 5%	3 6%	1 3%	9 5%	6 8%	3 3%	1 4%	8 7%	1 5%	0 0	0 0
4	3 2%	0 0	3 3%	0 0	2 4%	0 0	1 2%	1 2%	2 3%	0 0	0 0	2 1%	1 2%	0 0	3 2%	2 3%	1 1%	0 0	3 3%	0 0	0 0	0 0
5	4 2%	3 3%	1 1%	1 2%	0 0	3 5%	0 0	3 7%	1 2%	0 0	0 0	1 1%	3 6%	0 0	4 2%	1 1%	3 3%	0 0	2 2%	1 5%	0 0	0 0
Mean	0.7	0.7	0.6	0.7	0.6	0.8	0.5	0.9	0.6	0.6	0.5	0.6	1.0 L	0.6	0.7	0.8	0.6	0.6	0.8 V	0.7	0.5	0.3

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

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STUDENT MONITOR® Spring 2018

## 51. (HAND CARD) Which of these online news sources have you used in the past month?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	458 100	225 100	233 100	107 100	110 100	134 100	107 100	90 100	164 100	134 100	70 100	331 100	127 100	118 100	340 100	187 100	211 100	60 100	229 100	55 100	54 100	49 100
CNN	142 31%	73 32%	69 30%	38 36% F	34 31%	32 24%	38 36% F	37 41% JK	60 37% JK	31 23%	14 20%	102 31%	40 31%	18 15%	124 36% N	65 35% q	56 27%	21 35%	83 36% t	13 24%	14 26%	15 31%
Buzzfeed	139 30%	58 26%	81 35% B	26 24%	20 18%	46 34% dE	47 44% DE	37 41% Jk	56 34% J	27 20%	19 27%	97 29%	42 33%	22 19%	117 34% N	46 25%	78 37% Pr	15 25%	61 27%	22 40% sU	12 22%	18 37%
Google News	105 23%	37 16%	68 29% B	12 11%	25 23% D	40 30% D	28 26% D	14 16%	25 15%	50 37% HIK	16 23%	64 19%	41 32% L	34 29% o	71 21%	34 18%	57 27% P	14 23%	33 14%	9 16%	25 46% ST	21 43% ST
Fox	104 23%	55 24%	49 21%	33 31% eF	22 20%	19 14%	30 28% F	23 26% K	40 24% K	36 27% K	5 7%	83 25% M	21 17%	18 15%	86 25% N	43 23%	36 17%	25 42% PQ	53 23%	12 22%	13 24%	14 29%
Reddit	94 21%	64 28% C	30 13%	21 20%	20 18%	31 23%	22 21%	18 20%	31 19%	22 16%	23 33% hIJ	70 21%	24 19%	16 14%	78 23% N	35 19%	48 23%	11 18%	60 26% TU	3 5%	7 13%	8 16% t
Huffington Post	81 18%	40 18%	41 18%	19 18%	21 19%	21 16%	20 19%	18 20%	22 13%	25 19%	16 23% i	63 19%	18 14%	9 8%	72 21% N	33 18%	39 18%	9 15%	52 23% UV	12 22% UV	4 7%	4 8%
ABC	45 10%	29 13% C	16 7%	13 12%	10 9%	8 6%	14 13% f	9 10%	16 10%	12 9%	8 11%	35 11%	10 8%	7 6%	38 11% n	17 9%	18 9%	10 17%	23 10%	5 9%	9 17%	5 10%
Apple News	43 9%	22 10%	21 9%	7 7%	7 6%	15 11%	14 13% e	9 10% J	19 12% J	3 2%	12 17% J	32 10%	11 9%	9 8%	34 10%	12 6%	28 13% PR	3 5%	23 10%	5 9%	5 9%	6 12%
TIME	39 9%	17 8%	22 9%	8 7%	11 10%	11 8%	9 8%	8 9% j	21 13% J	4 3%	6 9%	30 9%	9 7%	6 5%	33 10% n	11 6%	18 9%	10 17% P	16 7%	9 16% su	3 6%	4 8%
CBS	37 8%	16 7%	21 9%	10 9%	13 12% g	9 7%	5 5%	5 6%	19 12% hJ	5 4%	8 11% j	33 10% M	4 3%	6 5%	31 9%	11 6%	17 8%	9 15% p	14 6%	2 4%	8 15% sT	5 10%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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Lowercase letters indicate significance at the 90% level.

## 51. (HAND CARD) Which of these online news sources have you used in the past month?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
MSNBC	36 8%	23 10% c	13 6%	6 6%	6 5%	9 7%	15 14% Def	8 9%	12 7%	13 10%	3 4%	30 9% m	6 5%	6 5%	30 9%	7 4%	24 11% P	5 8%	21 9% u	7 13% u	2 4%	3 6%
NBC	36 8%	20 9%	16 7%	8 7%	6 5%	7 5%	15 14% EF	8 9%	13 8%	9 7%	6 9%	27 8%	9 7%	6 5%	30 9%	11 6%	22 10% P	3 5%	15 7%	5 9%	2 4%	5 10%
Bloomberg	28 6%	20 9% C	8 3%	6 6%	9 8%	8 6%	5 5%	4 4%	11 7% K	12 9% K	1 1%	23 7%	5 4%	2 2%	26 8% N	9 5%	17 8%	2 3%	16 7% U	3 5%	1 2%	4 8%
Other	34 7%	9 4%	25 11% B	8 7%	11 10% f	5 4%	10 9% f	3 3%	16 10% H	9 7%	6 9%	30 9% M	4 3%	6 5%	28 8%	11 6%	19 9%	4 7%	12 5%	7 13%	3 6%	7 14% s
None of these	91 20%	45 20%	46 20%	24 22%	28 25% G	24 18%	15 14%	15 17%	33 20%	23 17%	20 29% hj	69 21%	22 17%	35 30% O	56 16%	45 24% R	40 19% r	6 10%	50 22% U	15 27% Uv	3 6%	7 14%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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## 52. Which of these magazines do you subscribe to in their print format? (Among all students)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	457 100	224 100	233 100	108 100	113 100	133 100	103 100	90 100	164 100	132 100	71 100	330 100	127 100	115 100	342 100	183 100	211 100	63 100	226 100	53 100	54 100	49 100
Cosmopolitan	14 3%	8 4%	6 3%	3 3%	6 5%	2 2%	3 3%	5 6%	4 2%	3 2%	2 3%	9 3%	5 4%	8 7% O	6 2%	7 4%	7 3%	0 0	7 3%	5 9%	0 0	2 4%
National Geographic	14 3%	6 3%	8 3%	4 4%	6 5%	2 2%	2 2%	4 4%	8 5%	0 0	2 3%	8 2%	6 5%	8 7% O	6 2%	10 5%	4 2% q	0 0	5 2%	6 11% S	0 0	2 4%
ESPN The Magazine	13 3%	12 5% C	1 *%	2 2%	2 2%	8 6% deG	1 1%	2 2%	6 4%	3 2%	2 3%	11 3%	2 2%	3 3%	10 3%	5 3%	4 2%	4 6%	7 3%	3 6%	2 4%	0 0
Allure	12 3%	3 1%	9 4% b	4 4%	4 4%	3 2%	1 1%	1 1%	6 4%	2 2%	3 4%	9 3%	3 2%	7 6% O	5 1%	10 5% Q	2 1%	0 0	5 2%	4 8%	0 0	1 2%
ELLE	12 3%	7 3%	5 2%	3 3%	6 5% g	2 2%	1 1%	4 4%	6 4%	2 2%	0 0	7 2%	5 4%	9 8% O	3 1%	9 5% q	3 1%	0 0	3 1%	8 15% SU	1 2%	0 0
Health	11 2%	2 1%	9 4% B	2 2%	6 5%	3 2%	0 0	0 0	5 3%	4 3%	2 3%	9 3%	2 2%	6 5% o	5 1%	10 5% Q	1 *%	0 0	4 2%	4 8%	0 0	1 2%
Sports Illustrated	11 2%	4 2%	7 3%	5 5%	4 4%	2 2%	0 0	4 4%	4 2%	1 1%	2 3%	5 2%	6 5%	8 7% O	3 1%	11 6%	0 0	0 0	3 1%	6 11% S	0 0	0 0
Men's Health	10 2%	6 3%	4 2%	4 4%	3 3%	1 1%	2 2%	2 2%	8 5%	0 0	0 0	8 2%	2 2%	6 5% o	4 1%	9 5% Q	1 *%	0 0	0 0	8 15% U	1 2%	0 0
Rolling Stone	10 2%	6 3%	4 2%	4 4%	3 3%	3 2%	0 0	2 2%	3 2%	1 1%	4 6% j	6 2%	4 3%	3 3%	7 2%	8 4% Q	2 1%	0 0	4 2%	4 8%	2 4%	0 0
Essence	9 2%	4 2%	5 2%	1 1%	4 4%	4 3%	0 0	4 4%	3 2%	0 0	2 3%	3 1%	6 5% 1	9 8%	0 0	7 4% q	2 1%	0 0	2 1%	5 9% S	0 0	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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(Continued)  
STUDENT MONITOR® Spring 2018

52. Which of these magazines do you subscribe to in their print format? (Among all students)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
StyleWatch	9 2%	7 3% c	2 1%	6 6%	3 3%	0 0	0 0	4 4%	3 2%	0 0	2 3%	5 2%	4 3%	5 4%	4 1%	9 5%	0 0	0 0	4 2%	5 9% s	0 0	0 0
The Economist	9 2%	4 2%	5 2%	4 4%	4 4%	0 0	1 1%	2 2%	6 4%	0 0	1 1%	7 2%	2 2%	5 4%	4 1%	7 4% q	2 1%	0 0	1 *% SV	7 13%	0 0	1 2%
Time	9 2%	5 2%	4 2%	4 4%	3 3%	2 2%	0 0	2 2%	7 4%	0 0	0 0	7 2%	2 2%	5 4%	4 1%	9 5%	0 0	0 0	0 0	7 13% u	2 4%	0 0
Car and Driver	8 2%	6 3%	2 1%	0 0	4 4%	4 3%	0 0	4 4%	4 2%	0 0	0 0	4 1%	4 3%	6 5% O	2 1%	6 3%	2 1%	0 0	2 1%	4 8% s	2 4%	0 0
Entertainment Weekly	8 2%	5 2%	3 1%	1 1%	1 1%	6 5% de	0 0	2 2%	3 2%	1 1%	2 3%	4 1%	4 3%	6 5% O	2 1%	3 2%	4 2%	1 2%	2 1%	3 6%	1 2%	0 0
Glamour	8 2%	3 1%	5 2%	1 1%	6 5% dg	0 0	1 1%	3 3%	1 1%	4 3%	0 0	5 2%	3 2%	4 3%	4 1%	7 4% Q	1 *% Q	0 0	7 3%	1 2%	0 0	0 0
InStyle	8 2%	3 1%	5 2%	3 3%	4 4%	0 0	1 1%	4 4%	2 1%	2 2%	0 0	4 1%	4 3%	4 3%	4 1%	6 3%	2 1%	0 0	4 2%	3 6%	0 0	0 0
Newsweek	8 2%	4 2%	4 2%	3 3%	4 4%	1 1%	0 0	4 4%	3 2%	0 0	1 1%	4 1%	4 3%	5 4% o	3 1%	7 4%	0 0	1 2%	2 1%	5 9% s	0 0	1 2%
Playboy	8 2%	3 1%	5 2%	2 2%	4 4%	1 1%	1 1%	4 4%	2 1%	2 2%	0 0	4 1%	4 3%	4 3%	4 1%	7 4% Q	1 *% Q	0 0	3 1%	5 9% s	0 0	0 0
Seventeen	8 2%	3 1%	5 2%	2 2%	4 4%	0 0	2 2%	4 4%	0 0	2 2%	2 3%	3 1%	5 4% 1	3 3%	5 1%	5 3%	2 1%	1 2%	4 2%	2 4%	0 0	2 4%
In Touch	7 2%	4 2%	3 1%	3 3%	3 3%	0 0	1 1%	4 4% i	1 1%	2 2%	0 0	3 1%	4 3%	2 2%	5 1%	7 4%	0 0	0 0	4 2%	2 4%	1 2%	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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STUDENT MONITOR® Spring 2018

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	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
People	7 2%	3 1%	4 2%	5 5%	0 0	2 2%	0 0	2 2%	5 3%	0 0	0 0	5 2%	2 2%	0 0	7 2%	4 2%	0 0	3 5%	2 1%	2 4%	3 6%	0 0
US Weekly	7 2%	2 1%	5 2%	2 2%	1 1%	4 3%	0 0	2 2%	3 2%	0 0	2 3%	2 1%	5 4% 1	2 2%	5 1%	6 3% Q	1 *	0 0	0 0	3 6%	2 4%	0 0
Business Week	6 1%	4 2%	2 1%	0 0	1 1%	4 3%	1 1%	2 2%	3 2%	1 1%	0 0	4 1%	2 2%	2 2%	4 1%	3 2%	3 1%	0 0	0 0	2 4%	3 6%	1 2%
GQ	6 1%	4 2%	2 1%	0 0	5 4%	0 0	1 1%	2 2%	4 2%	0 0	0 0	4 1%	2 2%	5 4% O	1 *	6 3%	0 0	0 0	2 1%	3 6%	1 2%	0 0
Vogue	6 1%	0 0	6 3%	3 3%	0 0	2 2%	1 1%	3 3%	0 0	1 1%	2 3%	1 *	5 4% L	3 3%	3 1%	5 3% q	1 *	0 0	2 1%	2 4%	0 0	0 0
Fitness	5 1%	4 2%	1 *	0 0	3 3%	2 2%	0 0	4 4% i	1 1%	0 0	0 0	1 *	4 3% 1	4 3% o	1 *	2 1%	3 1%	0 0	2 1%	2 4%	0 0	1 2%
Ebony	4 1%	4 2%	0 0	2 2%	0 0	2 2%	0 0	2 2%	2 1%	0 0	0 0	2 1%	2 2%	4 3%	0 0	2 1%	2 1%	0 0	0 0	4 8%	0 0	0 0
OK!	4 1%	0 0	4 2%	3 3%	0 0	0 0	1 1%	2 2%	0 0	2 2%	0 0	2 1%	2 2%	0 0	4 1%	3 2%	1 *	0 0	2 1%	2 4%	0 0	0 0
Maxim	2 *	0 0	2 1%	2 2%	0 0	0 0	0 0	2 2%	0 0	0 0	0 0	0 0	2 2%	0 0	2 1%	2 1%	0 0	0 0	0 0	2 4%	0 0	0 0
Self	2 *	0 0	2 1%	2 2%	0 0	0 0	0 0	2 2%	0 0	0 0	0 0	0 0	2 2%	0 0	2 1%	2 1%	0 0	0 0	0 0	2 4%	0 0	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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STUDENT MONITOR® Spring 2018

## 52. Which of these magazines do you subscribe to in their print format? (Among males)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Among males	224 100	224 100	0 0	70 100	50 100	67 100	37 100	48 100	75 100	66 100	35 100	170 100	54 100	46 100	178 100	102 100	88 100	34 100	117 100	23 100	26 100	23 100
ESPN The Magazine	12 5%	12 5%	0 0	2 3%	2 4%	8 12% D	0 0	2 4%	6 8%	2 3%	2 6%	10 6%	2 4%	3 7%	9 5%	5 5%	3 3%	4 12%	6 5%	3 13%	2 8%	0 0
Cosmopolitan	8 4%	8 4%	0 0	2 3%	4 8%	2 3%	0 0	4 8%	3 4%	1 2%	0 0	4 2%	4 7%	7 15% O	1 1%	6 6%	2 2%	0 0	3 3%	5 22% S	0 0	0 0
ELLE	7 3%	7 3%	0 0	2 3%	3 6%	2 3%	0 0	4 8%	3 4%	0 0	0 0	3 2%	4 7%	7 15%	0 0	5 5%	2 2%	0 0	2 2%	5 22% S	0 0	0 0
StyleWatch	7 3%	7 3%	0 0	4 6%	3 6%	0 0	0 0	2 4%	3 4%	0 0	2 6%	5 3%	2 4%	5 11% O	2 1%	7 7%	0 0	0 0	4 3%	3 13%	0 0	0 0
Car and Driver	6 3%	6 3%	0 0	0 0	2 4%	4 6%	0 0	4 8%	2 3%	0 0	0 0	2 1%	4 7% 1	4 9% O	2 1%	4 4%	2 2%	0 0	2 2%	2 9%	2 8%	0 0
Men's Health	6 3%	6 3%	0 0	2 3%	1 2%	1 1%	2 5%	0 0	6 8%	0 0	0 0	6 4%	0 0	4 9% O	2 1%	5 5%	1 1%	0 0	0 0	4 17%	1 4%	0 0
National Geographic	6 3%	6 3%	0 0	2 3%	3 6%	1 1%	0 0	2 4%	4 5%	0 0	0 0	4 2%	2 4%	6 13%	0 0	6 6%	0 0	0 0	2 2%	4 17% S	0 0	0 0
Rolling Stone	6 3%	6 3%	0 0	2 3%	1 2%	3 4%	0 0	0 0	3 4%	1 2%	2 6%	6 4%	0 0	1 2%	5 3%	6 6%	0 0	0 0	2 2%	2 9%	2 8%	0 0
Entertainment Weekly	5 2%	5 2%	0 0	0 0	1 2%	4 6%	0 0	2 4%	2 3%	1 2%	0 0	3 2%	2 4%	3 7%	2 1%	1 1%	4 5%	0 0	1 1%	3 13% S	1 4%	0 0
Time	5 2%	5 2%	0 0	2 3%	1 2%	2 3%	0 0	0 0	5 7%	0 0	0 0	5 3%	0 0	3 7%	2 1%	5 5%	0 0	0 0	0 0	3 13%	2 8%	0 0

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(Continued)  
STUDENT MONITOR® Spring 2018

52. Which of these magazines do you subscribe to in their print format? (Among males)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Business Week	4 2%	4 2%	0 0	0 0	0 0	4 6%	0 0	2 4%	2 3%	0 0	0 0	2 1%	2 4%	2 4%	2 1%	2 2%	2 2%	0 0	0 0	2 9%	2 8%	0 0
Ebony	4 2%	4 2%	0 0	2 3%	0 0	2 3%	0 0	2 4%	2 3%	0 0	0 0	2 1%	2 4%	4 9%	0 0	2 2%	2 2%	0 0	0 0	4 17%	0 0	0 0
Essence	4 2%	4 2%	0 0	0 0	2 4%	2 3%	0 0	4 8%	0 0	0 0	0 0	0 0	4 7%	4 9%	0 0	2 2%	2 2%	0 0	2 2%	2 9%	0 0	0 0
Fitness	4 2%	4 2%	0 0	0 0	2 4%	2 3%	0 0	4 8%	0 0	0 0	0 0	0 0	4 7%	4 9%	0 0	2 2%	2 2%	0 0	2 2%	2 9%	0 0	0 0
GQ	4 2%	4 2%	0 0	0 0	3 6%	0 0	1 3%	2 4%	2 3%	0 0	0 0	2 1%	2 4%	3 7%	1 1%	4 4%	0 0	0 0	2 2%	1 4%	1 4%	0 0
In Touch	4 2%	4 2%	0 0	0 0	3 6%	0 0	1 3%	2 4%	1 1%	1 2%	0 0	2 1%	2 4%	2 4%	2 1%	4 4%	0 0	0 0	3 3%	0 0	1 4%	0 0
Newsweek	4 2%	4 2%	0 0	1 1%	2 4%	1 1%	0 0	2 4%	1 1%	0 0	1 3%	2 1%	2 4%	3 7%	1 1%	3 3%	0 0	1 3%	2 2%	1 4%	0 0	1 4%
Sports Illustrated	4 2%	4 2%	0 0	2 3%	2 4%	0 0	0 0	2 4%	2 3%	0 0	0 0	2 1%	2 4%	4 9%	0 0	4 4%	0 0	0 0	2 2%	2 9%	0 0	0 0
The Economist	4 2%	4 2%	0 0	2 3%	1 2%	0 0	1 3%	0 0	3 4%	0 0	1 3%	4 2%	0 0	3 7%	1 1%	3 3%	1 1%	0 0	1 1%	3 13%	0 0	0 0
Allure	3 1%	3 1%	0 0	2 3%	1 2%	0 0	0 0	0 0	2 3%	0 0	1 3%	3 2%	0 0	2 4%	1 1%	3 3%	0 0	0 0	1 1%	2 9%	0 0	0 0
Glamour	3 1%	3 1%	0 0	0 0	3 6%	0 0	0 0	2 4%	1 1%	0 0	0 0	1 1%	2 4%	3 7%	0 0	3 3%	0 0	0 0	2 2%	1 4%	0 0	0 0
InStyle	3 1%	3 1%	0 0	0 0	3 6%	0 0	0 0	2 4%	1 1%	0 0	0 0	1 1%	2 4%	3 7%	0 0	3 3%	0 0	0 0	2 2%	1 4%	0 0	0 0
People	3 1%	3 1%	0 0	3 4%	0 0	0 0	0 0	0 0	3 4%	0 0	0 0	3 2%	0 0	0 0	3 2%	0 0	0 0	3 9%	0 0	0 0	3 12%	0 0
Playboy	3 1%	3 1%	0 0	0 0	2 4%	1 1%	0 0	2 4%	0 0	1 2%	0 0	1 1%	2 4%	2 4%	1 1%	3 3%	0 0	0 0	2 2%	1 4%	0 0	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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STUDENT MONITOR® Spring 2018



52. Which of these magazines do you subscribe to in their print format? (Among males)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Seventeen	3 1%	3 1%	0 0	0 0	3 6%	0 0	0 0	2 4%	0 0	1 2%	0 0	1 1%	2 4%	2 4%	1 1%	3 3%	0 0	0 0	3 3%	0 0	0 0	0 0
Health	2 1%	2 1%	0 0	2 3%	0 0	0 0	0 0	0 0	2 3%	0 0	0 0	2 1%	0 0	2 4%	0 0	2 2%	0 0	0 0	0 0	2 9%	0 0	0 0
US Weekly	2 1%	2 1%	0 0	0 0	0 0	2 3%	0 0	0 0	2 3%	0 0	0 0	2 1%	0 0	0 0	2 1%	2 2%	0 0	0 0	0 0	0 0	2 8%	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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## 52. Which of these magazines do you subscribe to in their print format? (Among females)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Among females	233 100	0 0	233 100	38 100	63 100	66 100	66 100	42 100	89 100	66 100	36 100	160 100	73 100	69 100	164 100	81 100	123 100	29 100	109 100	30 100	28 100	26 100
Allure	9 4%	0 0	9 4%	2 5%	3 5%	3 5%	1 2%	1 2%	4 4%	2 3%	2 6%	6 4%	3 4%	5 7%	4 2%	7 9%	2 2%	0 0	4 4%	2 7%	0 0	1 4%
Health	9 4%	0 0	9 4%	0 0	6 10%	3 5%	0 0	0 0	3 3%	4 6%	2 6%	7 4%	2 3%	4 6%	5 3%	8 10%	1 1%	0 0	4 4%	2 7%	0 0	1 4%
National Geographic	8 3%	0 0	8 3%	2 5%	3 5%	1 2%	2 3%	2 5%	4 4%	0 0	2 6%	4 2%	4 5%	2 3%	6 4%	4 5%	4 3%	0 0	3 3%	2 7%	0 0	2 8%
Sports Illustrated	7 3%	0 0	7 3%	3 8%	2 3%	2 3%	0 0	2 5%	2 2%	1 2%	2 6%	3 2%	4 5%	4 6%	3 2%	7 9%	0 0	0 0	1 1%	4 13%	0 0	0 0
Cosmopolitan	6 3%	0 0	6 3%	1 3%	2 3%	0 0	3 5%	1 2%	1 1%	2 3%	2 6%	5 3%	1 1%	1 1%	5 3%	1 1%	5 4%	0 0	4 4%	0 0	0 0	2 8%
Vogue	6 3%	0 0	6 3%	3 8%	0 0	2 3%	1 2%	3 7%	0 0	1 2%	2 6%	1 1%	5 7%	3 4%	3 2%	5 6%	1 1%	0 0	2 2%	2 7%	0 0	0 0
ELLE	5 2%	0 0	5 2%	1 3%	3 5%	0 0	1 2%	0 0	3 3%	2 3%	0 0	4 2%	1 1%	2 3%	3 2%	4 5%	1 1%	0 0	1 1%	3 10%	1 4%	0 0
Essence	5 2%	0 0	5 2%	1 3%	2 3%	2 3%	0 0	0 0	3 3%	0 0	2 6%	3 2%	2 3%	5 7%	0 0	5 6%	0 0	0 0	0 0	3 10%	0 0	0 0
Glamour	5 2%	0 0	5 2%	1 3%	3 5%	0 0	1 2%	1 2%	0 0	4 6%	0 0	4 2%	1 1%	1 1%	4 2%	4 5%	1 1%	0 0	5 5%	0 0	0 0	0 0
InStyle	5 2%	0 0	5 2%	3 8%	1 2%	0 0	1 2%	2 5%	1 1%	2 3%	0 0	3 2%	2 3%	1 1%	4 2%	3 4%	2 2%	0 0	2 2%	2 7%	0 0	0 0
Playboy	5 2%	0 0	5 2%	2 5%	2 3%	0 0	1 2%	2 5%	2 2%	1 2%	0 0	3 2%	2 3%	2 3%	3 2%	4 5%	1 1%	0 0	1 1%	4 13%	0 0	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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Lowercase letters indicate significance at the 90% level.

52. Which of these magazines do you subscribe to in their print format? (Among females)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Seventeen	5 2%	0 0	5 2%	2 5%	1 2%	0 0	2 3%	2 5%	0 0	1 2%	2 6%	2 1%	3 4%	1 1%	4 2%	2 2%	2 2%	1 3%	1 1%	2 7%	0 0	2 8%
The Economist	5 2%	0 0	5 2%	2 5%	3 5%	0 0	0 0	2 5%	3 3%	0 0	0 0	3 2%	2 3%	2 3%	3 2%	4 5%	1 1%	0 0	0 0	4 13%	0 0	1 4%
US Weekly	5 2%	0 0	5 2%	2 5%	1 2%	2 3%	0 0	2 5%	1 1%	0 0	2 6%	0 0	5 7%	2 3%	3 2%	4 5%	1 1%	0 0	0 0	3 10%	0 0	0 0
Men's Health	4 2%	0 0	4 2%	2 5%	2 3%	0 0	0 0	2 5%	2 2%	0 0	0 0	2 1%	2 3%	2 3%	2 1%	4 5%	0 0	0 0	0 0	4 13%	0 0	0 0
Newsweek	4 2%	0 0	4 2%	2 5%	2 3%	0 0	0 0	2 5%	2 2%	0 0	0 0	2 1%	2 3%	2 3%	2 1%	4 5%	0 0	0 0	0 0	4 13%	0 0	0 0
OK!	4 2%	0 0	4 2%	3 8%	0 0	0 0	1 2%	2 5%	0 0	2 3%	0 0	2 1%	2 3%	0 0	4 2%	3 4%	1 1%	0 0	2 2%	2 7%	0 0	0 0
People	4 2%	0 0	4 2%	2 5%	0 0	2 3%	0 0	2 5%	2 2%	0 0	0 0	2 1%	2 3%	0 0	4 2%	4 5%	0 0	0 0	2 2%	2 7%	0 0	0 0
Rolling Stone	4 2%	0 0	4 2%	2 5%	2 3%	0 0	0 0	2 5%	0 0	0 0	2 6%	0 0	4 5%	2 3%	2 1%	2 2%	2 2%	0 0	2 2%	2 7%	0 0	0 0
Time	4 2%	0 0	4 2%	2 5%	2 3%	0 0	0 0	2 5%	2 2%	0 0	0 0	2 1%	2 3%	2 3%	2 1%	4 5%	0 0	0 0	0 0	4 13%	0 0	0 0
Entertainment Weekly	3 1%	0 0	3 1%	1 3%	0 0	2 3%	0 0	0 0	1 1%	0 0	2 6%	1 1%	2 3%	3 4%	0 0	2 2%	0 0	1 3%	1 1%	0 0	0 0	0 0
In Touch	3 1%	0 0	3 1%	3 8%	0 0	0 0	0 0	2 5%	0 0	1 2%	0 0	1 1%	2 3%	0 0	3 2%	3 4%	0 0	0 0	1 1%	2 7%	0 0	0 0
Business Week	2 1%	0 0	2 1%	0 0	1 2%	0 0	1 2%	0 0	1 1%	1 2%	0 0	2 1%	0 0	0 0	2 1%	1 1%	1 1%	0 0	0 0	0 0	1 4%	1 4%
Car and Driver	2 1%	0 0	2 1%	0 0	2 3%	0 0	0 0	0 0	2 2%	0 0	0 0	2 1%	0 0	2 3%	0 0	2 2%	0 0	0 0	0 0	2 7%	0 0	0 0
GQ	2 1%	0 0	2 1%	0 0	2 3%	0 0	0 0	0 0	2 2%	0 0	0 0	2 1%	0 0	2 3%	0 0	2 2%	0 0	0 0	0 0	2 7%	0 0	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.



52. Which of these magazines do you subscribe to in their print format? (Among females)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Maxim	2 1%	0 0	2 1%	2 5%	0 0	0 0	0 0	2 5%	0 0	0 0	0 0	0 0	2 3%	0 0	2 1%	2 2%	0 0	0 0	0 0	2 7%	0 0	0 0
Self	2 1%	0 0	2 1%	2 5%	0 0	0 0	0 0	2 5%	0 0	0 0	0 0	0 0	2 3%	0 0	2 1%	2 2%	0 0	0 0	0 0	2 7%	0 0	0 0
StyleWatch	2 1%	0 0	2 1%	2 5%	0 0	0 0	0 0	2 5%	0 0	0 0	0 0	0 0	2 3%	0 0	2 1%	2 2%	0 0	0 0	0 0	2 7%	0 0	0 0
ESPN The Magazine	1 *%	0 0	1 *%	0 0	0 0	0 0	1 2%	0 0	0 0	1 2%	0 0	1 1%	0 0	0 0	1 1%	0 0	1 1%	0 0	1 1%	0 0	0 0	0 0
Fitness	1 *%	0 0	1 *%	0 0	1 2%	0 0	0 0	0 0	1 1%	0 0	0 0	1 1%	0 0	0 0	1 1%	0 0	1 1%	0 0	0 0	0 0	0 0	1 4%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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STUDENT MONITOR® Spring 2018

## 52. Which of these magazines do you read regularly in their print format? (Among all students)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	457 100	224 100	233 100	108 100	113 100	133 100	103 100	90 100	164 100	132 100	71 100	330 100	127 100	115 100	342 100	183 100	211 100	63 100	226 100	53 100	54 100	49 100
ESPN The Magazine	20 4%	8 4%	12 5%	4 4%	8 7% g	6 5%	2 2%	3 3%	4 2%	7 5%	6 8% i	15 5%	5 4%	11 10% O	9 3%	11 6%	7 3%	2 3%	6 3%	7 13% SU	1 2%	0 0
National Geographic	16 4%	8 4%	8 3%	4 4%	5 4%	5 4%	2 2%	2 2%	12 7% HJ	2 2%	0 0	13 4%	3 2%	5 4%	11 3%	5 3%	6 3%	5 8%	3 1%	6 11% S	2 4%	4 8% s
Cosmopolitan	14 3%	2 1%	12 5% B	4 4%	0 0	3 2%	7 7%	6 7% k	4 2%	3 2%	1 1%	6 2%	8 6% L	0 0	14 4%	10 5% q	4 2%	0 0	7 3%	2 4%	2 4%	0 0
Entertainment Weekly	13 3%	4 2%	9 4%	3 3%	6 5%	0 0	4 4%	7 8% IK	1 1%	4 3%	1 1%	6 2%	7 6% 1	3 3%	10 3%	12 7% Q	1 *%	0 0	9 4%	3 6%	0 0	1 2%
OK!	13 3%	4 2%	9 4%	6 6%	4 4%	3 2%	0 0	2 2%	9 5% j	2 2%	0 0	10 3%	3 2%	6 5%	7 2%	6 3%	4 2%	3 5%	3 1%	6 11% S	0 0	4 8% s
People	12 3%	5 2%	7 3%	1 1%	6 5% d	2 2%	3 3%	4 4%	5 3%	2 2%	1 1%	6 2%	6 5%	6 5%	6 2%	5 3%	7 3%	0 0	6 3%	4 8%	2 4%	0 0
Car and Driver	11 2%	8 4%	3 1%	8 7% EG	2 2%	0 0	1 1%	2 2%	4 2%	3 2%	2 3%	9 3%	2 2%	4 3%	7 2%	11 6%	0 0	0 0	5 2%	5 9% su	1 2%	0 0
Glamour	11 2%	4 2%	7 3%	3 3%	4 4%	2 2%	2 2%	6 7% J	4 2%	1 1%	0 0	5 2%	6 5%	4 3%	7 2%	5 3%	6 3%	0 0	3 1%	6 11% Sv	0 0	1 2%
Vogue	11 2%	3 1%	8 3%	0 0	4 4%	2 2%	5 5%	5 6% j	0 0	1 1%	5 7% J	4 1%	7 6% L	4 3%	7 2%	4 2%	6 3%	1 2%	7 3%	2 4%	0 0	2 4%
Newsweek	10 2%	6 3%	4 2%	6 6% Efg	1 1%	2 2%	1 1%	2 2%	5 3%	1 1%	2 3%	8 2%	2 2%	2 2%	8 2%	4 2%	3 1%	3 5%	3 1%	2 4%	2 4%	3 6%

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(Continued)  
STUDENT MONITOR® Spring 2018

52. Which of these magazines do you read regularly in their print format? (Among all students)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Rolling Stone	10 2%	4 2%	6 3%	3 3%	2 2%	4 3%	1 1%	2 2%	6 4%	2 2%	0 0	8 2%	2 2%	2 2%	8 2%	0 0	7 3%	3 5%	4 2%	2 4%	0 0	4 8%
Health	9 2%	7 3% c	2 1%	2 2%	3 3%	2 2%	2 2%	6 7% Ij	1 1%	2 2%	0 0	3 1%	6 5% 1	4 3%	5 1%	6 3%	3 1%	0 0	3 1%	4 8% s	1 2%	0 0
StyleWatch	9 2%	7 3% c	2 1%	1 1%	3 3%	4 3%	1 1%	3 3%	5 3%	1 1%	0 0	6 2%	3 2%	5 4%	4 1%	5 3%	3 1%	1 2%	0 0	5 9%	2 4%	0 0
The Economist	9 2%	8 4% C	1 *%	1 1%	2 2%	6 5% d	0 0	5 6% i	2 1%	2 2%	0 0	4 1%	5 4%	2 2%	7 2%	5 3%	4 2%	0 0	4 2%	2 4%	2 4%	0 0
Time	9 2%	5 2%	4 2%	2 2%	2 2%	4 3%	1 1%	2 2%	3 2%	4 3%	0 0	7 2%	2 2%	3 3%	6 2%	3 2%	5 2%	1 2%	3 1%	3 6%	1 2%	1 2%
US Weekly	9 2%	7 3% c	2 1%	2 2%	3 3%	4 3%	0 0	2 2%	5 3%	2 2%	0 0	7 2%	2 2%	6 5% O	3 1%	5 3%	4 2%	0 0	2 1%	6 11% SU	1 2%	0 0
GQ	8 2%	3 1%	5 2%	0 0	3 3%	5 4%	0 0	2 2%	1 1%	3 2%	2 3%	3 1%	5 4% 1	4 3%	4 1%	6 3%	2 1%	0 0	3 1%	3 6%	0 0	0 0
InStyle	7 2%	5 2%	2 1%	3 3%	2 2%	2 2%	0 0	2 2%	4 2%	1 1%	0 0	5 2%	2 2%	4 3%	3 1%	4 2%	3 1%	0 0	0 0	4 8%	1 2%	0 0
In Touch	6 1%	4 2%	2 1%	2 2%	2 2%	2 2%	0 0	2 2%	4 2%	0 0	0 0	4 1%	2 2%	6 5%	0 0	4 2%	2 1%	0 0	0 0	6 11%	0 0	0 0
Self	6 1%	4 2%	2 1%	2 2%	2 2%	2 2%	0 0	2 2%	4 2%	0 0	0 0	4 1%	2 2%	6 5%	0 0	4 2%	2 1%	0 0	0 0	6 11%	0 0	0 0
Business Week	5 1%	3 1%	2 1%	1 1%	2 2%	2 2%	0 0	0 0	3 2%	2 2%	0 0	5 2%	0 0	4 3% o	1 *%	4 2%	1 *%	0 0	2 1%	3 6%	0 0	0 0
Fitness	5 1%	0 0	5 2%	2 2%	1 1%	2 2%	0 0	2 2%	1 1%	0 0	2 3%	1 *%	4 3% 1	2 2%	3 1%	5 3%	0 0	0 0	0 0	2 4%	0 0	0 0

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(Continued)  
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52. Which of these magazines do you read regularly in their print format? (Among all students)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Maxim	5 1%	5 2%	0 0	0 0	2 2%	2 2%	1 1%	4 4% i	1 1%	0 0	0 0	1 *%	4 3% 1	4 3% o	1 *%	3 2%	2 1%	0 0	2 1%	2 4%	1 2%	0 0
Allure	4 1%	1 *%	3 1%	0 0	3 3%	0 0	1 1%	0 0	1 1%	3 2%	0 0	4 1%	0 0	0 0	4 1%	4 2%	0 0	0 0	3 1%	0 0	1 2%	0 0
Men's Health	4 1%	4 2%	0 0	0 0	0 0	4 3%	0 0	2 2%	0 0	2 2%	0 0	2 1%	2 2%	3 3%	1 *%	1 1%	2 1%	1 2%	1 *%	3 6%	0 0	0 0
Sports Illustrated	4 1%	4 2%	0 0	1 1%	0 0	3 2%	0 0	2 2%	0 0	2 2%	0 0	2 1%	2 2%	3 3%	1 *%	0 0	2 1%	2 3%	1 *%	3 6%	0 0	0 0
Ebony	3 1%	3 1%	0 0	0 0	3 3%	0 0	0 0	2 2%	0 0	1 1%	0 0	1 *%	2 2%	2 2%	1 *%	3 2%	0 0	0 0	3 1%	0 0	0 0	0 0
ELLE	3 1%	0 0	3 1%	2 2%	0 0	0 0	1 1%	2 2%	0 0	0 0	1 1%	1 *%	2 2%	0 0	3 1%	2 1%	1 *%	0 0	0 0	2 4%	1 2%	0 0
Essence	3 1%	3 1%	0 0	2 2%	1 1%	0 0	0 0	0 0	3 2%	0 0	0 0	3 1%	0 0	3 3%	0 0	3 2%	0 0	0 0	0 0	3 6%	0 0	0 0
Playboy	3 1%	2 1%	1 *%	0 0	1 1%	2 2%	0 0	2 2%	1 1%	0 0	0 0	1 *%	2 2%	2 2%	1 *%	0 0	3 1%	0 0	0 0	2 4%	0 0	1 2%
Seventeen	3 1%	2 1%	1 *%	0 0	0 0	3 2%	0 0	3 3%	0 0	0 0	0 0	0 0	3 2%	2 2%	1 *%	1 1%	2 1%	0 0	0 0	2 4%	0 0	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

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## 52. Which of these magazines do you read regularly in their print format? (Among males)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Among males	224 100	224 100	0 0	70 100	50 100	67 100	37 100	48 100	75 100	66 100	35 100	170 100	54 100	46 100	178 100	102 100	88 100	34 100	117 100	23 100	26 100	23 100
Car and Driver	8 4%	8 4%	0 0	5 7%	2 4%	0 0	1 3%	0 0	4 5%	2 3%	2 6%	8 5%	0 0	4 9%	4 2%	8 8%	0 0	0 0	4 3%	3 13%	1 4%	0 0
ESPN The Magazine	8 4%	8 4%	0 0	2 3%	1 2%	4 6%	1 3%	1 2%	1 1%	6 9% hI	0 0	7 4%	1 2%	3 7%	5 3%	4 4%	2 2%	2 6%	5 4%	3 13%	0 0	0 0
National Geographic	8 4%	8 4%	0 0	1 1%	1 2%	5 7% d	1 3%	2 4%	4 5%	2 3%	0 0	5 3%	3 6%	2 4%	6 3%	2 2%	4 5%	2 6%	2 2%	3 13%	2 8%	0 0
The Economist	8 4%	8 4%	0 0	0 0	2 4%	6 9%	0 0	5 10% j	2 3%	1 2%	0 0	3 2%	5 9% 1	2 4%	6 3%	4 4%	4 5%	0 0	3 3%	2 9%	2 8%	0 0
Health	7 3%	7 3%	0 0	0 0	3 6%	2 3%	2 5%	4 8% i	1 1%	2 3%	0 0	3 2%	4 7%	4 9%	3 2%	4 4%	3 3%	0 0	3 3%	2 9%	1 4%	0 0
StyleWatch	7 3%	7 3%	0 0	1 1%	1 2%	4 6%	1 3%	3 6%	3 4%	1 2%	0 0	4 2%	3 6%	3 7%	4 2%	3 3%	3 3%	1 3%	0 0	3 13%	2 8%	0 0
US Weekly	7 3%	7 3%	0 0	2 3%	1 2%	4 6%	0 0	2 4%	3 4%	2 3%	0 0	5 3%	2 4%	4 9%	3 2%	3 3%	4 5%	0 0	2 2%	4 17% s	1 4%	0 0
Newsweek	6 3%	6 3%	0 0	2 3%	1 2%	2 3%	1 3%	2 4%	2 3%	0 0	2 6%	4 2%	2 4%	2 4%	4 2%	3 3%	3 3%	0 0	2 2%	2 9%	2 8%	0 0
InStyle	5 2%	5 2%	0 0	2 3%	1 2%	2 3%	0 0	2 4%	3 4%	0 0	0 0	3 2%	2 4%	4 9% o	1 1%	2 2%	3 3%	0 0	0 0	4 17%	1 4%	0 0
Maxim	5 2%	5 2%	0 0	0 0	2 4%	2 3%	1 3%	4 8% i	1 1%	0 0	0 0	1 1%	4 7% 1	4 9% o	1 1%	3 3%	2 2%	0 0	2 2%	2 9%	1 4%	0 0
People	5 2%	5 2%	0 0	0 0	3 6%	2 3%	0 0	4 8% i	1 1%	0 0	0 0	1 1%	4 7% 1	4 9% o	1 1%	2 2%	3 3%	0 0	2 2%	2 9%	1 4%	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.



52. Which of these magazines do you read regularly in their print format? (Among males)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Time	5 2%	5 2%	0 0	0 0	1 2%	4 6%	0 0	2 4%	1 1%	2 3%	0 0	3 2%	2 4%	2 4%	3 2%	0 0	4 5%	1 3%	2 2%	2 9%	0 0	0 0
Entertainment Weekly	4 2%	4 2%	0 0	1 1%	3 6%	0 0	0 0	2 4%	1 1%	0 0	1 3%	2 1%	2 4%	3 7%	1 1%	4 4%	0 0	0 0	2 2%	1 4%	0 0	1 4%
Glamour	4 2%	4 2%	0 0	0 0	0 0	2 3%	2 5%	4 8%	0 0	0 0	0 0	0 0	4 7%	2 4%	2 1%	0 0	4 5%	0 0	2 2%	2 9%	0 0	0 0
In Touch	4 2%	4 2%	0 0	2 3%	0 0	2 3%	0 0	2 4%	2 3%	0 0	0 0	2 1%	2 4%	4 9%	0 0	2 2%	2 2%	0 0	0 0	4 17%	0 0	0 0
Men's Health	4 2%	4 2%	0 0	0 0	0 0	4 6%	0 0	2 4%	0 0	2 3%	0 0	2 1%	2 4%	3 7%	1 1%	1 1%	2 2%	1 3%	1 1%	3 13%	0 0	0 0
OK!	4 2%	4 2%	0 0	2 3%	0 0	2 3%	0 0	2 4%	2 3%	0 0	0 0	2 1%	2 4%	4 9%	0 0	2 2%	2 2%	0 0	0 0	4 17%	0 0	0 0
Rolling Stone	4 2%	4 2%	0 0	0 0	0 0	4 6%	0 0	2 4%	1 1%	1 2%	0 0	2 1%	2 4%	2 4%	2 1%	0 0	4 5%	0 0	2 2%	2 9%	0 0	0 0
Self	4 2%	4 2%	0 0	2 3%	0 0	2 3%	0 0	2 4%	2 3%	0 0	0 0	2 1%	2 4%	4 9%	0 0	2 2%	2 2%	0 0	0 0	4 17%	0 0	0 0
Sports Illustrated	4 2%	4 2%	0 0	1 1%	0 0	3 4%	0 0	2 4%	0 0	2 3%	0 0	2 1%	2 4%	3 7%	1 1%	0 0	2 2%	2 6%	1 1%	3 13%	0 0	0 0
Business Week	3 1%	3 1%	0 0	1 1%	0 0	2 3%	0 0	0 0	1 1%	2 3%	0 0	3 2%	0 0	2 4%	1 1%	2 2%	1 1%	0 0	2 2%	1 4%	0 0	0 0
Ebony	3 1%	3 1%	0 0	0 0	3 6%	0 0	0 0	2 4%	0 0	1 2%	0 0	1 1%	2 4%	2 4%	1 1%	3 3%	0 0	0 0	3 3%	0 0	0 0	0 0
Essence	3 1%	3 1%	0 0	2 3%	1 2%	0 0	0 0	0 0	3 4%	0 0	0 0	3 2%	0 0	3 7%	0 0	3 3%	0 0	0 0	0 0	3 13%	0 0	0 0
GQ	3 1%	3 1%	0 0	0 0	0 0	3 4%	0 0	2 4%	1 1%	0 0	0 0	0 0	3 6%	2 4%	1 1%	1 1%	2 2%	0 0	0 0	3 13%	0 0	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.



52. Which of these magazines do you read regularly in their print format? (Among males)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Vogue	3 1%	3 1%	0 0	0 0	1 2%	2 3%	0 0	2 4%	0 0	0 0	1 3%	1 1%	2 4%	2 4%	1 1%	1 1%	2 2%	0 0	1 1%	2 9%	0 0	0 0
Cosmopolitan	2 1%	2 1%	0 0	0 0	0 0	0 0	2 5%	0 0	1 1%	1 2%	0 0	2 1%	0 0	0 0	2 1%	1 1%	1 1%	0 0	0 0	0 0	1 4%	0 0
Playboy	2 1%	2 1%	0 0	0 0	0 0	2 3%	0 0	2 4%	0 0	0 0	0 0	0 0	2 4%	2 4%	0 0	0 0	2 2%	0 0	0 0	2 9%	0 0	0 0
Seventeen	2 1%	2 1%	0 0	0 0	0 0	2 3%	0 0	2 4%	0 0	0 0	0 0	0 0	2 4%	2 4%	0 0	0 0	2 2%	0 0	0 0	2 9%	0 0	0 0
Allure	1 *%	1 *%	0 0	0 0	0 0	0 0	1 3%	0 0	1 1%	0 0	0 0	1 1%	0 0	0 0	1 1%	1 1%	0 0	0 0	0 0	0 0	1 4%	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

STUDENT MONITOR® Spring 2018

## 52. Which of these magazines do you read regularly in their print format? (Among females)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Among females	233 100	0 0	233 100	38 100	63 100	66 100	66 100	42 100	89 100	66 100	36 100	160 100	73 100	69 100	164 100	81 100	123 100	29 100	109 100	30 100	28 100	26 100
Cosmopolitan	12 5%	0 0	12 5%	4 11%	0 0	3 5%	5 8%	6 14% ijk	3 3%	2 3%	1 3%	4 2%	8 11% L	0 0	12 7%	9 11% Q	3 2%	0 0	7 6%	2 7%	1 4%	0 0
ESPN The Magazine	12 5%	0 0	12 5%	2 5%	7 11% fG	2 3%	1 2%	2 5%	3 3%	1 2%	6 17% hIJ	8 5%	4 5%	8 12% O	4 2%	7 9%	5 4%	0 0	1 1%	4 13% S	1 4%	0 0
Entertainment Weekly	9 4%	0 0	9 4%	2 5%	3 5%	0 0	4 6%	5 12%	0 0	4 6%	0 0	4 2%	5 7%	0 0	9 5%	8 10% Q	1 1%	0 0	7 6%	2 7%	0 0	0 0
OK!	9 4%	0 0	9 4%	4 11% f	4 6%	1 2%	0 0	0 0	7 8%	2 3%	0 0	8 5% m	1 1%	2 3%	7 4%	4 5%	2 2%	3 10%	3 3%	2 7%	0 0	4 15% s
National Geographic	8 3%	0 0	8 3%	3 8%	4 6%	0 0	1 2%	0 0	8 9%	0 0	0 0	8 5%	0 0	3 4%	5 3%	3 4%	2 2%	3 10%	1 1%	3 10%	0 0	4 15% S
Vogue	8 3%	0 0	8 3%	0 0	3 5%	0 0	5 8%	3 7%	0 0	1 2%	4 11% j	3 2%	5 7%	2 3%	6 4%	3 4%	4 3%	1 3%	6 6%	0 0	0 0	2 8%
Glamour	7 3%	0 0	7 3%	3 8%	4 6%	0 0	0 0	2 5%	4 4%	1 2%	0 0	5 3%	2 3%	2 3%	5 3%	5 6%	2 2%	0 0	1 1%	4 13% S	0 0	1 4%
People	7 3%	0 0	7 3%	1 3%	3 5%	0 0	3 5%	0 0	4 4%	2 3%	1 3%	5 3%	2 3%	2 3%	5 3%	3 4%	4 3%	0 0	4 4%	2 7%	1 4%	0 0
Rolling Stone	6 3%	0 0	6 3%	3 8%	2 3%	0 0	1 2%	0 0	5 6%	1 2%	0 0	6 4%	0 0	0 0	6 4%	0 0	3 2%	3 10%	2 2%	0 0	0 0	4 15% s
Fitness	5 2%	0 0	5 2%	2 5%	1 2%	2 3%	0 0	2 5%	1 1%	0 0	2 6%	1 1%	4 5% 1	2 3%	3 2%	5 6%	0 0	0 0	0 0	2 7%	0 0	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

52. Which of these magazines do you read regularly in their print format? (Among females)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
GQ	5 2%	0 0	5 2%	0 0	3 5%	2 3%	0 0	0 0	0 0	3 5%	2 6%	3 2%	2 3%	2 3%	3 2%	5 6%	0 0	0 0	3 3%	0 0	0 0	0 0
Newsweek	4 2%	0 0	4 2%	4 11%	0 0	0 0	0 0	0 0	3 3%	1 2%	0 0	4 2%	0 0	0 0	4 2%	1 1%	0 0	3 10%	1 1%	0 0	0 0	3 12% s
Time	4 2%	0 0	4 2%	2 5%	1 2%	0 0	1 2%	0 0	2 2%	2 3%	0 0	4 2%	0 0	1 1%	3 2%	3 4%	1 1%	0 0	1 1%	1 3%	1 4%	1 4%
Allure	3 1%	0 0	3 1%	0 0	3 5%	0 0	0 0	0 0	0 0	3 5%	0 0	3 2%	0 0	0 0	3 2%	3 4%	0 0	0 0	3 3%	0 0	0 0	0 0
Car and Driver	3 1%	0 0	3 1%	3 8%	0 0	0 0	0 0	2 5%	0 0	1 2%	0 0	1 1%	2 3%	0 0	3 2%	3 4%	0 0	0 0	1 1%	2 7%	0 0	0 0
ELLE	3 1%	0 0	3 1%	2 5%	0 0	0 0	1 2%	2 5%	0 0	0 0	1 3%	1 1%	2 3%	0 0	3 2%	2 2%	1 1%	0 0	0 0	2 7%	1 4%	0 0
Business Week	2 1%	0 0	2 1%	0 0	2 3%	0 0	0 0	0 0	2 2%	0 0	0 0	2 1%	0 0	2 3%	0 0	2 2%	0 0	0 0	0 0	2 7%	0 0	0 0
Health	2 1%	0 0	2 1%	2 5%	0 0	0 0	0 0	2 5%	0 0	0 0	0 0	0 0	2 3%	0 0	2 1%	2 2%	0 0	0 0	0 0	2 7%	0 0	0 0
InStyle	2 1%	0 0	2 1%	1 3%	1 2%	0 0	0 0	0 0	1 1%	1 2%	0 0	2 1%	0 0	0 0	2 1%	2 2%	0 0	0 0	0 0	0 0	0 0	0 0
In Touch	2 1%	0 0	2 1%	0 0	2 3%	0 0	0 0	0 0	2 2%	0 0	0 0	2 1%	0 0	2 3%	0 0	2 2%	0 0	0 0	0 0	2 7%	0 0	0 0
Self	2 1%	0 0	2 1%	0 0	2 3%	0 0	0 0	0 0	2 2%	0 0	0 0	2 1%	0 0	2 3%	0 0	2 2%	0 0	0 0	0 0	2 7%	0 0	0 0
StyleWatch	2 1%	0 0	2 1%	0 0	2 3%	0 0	0 0	0 0	2 2%	0 0	0 0	2 1%	0 0	2 3%	0 0	2 2%	0 0	0 0	0 0	2 7%	0 0	0 0
US Weekly	2 1%	0 0	2 1%	0 0	2 3%	0 0	0 0	0 0	2 2%	0 0	0 0	2 1%	0 0	2 3%	0 0	2 2%	0 0	0 0	0 0	2 7%	0 0	0 0
Playboy	1 *%	0 0	1 *%	0 0	1 2%	0 0	0 0	0 0	1 1%	0 0	0 0	1 1%	0 0	0 0	1 1%	0 0	1 1%	0 0	0 0	0 0	0 0	1 4%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.



52. Which of these magazines do you read regularly in their print format? (Among females)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Seventeen	1	0	1	0	0	1	0	1	0	0	0	0	1	0	1	1	0	0	0	0	0	0
	*%	0	*%	0	0	2%	0	2%	0	0	0	0	1%	0	1%	1%	0	0	0	0	0	0
The Economist	1	0	1	1	0	0	0	0	0	1	0	1	0	0	1	1	0	0	1	0	0	0
	*%	0	*%	3%	0	0	0	0	0	2%	0	1%	0	0	1%	1%	0	0	1%	0	0	0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

STUDENT MONITOR® Spring 2018

## 52. Which of these magazines do you read occasionally in their print format? (Among all students)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	457 100	224 100	233 100	108 100	113 100	133 100	103 100	90 100	164 100	132 100	71 100	330 100	127 100	115 100	342 100	183 100	211 100	63 100	226 100	53 100	54 100	49 100
Cosmopolitan	53 12%	6 3%	47 20% B	6 6%	17 15% D	15 11%	15 15% D	10 11%	24 15%	13 10%	6 8%	40 12%	13 10%	16 14%	37 11%	16 9%	25 12%	12 19% p	30 13% U	6 11%	3 6%	5 10%
People	47 10%	8 4%	39 17% B	4 4%	12 11% D	14 11% D	17 17% D	13 14%	15 9%	14 11%	5 7%	32 10%	15 12%	10 9%	37 11%	21 11%	21 10%	5 8%	28 12% t	3 6%	4 7%	6 12%
Vogue	46 10%	6 3%	40 17% B	10 9%	11 10%	9 7%	16 16% F	7 8%	13 8%	20 15% hi	6 8%	39 12% M	7 6%	12 10%	34 10%	22 12%	19 9%	5 8%	24 11%	6 11%	4 7%	4 8%
National Geographic	41 9%	18 8%	23 10%	9 8%	7 6%	15 11%	10 10%	7 8%	14 9%	11 8%	9 13%	29 9%	12 9%	11 10%	30 9%	18 10%	20 9%	3 5%	22 10% u	9 17% UV	2 4%	2 4%
StyleWatch	36 8%	29 13% C	7 3%	11 10% E	2 2%	14 11% E	9 9% E	12 13% I	8 5%	11 8%	5 7%	23 7%	13 10%	9 8%	27 8%	21 11%	15 7%	0 0	23 10% UV	5 9% u	1 2%	1 2%
Entertainment Weekly	32 7%	7 3%	25 11% B	6 6%	11 10%	8 6%	7 7%	6 7%	6 4%	14 11% I	6 8%	27 8% m	5 4%	10 9%	22 6%	18 10% q	11 5%	3 5%	18 8%	2 4%	2 4%	2 4%
ESPN The Magazine	32 7%	26 12% C	6 3%	12 11%	6 5%	8 6%	6 6%	6 7%	10 6%	16 12% i	0 0	22 7%	10 8%	11 10%	21 6%	18 10% q	11 5%	3 5%	20 9% V	6 11% v	2 4%	1 2%
Time	30 7%	8 4%	22 9% B	3 3%	7 6%	12 9% D	8 8%	3 3%	15 9% HJ	2 2%	10 14% HJ	24 7%	6 5%	11 10%	19 6%	6 3%	22 10% PR	2 3%	9 4%	1 2%	3 6%	4 8%
Seventeen	28 6%	4 2%	24 10% B	5 5%	11 10% f	5 4%	7 7%	5 6%	12 7%	5 4%	6 8%	24 7% m	4 3%	10 9%	18 5%	7 4%	14 7%	7 11% p	11 5%	4 8%	6 11% v	1 2%
Glamour	26 6%	2 1%	24 10% B	1 1%	6 5% d	8 6% D	11 11% D	6 7%	8 5%	6 5%	6 8%	15 5%	11 9%	7 6%	19 6%	9 5%	13 6%	4 6%	14 6%	4 8%	2 4%	1 2%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

52. Which of these magazines do you read occasionally in their print format? (Among all students)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
ELLE	25 5%	2 1%	23 10% B	3 3%	6 5%	5 4%	11 11% DF	3 3%	6 4%	15 11% HIK	1 1%	20 6%	5 4%	4 3%	21 6%	10 5%	9 4%	6 10%	17 8% U	2 4%	1 2%	2 4%
Rolling Stone	25 5%	13 6%	12 5%	6 6%	0 0	9 7%	10 10%	4 4%	7 4%	8 6%	6 8%	21 6%	4 3%	6 5%	19 6%	10 5%	13 6%	2 3%	13 6%	6 11%	2 4%	0 0
Fitness	24 5%	8 4%	16 7%	2 2%	7 6% d	7 5%	8 8% D	4 4%	11 7%	6 5%	3 4%	19 6%	5 4%	10 9%	14 4%	14 8%	10 5%	0 0	8 4%	10 19% SUV	2 4%	1 2%
Men's Health	23 5%	14 6%	9 4%	7 6%	5 4%	8 6%	3 3%	1 1%	8 5% h	9 7% H	5 7% h	21 6% M	2 2%	2 2%	21 6% N	9 5%	12 6%	2 3%	13 6%	2 4%	2 4%	3 6%
Business Week	21 5%	15 7% C	6 3%	4 4%	1 1%	9 7% E	7 7% E	2 2%	8 5%	8 6%	3 4%	14 4%	7 6%	3 3%	18 5%	9 5%	10 5%	2 3%	10 4%	2 4%	4 7%	2 4%
Ebony	19 4%	2 1%	17 7% B	3 3%	7 6% f	2 2%	7 7% F	0 0	11 7%	8 6%	0 0	17 5% M	2 2%	8 7%	11 3%	12 7% Q	3 1%	4 6%	7 3%	10 19% SU	1 2%	0 0
Essence	17 4%	1 *%	16 7% B	2 2%	4 4%	5 4%	6 6%	2 2%	8 5%	7 5%	0 0	13 4%	4 3%	4 3%	13 4%	6 3%	8 4%	3 5%	5 2%	10 19% S	0 0	0 0
InStyle	17 4%	4 2%	13 6% B	1 1%	2 2%	7 5% D	7 7% De	3 3%	9 5% j	2 2%	3 4%	12 4%	5 4%	3 3%	14 4%	3 2%	12 6% P	2 3%	7 3%	3 6%	2 4%	3 6%
The Economist	17 4%	11 5%	6 3%	1 1%	5 4%	3 2%	8 8% Df	5 6%	6 4%	5 4%	1 1%	12 4%	5 4%	3 3%	14 4%	4 2%	9 4%	4 6%	12 5%	2 4%	1 2%	2 4%
Health	16 4%	4 2%	12 5% B	1 1%	1 1%	6 5% de	8 8% DE	3 3%	8 5% J	1 1%	4 6% j	13 4%	3 2%	4 3%	12 4%	5 3%	11 5%	0 0	5 2%	4 8%	1 2%	2 4%
GQ	15 3%	7 3%	8 3%	1 1%	2 2%	4 3%	8 8% DE	2 2%	10 6% j	3 2%	0 0	10 3%	5 4%	1 1%	14 4% N	4 2%	10 5%	1 2%	6 3%	2 4%	1 2%	2 4%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

52. Which of these magazines do you read occasionally in their print format? (Among all students)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Maxim	13 3%	8 4%	5 2%	3 3%	5 4%	3 2%	2 2%	3 3%	3 2%	5 4%	2 3%	9 3%	4 3%	5 4%	8 2%	7 4%	6 3%	0 0	8 4%	4 8%	0 0	1 2%
Allure	12 3%	0 0	12 5%	2 2%	2 2%	2 2%	6 6%	3 3%	2 1%	7 5%	0 0	10 3%	2 2%	2 2%	10 3%	4 2%	5 2%	3 5%	8 4%	1 2%	0 0	2 4%
OK!	12 3%	6 3%	6 3%	0 0	5 4%	4 3%	3 3%	3 3%	4 2%	2 2%	3 4%	7 2%	5 4%	6 5%	6 2%	4 2%	7 3%	1 2%	6 3%	1 2%	3 6%	0 0
Car and Driver	11 2%	9 4%	2 1%	3 3%	1 1%	4 3%	3 3%	0 0	2 1%	6 5%	3 4%	8 2%	3 2%	5 4%	6 2%	4 2%	6 3%	1 2%	8 4%	2 4%	0 0	0 0
In Touch	10 2%	2 1%	8 3%	1 1%	4 4%	2 2%	3 3%	4 4%	5 3%	1 1%	0 0	7 2%	3 2%	1 1%	9 3%	1 1%	8 4%	1 2%	4 2%	2 4%	1 2%	1 2%
US Weekly	9 2%	1 *	8 3%	2 2%	0 0	5 4%	2 2%	2 2%	6 4%	1 1%	0 0	7 2%	2 2%	1 1%	8 2%	4 2%	5 2%	0 0	2 1%	5 9%	1 2%	0 0
Newsweek	8 2%	6 3%	2 1%	3 3%	2 2%	1 1%	2 2%	1 1%	2 1%	5 4%	0 0	6 2%	2 2%	3 3%	5 1%	5 3%	2 1%	1 2%	2 1%	4 8%	1 2%	0 0
Self	6 1%	1 *	5 2%	0 0	3 3%	0 0	3 3%	0 0	2 1%	4 3%	0 0	6 2%	0 0	2 2%	4 1%	2 1%	2 1%	2 3%	2 1%	1 2%	1 2%	1 2%
Sports Illustrated	4 1%	2 1%	2 1%	1 1%	1 1%	1 1%	1 1%	0 0	0 0	4 3%	0 0	4 1%	0 0	0 0	4 1%	2 1%	1 *	1 2%	1 *	2 4%	1 2%	0 0
Playboy	3 1%	2 1%	1 *	0 0	1 1%	2 2%	0 0	2 2%	1 1%	0 0	0 0	1 *	2 2%	2 2%	1 *	0 0	3 1%	0 0	0 0	2 4%	0 0	1 2%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.



STUDENT MONITOR® Spring 2018

## 52. Which of these magazines do you read occasionally in their print format? (Among males)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Among males	224 100	224 100	0 0	70 100	50 100	67 100	37 100	48 100	75 100	66 100	35 100	170 100	54 100	46 100	178 100	102 100	88 100	34 100	117 100	23 100	26 100	23 100
StyleWatch	29 13%	29 13%	0 0	11 16% E	1 2%	12 18% E	5 14% e	7 15%	7 9%	10 15%	5 14%	22 13%	7 13%	8 17%	21 12%	15 15%	14 16%	0 0	19 16% V	4 17%	0 0	1 4%
ESPN The Magazine	26 12%	26 12%	0 0	11 16% E	2 4%	7 10%	6 16% e	4 8%	9 12%	13 20% h	0 0	19 11%	7 13%	10 22% O	16 9%	13 13%	10 11%	3 9%	16 14% v	4 17%	2 8%	1 4%
National Geographic	18 8%	18 8%	0 0	7 10% e	1 2%	7 10% E	3 8%	3 6%	5 7%	6 9%	4 11%	14 8%	4 7%	2 4%	16 9%	8 8%	9 10% r	1 3%	11 9%	3 13%	1 4%	2 9%
Business Week	15 7%	15 7%	0 0	4 6%	1 2%	5 7%	5 14% e	2 4%	5 7%	7 11%	1 3%	11 6%	4 7%	1 2%	14 8% n	6 6%	8 9%	1 3%	8 7%	2 9%	3 12%	2 9%
Men's Health	14 6%	14 6%	0 0	7 10%	0 0	6 9%	1 3%	1 2%	5 7%	6 9% h	2 6%	12 7%	2 4%	2 4%	12 7%	5 5%	8 9%	1 3%	8 7%	0 0	2 8%	2 9%
Rolling Stone	13 6%	13 6%	0 0	4 6%	0 0	5 7%	4 11%	1 2%	6 8%	3 5%	3 9%	11 6%	2 4%	4 9%	9 5%	5 5%	7 8%	1 3%	7 6%	4 17%	1 4%	0 0
The Economist	11 5%	11 5%	0 0	1 1%	4 8%	2 3%	4 11% d	4 8%	3 4%	3 5%	1 3%	8 5%	3 6%	2 4%	9 5%	3 3%	5 6%	3 9%	9 8%	2 9%	0 0	0 0
Car and Driver	9 4%	9 4%	0 0	3 4%	0 0	4 6%	2 5%	0 0	2 3%	5 8%	2 6%	6 4%	3 6%	4 9%	5 3%	4 4%	5 6%	0 0	6 5%	2 9%	0 0	0 0
Fitness	8 4%	8 4%	0 0	1 1%	1 2%	4 6%	2 5%	0 0	4 5%	3 5%	1 3%	7 4%	1 2%	4 9%	4 2%	5 5%	3 3%	0 0	3 3%	3 13%	1 4%	1 4%
Maxim	8 4%	8 4%	0 0	2 3%	2 4%	3 4%	1 3%	1 2%	0 0	5 8%	2 6%	5 3%	3 6%	3 7%	5 3%	4 4%	4 5%	0 0	7 6%	1 4%	0 0	0 0
People	8 4%	8 4%	0 0	1 1%	2 4%	3 4%	2 5%	1 2%	3 4%	1 2%	3 9%	7 4%	1 2%	2 4%	6 3%	2 2%	5 6%	1 3%	6 5%	0 0	1 4%	1 4%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

52. Which of these magazines do you read occasionally in their print format? (Among males)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Time	8 4%	8 4%	0 0	3 4%	1 2%	3 4%	1 3%	1 2%	5 7%	2 3%	0 0	7 4%	1 2%	2 4%	6 3%	3 3%	5 6%	0 0	4 3%	0 0	1 4%	2 9%
Entertainment Weekly	7 3%	7 3%	0 0	2 3%	1 2%	3 4%	1 3%	1 2%	3 4%	3 5%	0 0	7 4%	0 0	2 4%	5 3%	4 4%	2 2%	1 3%	4 3%	2 9%	0 0	0 0
GQ	7 3%	7 3%	0 0	1 1%	1 2%	1 1%	4 11%	0 0	5 7%	2 3%	0 0	4 2%	3 6%	1 2%	6 3%	1 1%	5 6%	1 3%	3 3%	1 4%	1 4%	0 0
Cosmopolitan	6 3%	6 3%	0 0	1 1%	2 4%	2 3%	1 3%	1 2%	3 4%	2 3%	0 0	5 3%	1 2%	1 2%	5 3%	2 2%	3 3%	1 3%	4 3%	0 0	1 4%	0 0
Newsweek	6 3%	6 3%	0 0	3 4%	2 4%	0 0	1 3%	0 0	2 3%	4 6%	0 0	5 3%	1 2%	3 7%	3 2%	3 3%	2 2%	1 3%	2 2%	4 17%	0 0	0 0
OK!	6 3%	6 3%	0 0	0 0	4 8%	0 0	2 5%	2 4%	2 3%	1 2%	1 3%	4 2%	2 4%	3 7%	3 2%	3 3%	2 2%	1 3%	4 3%	0 0	2 8%	0 0
Vogue	6 3%	6 3%	0 0	4 6%	0 0	1 1%	1 3%	1 2%	3 4%	2 3%	0 0	6 4%	0 0	3 7%	3 2%	5 5%	1 1%	0 0	3 3%	2 9%	1 4%	0 0
Health	4 2%	4 2%	0 0	0 0	0 0	3 4%	1 3%	0 0	2 3%	0 0	2 6%	3 2%	1 2%	1 2%	3 2%	1 1%	3 3%	0 0	3 3%	1 4%	0 0	0 0
InStyle	4 2%	4 2%	0 0	0 0	0 0	2 3%	2 5%	0 0	1 1%	1 2%	2 6%	4 2%	0 0	0 0	4 2%	1 1%	3 3%	0 0	2 2%	0 0	1 4%	0 0
Seventeen	4 2%	4 2%	0 0	3 4%	0 0	1 1%	0 0	1 2%	3 4%	0 0	0 0	4 2%	0 0	0 0	4 2%	1 1%	0 0	3 9%	1 1%	0 0	3 12%	0 0
Ebony	2 1%	2 1%	0 0	0 0	0 0	0 0	2 5%	0 0	2 3%	0 0	0 0	1 1%	1 2%	0 0	2 1%	1 1%	0 0	1 3%	0 0	0 0	1 4%	0 0
ELLE	2 1%	2 1%	0 0	0 0	0 0	0 0	2 5%	0 0	2 3%	0 0	0 0	1 1%	1 2%	0 0	2 1%	1 1%	0 0	1 3%	0 0	0 0	1 4%	0 0
Glamour	2 1%	2 1%	0 0	0 0	0 0	0 0	2 5%	0 0	1 1%	1 2%	0 0	2 1%	0 0	0 0	2 1%	1 1%	1 1%	0 0	0 0	0 0	1 4%	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

52. Which of these magazines do you read occasionally in their print format? (Among males)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
In Touch	2 1%	2 1%	0 0	0 0	1 2%	0 0	1 3%	0 0	1 1%	1 2%	0 0	2 1%	0 0	0 0	2 1%	0 0	2 2%	0 0	0 0	0 0	1 4%	0 0
Playboy	2 1%	2 1%	0 0	0 0	0 0	2 3%	0 0	2 4%	0 0	0 0	0 0	0 0	2 4%	2 4%	0 0	0 0	2 2%	0 0	0 0	2 9%	0 0	0 0
Sports Illustrated	2 1%	2 1%	0 0	1 1%	0 0	1 1%	0 0	0 0	0 0	2 3%	0 0	2 1%	0 0	0 0	2 1%	1 1%	1 1%	0 0	0 0	2 9%	0 0	0 0
Essence	1 *%	1 *%	0 0	0 0	0 0	0 0	1 3%	0 0	1 1%	0 0	0 0	0 0	1 2%	0 0	1 1%	0 0	0 0	1 3%	0 0	0 0	0 0	0 0
Self	1 *%	1 *%	0 0	0 0	0 0	0 0	1 3%	0 0	1 1%	0 0	0 0	1 1%	0 0	0 0	1 1%	1 1%	0 0	0 0	0 0	0 0	1 4%	0 0
US Weekly	1 *%	1 *%	0 0	0 0	0 0	0 0	1 3%	0 0	1 1%	0 0	0 0	1 1%	0 0	0 0	1 1%	1 1%	0 0	0 0	0 0	0 0	1 4%	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

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## 52. Which of these magazines do you read occasionally in their print format? (Among females)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Among females	233 100	0 0	233 100	38 100	63 100	66 100	66 100	42 100	89 100	66 100	36 100	160 100	73 100	69 100	164 100	81 100	123 100	29 100	109 100	30 100	28 100	26 100
Cosmopolitan	47 20%	0 0	47 20%	5 13%	15 24%	13 20%	14 21%	9 21%	21 24%	11 17%	6 17%	35 22%	12 16%	15 22%	32 20%	14 17%	22 18%	11 38% PQ	26 24% U	6 20%	2 7%	5 19%
Vogue	40 17%	0 0	40 17%	6 16%	11 17%	8 12%	15 23%	6 14%	10 11%	18 27% hI	6 17%	33 21% M	7 10%	9 13%	31 19%	17 21%	18 15%	5 17%	21 19%	4 13%	3 11%	4 15%
People	39 17%	0 0	39 17%	3 8%	10 16%	11 17%	15 23% D	12 29% iK	12 13%	13 20% K	2 6%	25 16%	14 19%	8 12%	31 19%	19 23% q	16 13%	4 14%	22 20%	3 10%	3 11%	5 19%
Entertainment Weekly	25 11%	0 0	25 11%	4 11%	10 16%	5 8%	6 9%	5 12%	3 3%	11 17% I	6 17% I	20 12%	5 7%	8 12%	17 10%	14 17% Qr	9 7%	2 7%	14 13%	0 0	2 7%	2 8%
Glamour	24 10%	0 0	24 10%	1 3%	6 10%	8 12% D	9 14% D	6 14%	7 8%	5 8%	6 17%	13 8%	11 15%	7 10%	17 10%	8 10%	12 10%	4 14%	14 13% uv	4 13%	1 4%	1 4%
Seventeen	24 10%	0 0	24 10%	2 5%	11 17% DF	4 6%	7 11%	4 10%	9 10%	5 8%	6 17%	20 12% m	4 5%	10 14%	14 9%	6 7%	14 11%	4 14%	10 9%	4 13%	3 11%	1 4%
ELLE	23 10%	0 0	23 10%	3 8%	6 10%	5 8%	9 14%	3 7%	4 4%	15 23% HIK	1 3%	19 12% m	4 5%	4 6%	19 12%	9 11%	9 7%	5 17%	17 16%	2 7%	0 0	2 8%
National Geographic	23 10%	0 0	23 10%	2 5%	6 10%	8 12%	7 11%	4 10%	9 10%	5 8%	5 14%	15 9%	8 11%	9 13%	14 9%	10 12%	11 9%	2 7%	11 10%	6 20% U	1 4%	0 0
Time	22 9%	0 0	22 9%	0 0	6 10%	9 14%	7 11%	2 5%	10 11%	0 0	10 28% HI	17 11%	5 7%	9 13%	13 8%	3 4%	17 14% P	2 7%	5 5%	1 3%	2 7%	2 8%
Ebony	17 7%	0 0	17 7%	3 8%	7 11% f	2 3%	5 8%	0 0	9 10%	8 12%	0 0	16 10% M	1 1%	8 12%	9 5%	11 14% Q	3 2%	3 10%	7 6%	10 33% S	0 0	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

52. Which of these magazines do you read occasionally in their print format? (Among females)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Essence	16 7%	0 0	16 7%	2 5%	4 6%	5 8%	5 8%	2 5%	7 8%	7 11%	0 0	13 8%	3 4%	4 6%	12 7%	6 7%	8 7%	2 7%	5 5%	10 33%	0 0	0 0
Fitness	16 7%	0 0	16 7%	1 3%	6 10%	3 5%	6 9%	4 10%	7 8%	3 5%	2 6%	12 8%	4 5%	6 9%	10 6%	9 11%	7 6%	0 0	5 5%	7 23%	1 4%	0 0
InStyle	13 6%	0 0	13 6%	1 3%	2 3%	5 8%	5 8%	3 7%	8 9%	1 2%	1 3%	8 5%	5 7%	3 4%	10 6%	2 2%	9 7%	2 7%	5 5%	3 10%	1 4%	3 12%
Allure	12 5%	0 0	12 5%	2 5%	2 3%	2 3%	6 9%	3 7%	2 2%	7 11%	0 0	10 6%	2 3%	2 3%	10 6%	4 5%	5 4%	3 10%	8 7%	1 3%	0 0	2 8%
Health	12 5%	0 0	12 5%	1 3%	1 2%	3 5%	7 11%	3 7%	6 7%	1 2%	2 6%	10 6%	2 3%	3 4%	9 5%	4 5%	8 7%	0 0	2 2%	3 10%	1 4%	2 8%
Rolling Stone	12 5%	0 0	12 5%	2 5%	0 0	4 6%	6 9%	3 7%	1 1%	5 8%	3 8%	10 6%	2 3%	2 3%	10 6%	5 6%	6 5%	1 3%	6 6%	2 7%	1 4%	0 0
Men's Health	9 4%	0 0	9 4%	0 0	5 8%	2 3%	2 3%	0 0	3 3%	3 5%	3 8%	9 6%	0 0	0 0	9 5%	4 5%	4 3%	1 3%	5 5%	2 7%	0 0	1 4%
GQ	8 3%	0 0	8 3%	0 0	1 2%	3 5%	4 6%	2 5%	5 6%	1 2%	0 0	6 4%	2 3%	0 0	8 5%	3 4%	5 4%	0 0	3 3%	1 3%	0 0	2 8%
In Touch	8 3%	0 0	8 3%	1 3%	3 5%	2 3%	2 3%	4 10%	4 4%	0 0	0 0	5 3%	3 4%	1 1%	7 4%	1 1%	6 5%	1 3%	4 4%	2 7%	0 0	1 4%
US Weekly	8 3%	0 0	8 3%	2 5%	0 0	5 8%	1 2%	2 5%	5 6%	1 2%	0 0	6 4%	2 3%	1 1%	7 4%	3 4%	5 4%	0 0	2 2%	5 17%	0 0	0 0
StyleWatch	7 3%	0 0	7 3%	0 0	1 2%	2 3%	4 6%	5 12%	1 1%	1 2%	0 0	1 1%	6 8%	1 1%	6 4%	6 7%	1 1%	0 0	4 4%	1 3%	1 4%	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

52. Which of these magazines do you read occasionally in their print format? (Among females)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Business Week	6 3%	0 0	6 3%	0 0	0 0	4 6%	2 3%	0 0	3 3%	1 2%	2 6%	3 2%	3 4%	2 3%	4 2%	3 4%	2 2%	1 3%	2 2%	0 0	1 4%	0 0
ESPN The Magazine	6 3%	0 0	6 3%	1 3%	4 6%	1 2%	0 0	2 5%	1 1%	3 5%	0 0	3 2%	3 4%	1 1%	5 3%	5 6%	1 1%	0 0	4 4%	2 7%	0 0	0 0
OK!	6 3%	0 0	6 3%	0 0	1 2%	4 6%	1 2%	1 2%	2 2%	1 2%	2 6%	3 2%	3 4%	3 4%	3 2%	1 1%	5 4%	0 0	2 2%	1 3%	1 4%	0 0
The Economist	6 3%	0 0	6 3%	0 0	1 2%	1 2%	4 6%	1 2%	3 3%	2 3%	0 0	4 2%	2 3%	1 1%	5 3%	1 1%	4 3%	1 3%	3 3%	0 0	1 4%	2 8%
Maxim	5 2%	0 0	5 2%	1 3%	3 5%	0 0	1 2%	2 5%	3 3%	0 0	0 0	4 2%	1 1%	2 3%	3 2%	3 4%	2 2%	0 0	1 1%	3 10%	0 0	1 4%
Self	5 2%	0 0	5 2%	0 0	3 5%	0 0	2 3%	0 0	1 1%	4 6%	0 0	5 3%	0 0	2 3%	3 2%	1 1%	2 2%	2 7%	2 2%	1 3%	0 0	1 4%
Car and Driver	2 1%	0 0	2 1%	0 0	1 2%	0 0	1 2%	0 0	0 0	1 2%	1 3%	2 1%	0 0	1 1%	1 1%	0 0	1 1%	1 3%	2 2%	0 0	0 0	0 0
Newsweek	2 1%	0 0	2 1%	0 0	0 0	1 2%	1 2%	1 2%	0 0	1 2%	0 0	1 1%	1 1%	0 0	2 1%	2 2%	0 0	0 0	0 0	0 0	1 4%	0 0
Sports Illustrated	2 1%	0 0	2 1%	0 0	1 2%	0 0	1 2%	0 0	0 0	2 3%	0 0	2 1%	0 0	0 0	2 1%	1 1%	0 0	1 3%	1 1%	0 0	1 4%	0 0
Playboy	1 *%	0 0	1 *%	0 0	1 2%	0 0	0 0	0 0	1 1%	0 0	0 0	1 1%	0 0	0 0	1 1%	0 0	1 1%	0 0	0 0	0 0	0 0	1 4%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

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## 52. NET READERSHIP, Among all students - Which of these magazines do you subscribe to, read regularly or read occasionally in their print format?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	457 100	224 100	233 100	108 100	113 100	133 100	103 100	90 100	164 100	132 100	71 100	330 100	127 100	115 100	342 100	183 100	211 100	63 100	226 100	53 100	54 100	49 100
Cosmopolitan	81 18%	16 7%	65 28% B	13 12%	23 20% d	20 15%	25 24% Df	21 23% jk	32 20%	19 14%	9 13%	55 17%	26 20%	24 21%	57 17%	33 18%	36 17%	12 19%	44 19% U	13 25% U	5 9%	7 14%
National Geographic	71 16%	32 14%	39 17%	17 16%	18 16%	22 17%	14 14%	13 14%	34 21% J	13 10%	11 15%	50 15%	21 17%	24 21% o	47 14%	33 18%	30 14%	8 13%	30 13%	21 40% SUV	4 7%	8 16%
People	66 14%	16 7%	50 21% B	10 9%	18 16%	18 14%	20 19% D	19 21% jK	25 15%	16 12%	6 8%	43 13%	23 18%	16 14%	50 15%	30 16%	28 13%	8 13%	36 16%	9 17%	9 17%	6 12%
ESPN The Magazine	65 14%	46 21% C	19 8%	18 17% g	16 14% g	22 17% g	9 9%	11 12%	20 12%	26 20% ik	8 11%	48 15%	17 13%	25 22% O	40 12%	34 19% Q	22 10%	9 14%	33 15% V	16 30% SUV	5 9%	1 2%
Vogue	63 14%	9 4%	54 23% B	13 12%	15 13%	13 10%	22 21% dF	15 17% I	13 8%	22 17% I	13 18% I	44 13%	19 15%	19 17%	44 13%	31 17%	26 12%	6 10%	33 15% u	10 19% u	4 7%	6 12%
StyleWatch	54 12%	43 19% C	11 5%	18 17% E	8 7%	18 14% e	10 10%	19 21% IJK	16 10%	12 9%	7 10%	34 10%	20 16%	19 17%	35 10%	35 19% QR	18 9% R	1 2%	27 12% uV	15 28% SUV	3 6%	1 2%
Entertainment Weekly	53 12%	16 7%	37 16% B	10 9%	18 16%	14 11%	11 11%	15 17% I	10 6%	19 14% I	9 13%	37 11%	16 13%	19 17% o	34 10%	33 18% QR	16 8%	4 6%	29 13% u	8 15%	3 6%	3 6%
Time	48 11%	18 8%	30 13% b	9 8%	12 11%	18 14%	9 9%	7 8%	25 15% hJ	6 5%	10 14% J	38 12%	10 8%	19 17% O	29 8%	18 10%	27 13% R	3 5%	12 5%	11 21% S	6 11%	5 10%
Glamour	45 10%	9 4%	36 15% B	5 5%	16 14% Df	10 8%	14 14% D	15 17% Ij	13 8%	11 8%	6 8%	25 8%	20 16% L	15 13%	30 9%	21 11%	20 9%	4 6%	24 11% Uv	11 21% SUV	2 4%	2 4%
Rolling Stone	45 10%	23 10%	22 9%	13 12% E	5 4%	16 12% E	11 11% e	8 9%	16 10%	11 8%	10 14%	35 11%	10 8%	11 10%	34 10%	18 10%	22 10%	5 8%	21 9%	12 23% SUV	4 7%	4 8%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

52. NET READERSHIP, Among all students - Which of these magazines do you subscribe to, read regularly or read occasionally in their print format?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
ELLE	40 9%	9 4%	31 13% B	8 7%	12 11%	7 5%	13 13% f	9 10% k	12 7%	17 13% K	2 3%	28 8%	12 9%	13 11%	27 8%	21 11% q	13 6%	6 10%	20 9%	12 23% SUV	3 6%	2 4%
Seventeen	39 9%	9 4%	30 13% B	7 6%	15 13% df	8 6%	9 9%	12 13% J	12 7%	7 5%	8 11%	27 8%	12 9%	15 13% o	24 7%	13 7%	18 9%	8 13%	15 7%	8 15%	6 11%	3 6%
Men's Health	37 8%	24 11% C	13 6%	11 10%	8 7%	13 10%	5 5%	5 6%	16 10%	11 8%	5 7%	31 9% m	6 5%	11 10%	26 8%	19 10%	15 7%	3 5%	14 6%	13 25% SUV	3 6%	3 6%
Health	36 8%	13 6%	23 10%	5 5%	10 9%	11 8%	10 10%	9 10%	14 9%	7 5%	6 8%	25 8%	11 9%	14 12% o	22 6%	21 11%	15 7%	0 0%	12 5%	12 23% SUV	2 4%	3 6%
The Economist	35 8%	23 10% C	12 5%	6 6%	11 10%	9 7%	9 9%	12 13% JK	14 9% k	7 5%	2 3%	23 7%	12 9%	10 9%	25 7%	16 9%	15 7%	4 6%	17 8%	11 21% SUV	3 6%	3 6%
Fitness	34 7%	12 5%	22 9% b	4 4%	11 10% d	11 8%	8 8%	10 11% j	13 8%	6 5%	5 7%	21 6%	13 10%	16 14% o	18 5%	21 11% q	13 6%	0 0%	10 4%	14 26% SUV	2 4%	2 4%
Business Week	32 7%	22 10% C	10 4%	5 5%	4 4%	15 11% dE	8 8%	4 4%	14 9%	11 8%	3 4%	23 7%	9 7%	9 8%	23 7%	16 9% r	14 7%	2 3%	12 5%	7 13%	7 13%	3 6%
InStyle	32 7%	12 5%	20 9%	7 6%	8 7%	9 7%	8 8%	9 10% j	15 9% j	5 4%	3 4%	21 6%	11 9%	11 10%	21 6%	13 7%	17 8% r	2 3%	11 5%	10 19% SUV	3 6%	3 6%
Car and Driver	30 7%	23 10% C	7 3%	11 10% g	7 6%	8 6%	4 4%	6 7%	10 6%	9 7%	5 7%	21 6%	9 7%	15 13% o	15 4%	21 11% QR	8 4%	1 2%	15 7%	11 21% SU	3 6%	0 0%
Essence	29 6%	8 4%	21 9% B	5 5%	9 8%	9 7%	6 6%	6 7%	14 9% k	7 5%	2 3%	19 6%	10 8%	16 14% o	13 4%	16 9%	10 5%	3 5%	7 3%	18 34% S	0 0%	0 0%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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(Continued)  
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52. NET READERSHIP, Among all students - Which of these magazines do you subscribe to, read regularly or read occasionally in their print format?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
GQ	29 6%	14 6%	15 6%	1 1%	10 9% D	9 7% D	9 9% D	6 7%	15 9% K	6 5%	2 3%	17 5%	12 9%	10 9%	19 6%	16 9% R	12 6% r	1 2%	11 5%	8 15% SUV	2 4%	2 4%
OK!	29 6%	10 4%	19 8%	9 8%	9 8%	7 5%	4 4%	7 8%	13 8%	6 5%	3 4%	19 6%	10 8%	12 10% o	17 5%	13 7%	12 6%	4 6%	11 5%	9 17% Su	3 6%	4 8%
Allure	28 6%	4 2%	24 10% B	6 6%	9 8%	5 4%	8 8%	4 4%	9 5%	12 9%	3 4%	23 7%	5 4%	9 8%	19 6%	18 10% Q	7 3%	3 5%	16 7% U	5 9% u	1 2%	3 6%
Ebony	26 6%	9 4%	17 7%	5 5%	10 9% f	4 3%	7 7%	4 4%	13 8%	9 7%	0 0	20 6%	6 5%	14 12% O	12 4%	17 9% Q	5 2%	4 6%	10 4%	14 26% SU	1 2%	0 0
Newsweek	26 6%	16 7%	10 4%	12 11% FG	7 6%	4 3%	3 3%	7 8%	10 6%	6 5%	3 4%	18 5%	8 6%	10 9%	16 5%	16 9% Q	5 2%	5 8%	7 3%	11 21% SUV	3 6%	4 8%
US Weekly	25 5%	10 4%	15 6%	6 6%	4 4%	13 10% EG	2 2%	6 7%	14 9% Jk	3 2%	2 3%	16 5%	9 7%	9 8%	16 5%	15 8%	10 5%	0 0	4 2%	14 26% SU	4 7%	0 0
In Touch	23 5%	10 4%	13 6%	6 6%	9 8% f	4 3%	4 4%	10 11% J	10 6% j	3 2%	0 0	14 4%	9 7%	9 8%	14 4%	12 7% R	10 5%	1 2%	8 4%	10 19% SUV	2 4%	1 2%
Playboy	21 5%	13 6%	8 3%	6 6%	7 6%	5 4%	3 3%	7 8%	5 3%	7 5%	2 3%	14 4%	7 6%	11 10% O	10 3%	11 6%	8 4%	2 3%	10 4%	10 19% SV	0 0	1 2%
Maxim	20 4%	13 6%	7 3%	5 5%	7 6%	5 4%	3 3%	9 10% Ijk	4 2%	5 4%	2 3%	10 3%	10 8% 1	9 8% o	11 3%	12 7%	8 4%	0 0	10 4%	8 15% SUV	1 2%	1 2%
Sports Illustrated	19 4%	10 4%	9 4%	7 6% G	5 4%	6 5% g	1 1%	6 7%	4 2%	7 5%	2 3%	11 3%	8 6%	11 10% O	8 2%	13 7% Q	3 1%	3 5%	5 2%	11 21% SU	1 2%	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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(Continued)  
STUDENT MONITOR® Spring 2018



52. NET READERSHIP, Among all students - Which of these magazines do you subscribe to, read regularly or read occasionally in their print format?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Self	14 3%	5 2%	9 4%	4 4%	5 4%	2 2%	3 3%	4 4%	6 4%	4 3%	0 0	10 3%	4 3%	8 7% O	6 2%	8 4%	4 2%	2 3%	2 1%	9 17% SUV	1 2%	1 2%
No Answer	239 52	125 56	114 49	55 51	64 57	71 53	49 48	46 51	78 48	75 57	40 56	166 50	73 57	58 50	181 53	93 51	117 55	29 46	106 47	17 32	40 74	33 67

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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## 52. NET READERSHIP, Among males - Which of these magazines do you subscribe to, read regularly or read occasionally in their print format?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Among males	224 100	224 100	0 0	70 100	50 100	67 100	37 100	48 100	75 100	66 100	35 100	170 100	54 100	46 100	178 100	102 100	88 100	34 100	117 100	23 100	26 100	23 100
ESPN The Magazine	46 21%	46 21%	0 0	15 21% e	5 10%	19 28% E	7 19%	7 15%	16 21% K	21 32% HK	2 6%	36 21%	10 19%	16 35% O	30 17%	22 22%	15 17%	9 26%	27 23% V	10 43% sUV	4 15%	1 4%
StyleWatch	43 19%	43 19%	0 0	16 23% e	5 10%	16 24% E	6 16%	12 25%	13 17%	11 17%	7 20%	31 18%	12 22%	16 35% O	27 15%	25 25% R	17 19% R	1 3%	23 20% uV	10 43% SUV	2 8%	1 4%
National Geographic	32 14%	32 14%	0 0	10 14%	5 10%	13 19%	4 11%	7 15%	13 17%	8 12%	4 11%	23 14%	9 17%	10 22%	22 12%	16 16%	13 15%	3 9%	15 13%	10 43% SUV	3 12%	2 9%
Men's Health	24 11%	24 11%	0 0	9 13% E	1 2%	11 16% E	3 8%	3 6%	11 15%	8 12%	2 6%	20 12%	4 7%	9 20% o	15 8%	11 11%	11 12%	2 6%	9 8%	7 30% Suv	3 12%	2 9%
Car and Driver	23 10%	23 10%	0 0	8 11%	4 8%	8 12%	3 8%	4 8%	8 11%	7 11%	4 11%	16 9%	7 13%	12 26% O	11 6%	16 16% q	7 8%	0 0	12 10%	7 30% Su	3 12%	0 0
Rolling Stone	23 10%	23 10%	0 0	6 9% e	1 2%	12 18% E	4 11%	3 6%	10 13%	5 8%	5 14%	19 11%	4 7%	7 15%	16 9%	11 11% r	11 12% R	1 3%	11 9%	8 35% SU	3 12%	0 0
The Economist	23 10%	23 10%	0 0	3 4%	7 14% d	8 12% d	5 14%	9 19% Jk	8 11%	4 6%	2 6%	15 9%	8 15%	7 15%	16 9%	10 10%	10 11%	3 9%	13 11%	7 30% sU	2 8%	0 0
Business Week	22 10%	22 10%	0 0	5 7%	1 2%	11 16% dE	5 14% e	4 8%	8 11% k	9 14% K	1 3%	16 9%	6 11%	5 11%	17 10%	10 10% r	11 12% R	1 3%	10 9%	5 22% s	5 19%	2 9%
Time	18 8%	18 8%	0 0	5 7%	3 6%	9 13% G	1 3%	3 6%	11 15% j	4 6%	0 0	15 9%	3 6%	7 15%	11 6%	8 8%	9 10% r	1 3%	6 5%	5 22% s	3 12%	2 9%
Cosmopolitan	16 7%	16 7%	0 0	3 4%	6 12%	4 6%	3 8%	5 10%	7 9%	4 6%	0 0	11 6%	5 9%	8 17% O	8 4%	9 9%	6 7%	1 3%	7 6%	5 22% s	2 8%	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.



## 52. NET READERSHIP, Among males - Which of these magazines do you subscribe to, read regularly or read occasionally in their print format?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Entertainment Weekly	16 7%	16 7%	0 0	3 4%	5 10%	7 10%	1 3%	5 10%	6 8%	4 6%	1 3%	12 7%	4 7%	8 17% O	8 4%	9 9%	6 7%	1 3%	7 6%	6 26% SUV	1 4%	1 4%
Newsweek	16 7%	16 7%	0 0	6 9%	5 10%	3 4%	2 5%	4 8%	5 7%	4 6%	3 9%	11 6%	5 9%	8 17% O	8 4%	9 9%	5 6%	2 6%	6 5%	7 30% SUV	2 8%	1 4%
People	16 7%	16 7%	0 0	4 6%	5 10%	5 7%	2 5%	5 10% j	7 9% J	1 2%	3 9%	11 6%	5 9%	6 13%	10 6%	4 4%	8 9%	4 12%	8 7%	2 9%	5 19% v	1 4%
GQ	14 6%	14 6%	0 0	1 1%	4 8%	4 6%	5 14% D	4 8%	8 11% j	2 3%	0 0	6 4%	8 15% L	6 13%	8 4%	6 6%	7 8%	1 3%	5 4%	5 22% S	2 8%	0 0
Health	13 6%	13 6%	0 0	2 3%	3 6%	5 7%	3 8%	4 8%	5 7%	2 3%	2 6%	8 5%	5 9%	7 15% O	6 3%	7 7%	6 7%	0 0	6 5%	5 22% su	1 4%	0 0
Maxim	13 6%	13 6%	0 0	2 3%	4 8%	5 7%	2 5%	5 10% I	1 1%	5 8% i	2 6%	6 4%	7 13% L	7 15% O	6 3%	7 7%	6 7%	0 0	9 8%	3 13%	1 4%	0 0
Playboy	13 6%	13 6%	0 0	4 6%	3 6%	5 7%	1 3%	4 8%	2 3%	5 8%	2 6%	8 5%	5 9%	8 17% O	5 3%	7 7%	5 6%	1 3%	7 6%	6 26% S	0 0	0 0
Fitness	12 5%	12 5%	0 0	1 1%	3 6%	6 9% D	2 5%	4 8%	4 5%	3 5%	1 3%	7 4%	5 9%	8 17% O	4 2%	7 7%	5 6%	0 0	5 4%	5 22% Suv	1 4%	1 4%
InStyle	12 5%	12 5%	0 0	2 3%	4 8%	4 6%	2 5%	4 8%	5 7%	1 2%	2 6%	8 5%	4 7%	7 15% O	5 3%	6 6%	6 7%	0 0	4 3%	5 22% S	2 8%	0 0
In Touch	10 4%	10 4%	0 0	2 3%	4 8%	2 3%	2 5%	4 8%	4 5%	2 3%	0 0	6 4%	4 7%	6 13% O	4 2%	6 6%	4 5%	0 0	3 3%	4 17% s	2 8%	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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Lowercase letters indicate significance at the 90% level.



52. NET READERSHIP, Among males - Which of these magazines do you subscribe to, read regularly or read occasionally in their print format?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
OK!	10 4%	10 4%	0 0	2 3%	4 8%	2 3%	2 5%	4 8%	4 5%	1 2%	1 3%	6 4%	4 7%	7 15% O	3 2%	5 5%	4 5%	1 3%	4 3%	4 17% s	2 8%	0 0
Sports Illustrated	10 4%	10 4%	0 0	4 6%	2 4%	4 6%	0 0	4 8%	2 3%	4 6%	0 0	6 4%	4 7%	7 15% O	3 2%	5 5%	3 3%	2 6%	3 3%	7 30% s	0 0	0 0
US Weekly	10 4%	10 4%	0 0	2 3%	1 2%	6 9% e	1 3%	2 4%	6 8%	2 3%	0 0	8 5%	2 4%	4 9%	6 3%	6 6%	4 5%	0 0	2 2%	4 17% s	4 15% s	0 0
Ebony	9 4%	9 4%	0 0	2 3%	3 6%	2 3%	2 5%	4 8%	4 5%	1 2%	0 0	4 2%	5 9% 1	6 13% O	3 2%	6 6%	2 2%	1 3%	3 3%	4 17% s	1 4%	0 0
ELLE	9 4%	9 4%	0 0	2 3%	3 6%	2 3%	2 5%	4 8%	5 7%	0 0	0 0	4 2%	5 9% 1	7 15% O	2 1%	6 6%	2 2%	1 3%	2 2%	5 22% Su	1 4%	0 0
Glamour	9 4%	9 4%	0 0	0 0	3 6%	2 3%	4 11%	6 12% iJ	2 3%	1 2%	0 0	3 2%	6 11% L	5 11% o	4 2%	4 4%	5 6%	0 0	4 3%	3 13%	1 4%	0 0
Seventeen	9 4%	9 4%	0 0	3 4%	3 6%	3 4%	0 0	5 10% j	3 4%	1 2%	0 0	5 3%	4 7%	4 9%	5 3%	4 4%	2 2%	3 9%	4 3%	2 9%	3 12%	0 0
Vogue	9 4%	9 4%	0 0	4 6%	1 2%	3 4%	1 3%	3 6%	3 4%	2 3%	1 3%	7 4%	2 4%	5 11% o	4 2%	6 6%	3 3%	0 0	4 3%	4 17% s	1 4%	0 0
Essence	8 4%	8 4%	0 0	2 3%	3 6%	2 3%	1 3%	4 8%	4 5%	0 0	0 0	3 2%	5 9% 1	7 15% O	1 1%	5 5%	2 2%	1 3%	2 2%	5 22% s	0 0	0 0
Self	5 2%	5 2%	0 0	2 3%	0 0	2 3%	1 3%	2 4%	3 4%	0 0	0 0	3 2%	2 4%	4 9% o	1 1%	3 3%	2 2%	0 0	0 0	4 17%	1 4%	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

52. NET READERSHIP, Among males - Which of these magazines do you subscribe to, read regularly or read occasionally in their print format?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Allure	4 2%	4 2%	0 0	2 3%	1 2%	0 0	1 3%	0 0	3 4%	0 0	1 3%	4 2%	0 0	2 4%	2 1%	4 4%	0 0	0 0	1 1%	2 9%	1 4%	0 0
No Answer	125 56	125 56	0 0	37 53	34 68	35 52	19 51	26 54	38 51	39 59	22 63	96 56	29 54	22 48	103 58	59 58	49 56	17 50	59 50	9 39	17 65	18 78

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

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## 52. NET READERSHIP, Among females - Which of these magazines do you subscribe to, read regularly or read occasionally in their print format?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Among females	233	0	233	38	63	66	66	42	89	66	36	160	73	69	164	81	123	29	109	30	28	26
	100	0	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Cosmopolitan	65	0	65	10	17	16	22	16	25	15	9	44	21	16	49	24	30	11	37	8	3	7
	28%	0	28%	26%	27%	24%	33%	38% j	28%	23%	25%	28%	29%	23%	30%	30%	24%	38%	34% U	27%	11%	27%
Vogue	54	0	54	9	14	10	21	12	10	20	12	37	17	14	40	25	23	6	29	6	3	6
	23%	0	23%	24%	22%	15%	32% F	29% I	11%	30% I	33% I	23%	23%	20%	24%	31% q	19%	21%	27% U	20%	11%	23%
People	50	0	50	6	13	13	18	14	18	15	3	32	18	10	40	26	20	4	28	7	4	5
	21%	0	21%	16%	21%	20%	27%	33% K	20% k	23% K	8%	20%	25%	14%	24% n	32% QR	16%	14%	26% U	23%	14%	19%
National Geographic	39	0	39	7	13	9	10	6	21	5	7	27	12	14	25	17	17	5	15	11	1	6
	17%	0	17%	18%	21%	14%	15%	14% J	24% J	8%	19%	17%	16%	20%	15%	21%	14%	17%	14% U	37% SU	4%	23% U
Entertainment Weekly	37	0	37	7	13	7	10	10	4	15	8	25	12	11	26	24	10	3	22	2	2	2
	16%	0	16%	18%	21%	11%	15%	24% I	4%	23% I	22% I	16%	16%	16%	16%	30% QR	8%	10%	20% TUV	7%	7%	8%
Glamour	36	0	36	5	13	8	10	9	11	10	6	22	14	10	26	17	15	4	20	8	1	2
	15%	0	15%	13%	21%	12%	15%	21%	12%	15%	17%	14%	19%	14%	16%	21%	12%	14%	18% Uv	27% UV	4%	8%
ELLE	31	0	31	6	9	5	11	5	7	17	2	24	7	6	25	15	11	5	18	7	2	2
	13%	0	13%	16%	14%	8%	17%	12%	8%	26% hIK	6%	15%	10%	9%	15%	19% q	9%	17%	17% uv	23%	7%	8%
Seventeen	30	0	30	4	12	5	9	7	9	6	8	22	8	11	19	9	16	5	11	6	3	3
	13%	0	13%	11%	19% f	8%	14%	17%	10%	9% j	22% j	14%	11%	16%	12%	11%	13%	17%	10%	20%	11%	12%
Time	30	0	30	4	9	9	8	4	14	2	10	23	7	12	18	10	18	2	6	6	3	3
	13%	0	13%	11%	14%	14%	12%	10%	16% J	3%	28% HJ	14%	10%	17%	11%	12%	15%	7%	6%	20% s	11%	12%
Allure	24	0	24	4	8	5	7	4	6	12	2	19	5	7	17	14	7	3	15	3	0	3
	10%	0	10%	11%	13%	8%	11%	10%	7%	18% IK	6%	12%	7%	10%	10%	17% Q	6%	10%	14%	10%	0	12%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

## 52. NET READERSHIP, Among females - Which of these magazines do you subscribe to, read regularly or read occasionally in their print format?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Health	23 10%	0 0	23 10%	3 8%	7 11%	6 9%	7 11%	5 12%	9 10%	5 8%	4 11%	17 11%	6 8%	7 10%	16 10%	14 17% Q	9 7%	0 0	6 6%	7 23% SU	1 4%	3 12%
Fitness	22 9%	0 0	22 9%	3 8%	8 13%	5 8%	6 9%	6 14%	9 10%	3 5%	4 11%	14 9%	8 11%	8 12%	14 9%	14 17% Q	8 7%	0 0	5 5%	9 30% SUV	1 4%	1 4%
Rolling Stone	22 9%	0 0	22 9%	7 18% ef	4 6%	4 6%	7 11%	5 12%	6 7%	6 9%	5 14%	16 10%	6 8%	4 6%	18 11%	7 9%	11 9%	4 14%	10 9%	4 13%	1 4%	4 15%
Essence	21 9%	0 0	21 9%	3 8%	6 10%	7 11%	5 8%	2 5%	10 11%	7 11%	2 6%	16 10%	5 7%	9 13%	12 7%	11 14%	8 7%	2 7%	5 5%	13 43% S	0 0	0 0
InStyle	20 9%	0 0	20 9%	5 13%	4 6%	5 8%	6 9%	5 12%	10 11% k	4 6%	1 3%	13 8%	7 10%	4 6%	16 10%	7 9%	11 9%	2 7%	7 6%	5 17% u	1 4%	3 12%
ESPN The Magazine	19 8%	0 0	19 8%	3 8%	11 17% FG	3 5%	2 3%	4 10%	4 4%	5 8%	6 17% i	12 8%	7 10%	9 13%	10 6%	12 15% Q	7 6%	0 0	6 6%	6 20% sU	1 4%	0 0
OK!	19 8%	0 0	19 8%	7 18% G	5 8%	5 8%	2 3%	3 7%	9 10%	5 8%	2 6%	13 8%	6 8%	5 7%	14 9%	8 10%	8 7%	3 10%	7 6%	5 17% u	1 4%	4 15%
Ebony	17 7%	0 0	17 7%	3 8%	7 11% f	2 3%	5 8%	0 0	9 10%	8 12%	0 0	16 10% M	1 1%	8 12%	9 5%	11 14% Q	3 2%	3 10%	7 6%	10 33% S	0 0	0 0
GQ	15 6%	0 0	15 6%	0 0	6 10%	5 8%	4 6%	2 5%	7 8%	4 6%	2 6%	11 7%	4 5%	4 6%	11 7%	10 12% Q	5 4%	0 0	6 6%	3 10%	0 0	2 8%
US Weekly	15 6%	0 0	15 6%	4 11% g	3 5%	7 11% G	1 2%	4 10% j	8 9% J	1 2%	2 6%	8 5%	7 10%	5 7%	10 6%	9 11%	6 5%	0 0	2 2%	10 33% S	0 0	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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## 52. NET READERSHIP, Among females - Which of these magazines do you subscribe to, read regularly or read occasionally in their print format?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
In Touch	13 6%	0 0	13 6%	4 11%	5 8%	2 3%	2 3%	6 14% J	6 7% j	1 2%	0 0	8 5%	5 7%	3 4%	10 6%	6 7%	6 5%	1 3%	5 5%	6 20% SV	0 0	1 4%
Men's Health	13 6%	0 0	13 6%	2 5%	7 11% fg	2 3%	2 3%	2 5%	5 6%	3 5%	3 8%	11 7%	2 3%	2 3%	11 7%	8 10% q	4 3%	1 3%	5 5%	6 20% SV	0 0	1 4%
The Economist	12 5%	0 0	12 5%	3 8%	4 6%	1 2%	4 6%	3 7%	6 7%	3 5%	0 0	8 5%	4 5%	3 4%	9 5%	6 7%	5 4%	1 3%	4 4%	4 13%	1 4%	3 12%
StyleWatch	11 5%	0 0	11 5%	2 5%	3 5%	2 3%	4 6%	7 17% IJ	3 3%	1 2%	0 0	3 2%	8 11% L	3 4%	8 5%	10 12% Q	1 1%	0 0	4 4%	5 17% su	1 4%	0 0
Business Week	10 4%	0 0	10 4%	0 0	3 5%	4 6%	3 5%	0 0	6 7%	2 3%	2 6%	7 4%	3 4%	4 6%	6 4%	6 7%	3 2%	1 3%	2 2%	2 7%	2 7%	1 4%
Newsweek	10 4%	0 0	10 4%	6 16% EFG	2 3%	1 2%	1 2%	3 7%	5 6%	2 3%	0 0	7 4%	3 4%	2 3%	8 5%	7 9%	0 0	3 10%	1 1%	4 13% s	1 4%	3 12% s
Self	9 4%	0 0	9 4%	2 5%	5 8%	0 0	2 3%	2 5%	3 3%	4 6%	0 0	7 4%	2 3%	4 6%	5 3%	5 6%	2 2%	2 7%	2 2%	5 17% Sv	0 0	1 4%
Sports Illustrated	9 4%	0 0	9 4%	3 8%	3 5%	2 3%	1 2%	2 5%	2 2%	3 5%	2 6%	5 3%	4 5%	4 6%	5 3%	8 10%	0 0	1 3%	2 2%	4 13% s	1 4%	0 0
Playboy	8 3%	0 0	8 3%	2 5%	4 6%	0 0	2 3%	3 7%	3 3%	2 3%	0 0	6 4%	2 3%	3 4%	5 3%	4 5%	3 2%	1 3%	3 3%	4 13% s	0 0	1 4%
Car and Driver	7 3%	0 0	7 3%	3 8%	3 5%	0 0	1 2%	2 5%	2 2%	2 3%	1 3%	5 3%	2 3%	3 4%	4 2%	5 6% q	1 1%	1 3%	3 3%	4 13% s	0 0	0 0
Maxim	7 3%	0 0	7 3%	3 8%	3 5%	0 0	1 2%	4 10%	3 3%	0 0	0 0	4 2%	3 4%	2 3%	5 3%	5 6%	2 2%	0 0	1 1%	5 17% Sv	0 0	1 4%
No Answer	114 49	0 0	114 49	18 47	30 48	36 55	30 45	20 48	40 45	36 55	18 50	70 44	44 60	36 52	78 48	34 42	68 55	12 41	47 43	8 27	23 82	15 58

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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## 52. NON READERS, Among all students - Which of these magazines do you subscribe to, read regularly or read occasionally in their print format?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	457 100	224 100	233 100	108 100	113 100	133 100	103 100	90 100	164 100	132 100	71 100	330 100	127 100	115 100	342 100	183 100	211 100	63 100	226 100	53 100	54 100	49 100
Self	421 92%	208 93%	213 91%	101 94%	103 91%	119 89%	98 95% f	83 92%	142 87%	126 95% I	70 99% HI	306 93%	115 91%	103 90%	318 93%	170 93% R	199 94% R	52 83%	219 97% T	37 70%	53 98% T	47 96% T
Maxim	416 91%	202 90%	214 92%	100 93%	101 89%	117 88%	98 95% F	78 87%	146 89%	124 94% h	68 96% HI	306 93% m	110 87%	102 89%	314 92%	168 92%	195 92% r	53 84%	210 93% T	40 75%	53 98% ST	47 96% T
Playboy	415 91%	201 90%	214 92%	99 92%	102 90%	116 87%	98 95% F	80 89%	144 88%	123 93%	68 96% hI	303 92%	112 88%	101 88%	314 92%	168 92% r	195 92% r	52 83%	211 93% T	37 70%	54 100% ST	47 96% T
Sports Illustrated	415 91%	202 90%	213 91%	98 91%	103 91%	114 86%	100 97% deF	81 90%	145 88%	121 92%	68 96% I	304 92%	111 87%	101 88%	314 92%	164 90%	200 95% pR	51 81%	214 95% T	36 68%	53 98% T	48 98% T
In Touch	414 91%	205 92%	209 90%	99 92%	100 88%	118 89%	97 94%	77 86%	140 85%	127 96% HI	70 99% HI	303 92%	111 87%	103 90%	311 91%	168 92%	193 91%	53 84%	213 94% T	38 72%	52 96% T	47 96% T
US Weekly	414 91%	204 91%	210 90%	99 92% F	105 93% F	111 83%	99 96% F	81 90%	138 84%	127 96% hI	68 96% I	304 92%	110 87%	103 90%	311 91%	164 90%	196 93%	54 86%	217 96% T	36 68%	50 93% T	48 98% T
Allure	413 90%	215 96% C	198 85%	99 92%	103 91%	117 88%	94 91%	86 96% Ij	142 87%	118 89%	67 94% I	294 89%	119 94% l	103 90%	310 91%	162 89%	196 93%	55 87%	205 91% t	43 81%	53 98% ST	45 92%
Essence	411 90%	207 92% c	204 88%	100 93%	99 88%	116 87%	96 93%	80 89%	140 85%	123 93% I	68 96% hI	301 91%	110 87%	96 83%	315 92% N	163 89%	196 93% R	52 83%	213 94% T	33 62%	54 100% ST	48 98% T
Ebony	410 90%	205 92%	205 88%	100 93%	97 86%	118 89%	95 92%	82 91% i	137 84%	121 92% I	70 99% HIJ	296 90%	114 90%	97 84%	313 92% n	161 88%	198 94% PR	51 81%	210 93% T	33 62%	53 98% ST	48 98% sT
GQ	408 89%	201 90%	207 89%	104 96% EFG	99 88%	113 85%	92 89%	81 90%	136 83%	124 94% I	67 94% I	299 91%	109 86%	101 88%	307 90%	164 90%	190 90%	54 86%	209 92% T	40 75%	52 96% T	46 94% T

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

52. NON READERS, Among all students - Which of these magazines do you subscribe to, read regularly or read occasionally in their print format?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Newsweek	407 89%	195 87%	212 91%	93 86%	102 90%	114 86%	98 95% DF	80 89%	139 85%	123 93% I	65 92%	296 90%	111 87%	102 89%	305 89%	162 89% r	196 93% R	49 78%	211 93% T	36 68%	51 94% T	44 90% T
Business Week	406 89%	194 87%	212 91%	100 93% F	105 93% F	107 80%	94 91% F	83 92% I	137 84%	119 90% i	67 94% I	294 89%	112 88%	103 90%	303 89%	164 90%	189 90%	53 84%	209 92% T	41 77%	47 87%	45 92% T
OK!	406 89%	203 91%	203 87%	96 89%	100 88%	113 85%	97 94% F	80 89%	135 82%	124 94% I	67 94% I	297 90%	109 86%	100 87%	306 89%	166 91% R	190 90% r	50 79%	209 92% T	38 72%	51 94% T	44 90% T
Car and Driver	405 89%	190 85%	215 92% B	94 87%	101 89%	114 86%	96 93% f	79 88%	141 86%	120 91%	65 92%	295 89%	110 87%	97 84%	308 90%	158 86%	193 91%	54 86%	203 90% T	37 70%	51 94% T	48 98% ST
InStyle	405 89%	203 91%	202 87%	98 91%	101 89%	113 85%	93 90%	78 87%	135 82%	125 95% HI	67 94% hI	296 90%	109 86%	101 88%	304 89%	167 91% r	186 88%	52 83%	210 93% T	38 72%	51 94% T	45 92% T
Fitness	404 88%	204 91% c	200 86%	101 94% eF	98 87%	111 83%	94 91% f	77 86%	138 84%	124 94% HI	65 92% i	296 90%	108 85%	96 83%	308 90% n	159 87%	190 90%	55 87%	211 93% T	34 64%	52 96% T	46 94% T
Health	401 88%	203 91% c	198 85%	99 92% F	99 88%	111 83%	92 89%	77 86%	137 84%	123 93% hI	64 90%	292 88%	109 86%	98 85%	303 89%	158 86%	188 89%	55 87%	209 92% T	35 66%	52 96% T	45 92% T
Seventeen	397 87%	205 92% C	192 82%	98 91% e	94 83%	113 85%	92 89%	75 83%	137 84%	123 93% HI	62 87%	290 88%	107 84%	97 84%	300 88%	166 91% R	185 88% R	46 73%	206 91% T	39 74%	48 89% T	45 92% T
The Economist	397 87%	191 85%	206 88%	98 91%	95 84%	112 84%	92 89%	74 82%	135 82%	120 91% hI	68 96% HI	290 88%	107 84%	102 89%	295 86%	159 87%	188 89% r	50 79%	200 88% T	36 68%	51 94% T	45 92% T
ELLE	396 87%	207 92% C	189 81%	97 90%	97 86%	113 85%	89 86%	78 87%	139 85%	113 86%	66 93% Ij	289 88%	107 84%	97 84%	299 87%	157 86%	190 90% R	49 78%	201 89% T	36 68%	51 94% T	46 94% T

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

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52. NON READERS, Among all students - Which of these magazines do you subscribe to, read regularly or read occasionally in their print format?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Men's Health	395 86%	187 83%	208 89% b	90 83%	101 89% f	108 81%	96 93% DF	82 91%	130 79%	119 90%	64 90% I	281 85%	114 90%	100 87%	295 86%	157 86%	187 89%	51 81%	207 92% T	35 66%	51 94% T	45 92% T
Glamour	392 86%	206 92% C	186 80%	100 93% EFg	92 81%	112 84%	88 85%	71 79%	138 84%	119 90% H	64 90% H	292 88% M	100 79%	97 84%	295 86%	158 86%	183 87%	51 81%	196 87% T	37 70%	52 96% ST	46 94% sT
Rolling Stone	391 86%	191 85%	200 86%	92 85%	104 92% F	105 79%	90 87% f	79 88%	133 81%	119 90% I	60 85%	282 85%	109 86%	101 88%	290 85%	161 88% r	181 86%	49 78%	200 88% T	35 66%	50 93% T	44 90% T
Time	390 85%	198 88% c	192 82%	96 89% F	99 88% F	103 77%	92 89% F	83 92% I	124 76%	123 93% Ik	60 85%	278 84%	112 88%	93 81%	297 87%	160 87%	176 83%	54 86%	208 92% T	36 68%	48 89% T	43 88% T
Entertainment Weekly	384 84%	200 89% C	184 79%	94 87%	91 81%	108 81%	91 88%	71 79%	141 86%	111 84%	61 86%	280 85%	104 82%	93 81%	291 85%	146 80%	187 89% P	51 81%	192 85% t	39 74%	51 94% ST	45 92% T
StyleWatch	381 83%	171 76%	210 90% B	87 81%	100 88% F	103 77%	91 88% F	68 76%	132 80%	118 89% HI	63 89% Hi	282 85% m	99 78%	93 81%	288 84%	144 79%	184 87% P	53 84%	194 86% T	32 60%	51 94% ST	47 96% ST
ESPN The Magazine	375 82%	173 77%	202 87% B	87 81%	92 81%	103 77%	93 90% DeF	75 83%	134 82%	104 79%	62 87%	271 82%	104 82%	87 76%	288 84% n	145 79%	181 86% p	49 78%	190 84% T	32 60%	49 91% T	47 96% ST
People	371 81%	198 88% C	173 74%	95 88% Fg	91 81%	104 78%	81 79%	68 76%	124 76%	115 87% HI	64 90% HI	275 83% m	96 76%	96 83%	275 80%	149 81%	176 83% r	46 73%	185 82%	38 72%	45 83%	42 86% t
Vogue	371 81%	204 91% C	167 72%	92 85% g	93 82%	108 81%	78 76%	71 79%	136 83%	108 82%	56 79%	272 82%	99 78%	92 80%	279 82%	146 80%	177 84%	48 76%	186 82% t	37 70%	50 93% ST	42 86% T
National Geographic	365 80%	183 82%	182 78%	88 81%	90 80%	100 75%	87 84% f	74 82% I	115 70%	117 89% I	59 83% I	266 81%	99 78%	88 77%	277 81%	147 80%	172 82%	46 73%	191 85% T	27 51%	50 93% sTv	40 82% T

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

52. NON READERS, Among all students - Which of these magazines do you subscribe to, read regularly or read occasionally in their print format?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Cosmopolitan	356 78%	200 89%	156 67%	92 85%	86 76%	104 78%	74 72%	66 73%	119 73%	111 84%	60 85%	261 79%	95 75%	90 78%	266 78%	147 80%	164 78%	45 71%	178 79%	33 62%	49 91%	41 84%
		C		eG						hI	hI								T	ST	T	
No Answer	16 4	5 2	11 5	3 3	1 1	11 8	1 1	0 0	13 8	2 2	1 1	13 4	3 2	3 3	13 4	3 2	8 4	5 8	5 2	5 9	0 0	1 2

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

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STUDENT MONITOR® Spring 2018

## 52. NON READERS, Among males - Which of these magazines do you subscribe to, read regularly or read occasionally in their print format?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Among males	224 100	224 100	0 0	70 100	50 100	67 100	37 100	48 100	75 100	66 100	35 100	170 100	54 100	46 100	178 100	102 100	88 100	34 100	117 100	23 100	26 100	23 100
Allure	215 96%	215 96%	0 0	66 94%	49 98%	64 96%	36 97%	48 100% I	68 91% I	65 98%	34 97%	162 95%	53 98%	44 96%	171 96%	97 95%	87 99%	31 91%	113 97%	20 87%	25 96%	22 96%
Self	208 93%	208 93%	0 0	66 94%	46 92%	61 91%	35 95%	43 90%	65 87%	65 98% hI	35 100% HI	162 95% M	46 85%	41 89%	167 94%	96 94% R	85 97% R	27 79%	114 97% T	16 70%	25 96% T	22 96% T
ELLE	207 92%	207 92%	0 0	66 94%	44 88%	62 93%	35 95%	41 85%	66 88%	65 98% HI	35 100% HI	162 95% M	45 83%	39 85%	168 94% n	95 93% r	85 97% R	27 79%	112 96% T	17 74%	25 96% T	22 96% T
Essence	207 92%	207 92%	0 0	66 94%	43 86%	62 93%	36 97% E	40 83%	67 89%	65 98% HI	35 100% HI	163 96% M	44 81%	39 85%	168 94% n	95 93% r	85 97% R	27 79%	111 95% T	17 74%	26 100% ST	22 96% T
Glamour	206 92%	206 92%	0 0	68 97% E	43 86%	62 93%	33 89%	38 79%	69 92% h	64 97% H	35 100% HI	163 96% M	43 80%	41 89%	165 93%	96 94% r	82 93%	28 82%	109 93%	19 83%	25 96%	22 96%
Ebony	205 92%	205 92%	0 0	66 94% e	42 84%	62 93%	35 95% e	40 83%	66 88%	64 97% HI	35 100% HI	161 95% M	44 81%	39 85%	166 93%	93 91%	85 97% R	27 79%	110 94% T	17 74%	25 96% T	22 96% T
In Touch	205 92%	205 92%	0 0	66 94%	43 86%	62 93%	34 92%	41 85%	66 88%	63 95% h	35 100% HIj	160 94% M	45 83%	40 87%	165 93%	95 93% r	83 94% R	27 79%	111 95% t	18 78%	24 92%	22 96% t
Seventeen	205 92%	205 92%	0 0	65 93%	44 88%	60 90%	36 97% ef	40 83%	66 88%	64 97% HI	35 100% HI	161 95% M	44 81%	42 91%	163 92%	96 94% R	85 97% R	24 71%	110 94%	19 83%	23 88%	22 96%
Fitness	204 91%	204 91%	0 0	67 96% f	44 88%	58 87%	35 95%	41 85%	67 89%	62 94%	34 97% Hi	159 94% m	45 83%	38 83%	166 93% n	94 92%	82 93%	28 82%	109 93% T	17 74%	25 96% T	21 91%
US Weekly	204 91%	204 91%	0 0	66 94% f	46 92%	57 85%	35 95% f	43 90%	63 84%	63 95% I	35 100% HIj	158 93%	46 85%	42 91%	162 91%	94 92% r	83 94% R	27 79%	112 96% T	17 74%	22 85%	22 96% T

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

52. NON READERS, Among males - Which of these magazines do you subscribe to, read regularly or read occasionally in their print format?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Vogue	204 91%	204 91%	0 0	64 91%	46 92%	60 90%	34 92%	42 88%	66 88%	63 95%	33 94%	158 93%	46 85%	41 89%	163 92%	93 91%	84 95% R	27 79%	109 93% T	17 74%	25 96% T	22 96% T
Health	203 91%	203 91%	0 0	66 94%	44 88%	59 88%	34 92%	41 85%	66 88%	63 95% h	33 94%	158 93% m	45 83%	39 85%	164 92%	94 92%	81 92%	28 82%	108 92% t	17 74%	25 96% T	22 96% T
InStyle	203 91%	203 91%	0 0	66 94%	43 86%	60 90%	34 92%	41 85%	65 87%	64 97% HI	33 94%	158 93% m	45 83%	39 85%	164 92%	95 93% r	81 92% r	27 79%	110 94% T	17 74%	24 92% t	22 96% T
OK!	203 91%	203 91%	0 0	66 94%	43 86%	60 90%	34 92%	41 85%	64 85%	64 97% HI	34 97% HI	159 94% M	44 81%	39 85%	164 92%	95 93% R	82 93% R	26 76%	109 93% T	17 74%	24 92% t	22 96% T
Maxim	202 90%	202 90%	0 0	66 94%	43 86%	59 88%	34 92%	40 83%	69 92%	60 91%	33 94%	160 94% M	42 78%	39 85%	163 92%	94 92% r	81 92% r	27 79%	105 90%	19 83%	25 96%	22 96%
Sports Illustrated	202 90%	202 90%	0 0	64 91%	44 88%	58 87%	36 97% eF	41 85%	67 89%	59 89%	35 100% HIJ	158 93% M	44 81%	39 85%	163 92%	93 91% R	84 95% R	25 74%	109 93% T	14 61%	26 100% ST	22 96% T
GQ	201 90%	201 90%	0 0	67 96% eg	43 86%	60 90%	31 84%	41 85%	63 84%	63 95% hI	34 97% HI	159 94% M	42 78%	39 85%	162 91%	95 93% r	79 90%	27 79%	108 92% t	17 74%	24 92% t	22 96% T
Playboy	201 90%	201 90%	0 0	64 91%	44 88%	58 87%	35 95%	41 85%	67 89%	60 91%	33 94%	158 93% M	43 80%	38 83%	163 92%	93 91% r	82 93% R	26 76%	107 91% T	15 65%	26 100% ST	22 96% T
Cosmopolitan	200 89%	200 89%	0 0	65 93% e	41 82%	60 90%	34 92%	40 83%	64 85%	61 92%	35 100% HIJ	155 91%	45 83%	38 83%	162 91%	92 90%	81 92% r	27 79%	107 91% t	17 74%	24 92% t	22 96% T
Entertainment Weekly	200 89%	200 89%	0 0	65 93%	42 84%	57 85%	36 97% EF	40 83%	65 87%	61 92%	34 97% HI	154 91%	46 85%	38 83%	162 91%	92 90%	81 92% r	27 79%	107 91% T	16 70%	25 96% T	21 91% t

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

52. NON READERS, Among males - Which of these magazines do you subscribe to, read regularly or read occasionally in their print format?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
People	198 88%	198 88%	0 0	64 91%	42 84%	58 87%	34 92%	40 83%	62 83%	64 97% HI	32 91%	155 91% m	43 80%	40 87%	158 89%	96 94% R	79 90% R	23 68%	106 91%	19 83%	21 81%	21 91%
Time	198 88%	198 88%	0 0	63 90%	46 92% f	54 81%	35 95% F	45 94% I	58 77%	60 91% I	35 100% hIJ	150 88%	48 89%	39 85%	159 89%	91 89%	78 89%	29 85%	107 91% T	16 70%	23 88% t	20 87%
Newsweek	195 87%	195 87%	0 0	62 89%	42 84%	57 85%	34 92%	41 85%	64 85%	60 91%	30 86%	152 89%	43 80%	38 83%	157 88%	90 88% r	80 91% R	25 74%	105 90% T	14 61%	24 92% T	21 91% T
Business Week	194 87%	194 87%	0 0	63 90% f	46 92% F	53 79%	32 86%	41 85%	63 84%	56 85%	34 97% HIJ	150 88%	44 81%	41 89%	153 86%	91 89%	76 86%	27 79%	104 89%	17 74%	21 81%	20 87%
Rolling Stone	191 85%	191 85%	0 0	62 89% f	46 92% F	51 76%	32 86%	42 88%	59 79%	60 91% I	30 86%	147 86%	44 81%	39 85%	152 85%	89 87%	76 86%	26 76%	103 88% T	13 57%	23 88% T	22 96% T
The Economist	191 85%	191 85%	0 0	65 93% Ef	40 80%	55 82%	31 84%	36 75%	61 81%	61 92% HI	33 94% HI	151 89% M	40 74%	39 85%	152 85%	90 88% R	77 88% R	24 71%	101 86% T	14 61%	24 92% T	22 96% sT
Car and Driver	190 85%	190 85%	0 0	60 86%	42 84%	56 84%	32 86%	39 81%	63 84%	57 86%	31 89%	149 88% m	41 76%	34 74%	156 88% N	84 82%	78 89%	28 82%	99 85% t	15 65%	23 88% T	22 96% ST
Men's Health	187 83%	187 83%	0 0	55 79%	46 92% DF	53 79%	33 89%	42 88% I	55 73%	57 86% I	33 94% I	142 84%	45 83%	37 80%	150 84%	86 84%	76 86%	25 74%	105 90% T	15 65%	23 88% T	20 87% t
National Geographic	183 82%	183 82%	0 0	58 83%	42 84%	51 76%	32 86%	38 79%	57 76%	57 86%	31 89% i	143 84%	40 74%	36 78%	147 83%	85 83%	74 84%	24 71%	99 85% T	12 52%	23 88% T	20 87% T
ESPN The Magazine	173 77%	173 77%	0 0	53 76%	42 84%	48 72%	30 81%	38 79%	58 77%	44 67%	33 94% HIJ	133 78%	40 74%	30 65%	143 80% N	79 77%	72 82% r	22 65%	90 77% T	12 52%	22 85% T	21 91% ST

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.



(Continued)  
STUDENT MONITOR® Spring 2018

52. NON READERS, Among males - Which of these magazines do you subscribe to, read regularly or read occasionally in their print format?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
StyleWatch	171 76%	171 76%	0 0	52 74%	42 84% f	47 70%	30 81%	33 69%	56 75%	54 82%	28 80%	135 79% m	36 67%	30 65%	141 79% n	75 74%	70 80%	26 76%	91 78% T	11 48%	24 92% ST	21 91% sT
No Answer	5 2	5 2	0 0	2 3	0 0	3 4	0 0	0 0	4 5	1 2	0 0	4 2	1 2	0 0	5 3	1 1	1 1	3 9	3 3	1 4	0 0	1 4

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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Lowercase letters indicate significance at the 90% level.

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## 52. NON READERS, Among females - Which of these magazines do you subscribe to, read regularly or read occasionally in their print format?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Among females	233 100	0 0	233 100	38 100	63 100	66 100	66 100	42 100	89 100	66 100	36 100	160 100	73 100	69 100	164 100	81 100	123 100	29 100	109 100	30 100	28 100	26 100
Car and Driver	215 92%	0 0	215 92%	34 89%	59 94%	58 88%	64 97% F	40 95%	78 88%	63 95% i	34 94%	146 91%	69 95%	63 91%	152 93%	74 91%	115 93%	26 90%	104 95% T	22 73%	28 100% ST	26 100% ST
Maxim	214 92%	0 0	214 92%	34 89%	58 92%	58 88%	64 97% F	38 90%	77 87%	64 97% I	35 97% I	146 91%	68 93%	63 91%	151 92%	74 91%	114 93%	26 90%	105 96% T	21 70%	28 100% ST	25 96% T
Playboy	214 92%	0 0	214 92%	35 92%	58 92%	58 88%	63 95%	39 93%	77 87%	63 95% I	35 97% I	145 91%	69 95%	63 91%	151 92%	75 93%	113 92%	26 90%	104 95% T	22 73%	28 100% ST	25 96% T
Self	213 91%	0 0	213 91%	35 92%	57 90%	58 88%	63 95%	40 95% i	77 87%	61 92%	35 97% I	144 90%	69 95%	62 90%	151 92%	74 91%	114 93%	25 86%	105 96% T	21 70%	28 100% ST	25 96% T
Sports Illustrated	213 91%	0 0	213 91%	34 89%	59 94%	56 85%	64 97% F	40 95%	78 88%	62 94%	33 92%	146 91%	67 92%	62 90%	151 92%	71 88%	116 94%	26 90%	105 96% T	22 73%	27 96% T	26 100% ST
Business Week	212 91%	0 0	212 91%	37 97% F	59 94% F	54 82%	62 94% F	42 100% Ijk	74 83%	63 95% I	33 92%	144 90%	68 93%	62 90%	150 91%	73 90%	113 92%	26 90%	105 96% T	24 80%	26 93%	25 96% T
Newsweek	212 91%	0 0	212 91%	31 82%	60 95% Df	57 86%	64 97% DF	39 93%	75 84%	63 95% I	35 97% I	144 90%	68 93%	64 93%	148 90%	72 89%	116 94%	24 83%	106 97% T	22 73%	27 96% T	23 88%
StyleWatch	210 90%	0 0	210 90%	35 92%	58 92%	56 85%	61 92%	35 83%	76 85%	64 97% HI	35 97% HI	147 92%	63 86%	63 91%	147 90%	69 85%	114 93%	27 93%	103 94% T	21 70%	27 96% T	26 100% ST
US Weekly	210 90%	0 0	210 90%	33 87%	59 94% F	54 82%	64 97% dF	38 90%	75 84%	64 97% I	33 92%	146 91%	64 88%	61 88%	149 91%	70 86%	113 92%	27 93%	105 96% T	19 63%	28 100% ST	26 100% ST
In Touch	209 90%	0 0	209 90%	33 87%	57 90%	56 85%	63 95% F	36 86%	74 83%	64 97% hI	35 97% hI	143 89%	66 90%	63 91%	146 89%	73 90%	110 89%	26 90%	102 94% T	20 67%	28 100% ST	25 96% T

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

52. NON READERS, Among females - Which of these magazines do you subscribe to, read regularly or read occasionally in their print format?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Men's Health	208 89%	0 0	208 89%	35 92%	55 87%	55 83%	63 95% eF	40 95% I	75 84%	62 94% I	31 86%	139 87%	69 95% L	63 91%	145 88%	71 88%	111 90%	26 90%	102 94% T	20 67%	28 100% ST	25 96% T
GQ	207 89%	0 0	207 89%	37 97% eF	56 89%	53 80%	61 92% F	40 95% I	73 82%	61 92% I	33 92%	140 88%	67 92%	62 90%	145 88%	69 85%	111 90%	27 93%	101 93% T	23 77%	28 100% ST	24 92% t
The Economist	206 88%	0 0	206 88%	33 87%	55 87%	57 86%	61 92%	38 90%	74 83%	59 89%	35 97% Ij	139 87%	67 92%	63 91%	143 87%	69 85%	111 90%	26 90%	99 91% T	22 73%	27 96% T	23 88%
Ebony	205 88%	0 0	205 88%	34 89%	55 87%	56 85%	60 91%	42 100% IJ	71 80%	57 86%	35 97% IJ	135 84%	70 96% L	58 84%	147 90%	68 84%	113 92% p	24 83%	100 92% T	16 53%	28 100% ST	26 100% ST
Essence	204 88%	0 0	204 88%	34 89%	56 89%	54 82%	60 91%	40 95% I	73 82%	58 88%	33 92%	138 86%	66 90%	57 83%	147 90%	68 84%	111 90%	25 86%	102 94% T	16 53%	28 100% ST	26 100% ST
OK!	203 87%	0 0	203 87%	30 79%	57 90% f	53 80%	63 95% DF	39 93% I	71 80%	60 91% I	33 92% i	138 86%	65 89%	61 88%	142 87%	71 88%	108 88%	24 83%	100 92% T	21 70%	27 96% T	22 85%
ESPN The Magazine	202 87%	0 0	202 87%	34 89%	50 79%	55 83%	63 95% EF	37 88%	76 85%	60 91%	29 81%	138 86%	64 88%	57 83%	145 88%	66 81%	109 89%	27 93% p	100 92% T	20 67%	27 96% T	26 100% ST
InStyle	202 87%	0 0	202 87%	32 84%	58 92% F	53 80%	59 89%	37 88%	70 79%	61 92% I	34 94% I	138 86%	64 88%	62 90%	140 85%	72 89%	105 85%	25 86%	100 92% T	21 70%	27 96% T	23 88% t
Fitness	200 86%	0 0	200 86%	34 89%	54 86%	53 80%	59 89%	36 86%	71 80%	62 94% I	31 86%	137 86%	63 86%	58 84%	142 87%	65 80%	108 88%	27 93% p	102 94% T	17 57%	27 96% T	25 96% T
Rolling Stone	200 86%	0 0	200 86%	30 79%	58 92% df	54 82%	58 88%	37 88%	74 83%	59 89%	30 83%	135 84%	65 89%	62 90%	138 84%	72 89%	105 85%	23 79%	97 89% t	22 73%	27 96% T	22 85%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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## 52. NON READERS, Among females - Which of these magazines do you subscribe to, read regularly or read occasionally in their print format?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Allure	198 85%	0 0	198 85%	33 87%	54 86%	53 80%	58 88%	38 90%	74 83%	53 80%	33 92% j	132 82%	66 90% 1	59 86%	139 85%	65 80%	109 89%	24 83%	92 84%	23 77%	28 100% STv	23 88%
Health	198 85%	0 0	198 85%	33 87%	55 87%	52 79%	58 88%	36 86%	71 80%	60 91% I	31 86%	134 84%	64 88%	59 86%	139 85%	64 79%	107 87%	27 93% P	101 93% T	18 60%	27 96% T	23 88% T
Seventeen	192 82%	0 0	192 82%	33 87%	50 79%	53 80%	56 85%	35 83%	71 80%	59 89% ik	27 75%	129 81%	63 86%	55 80%	137 84%	70 86%	100 81%	22 76%	96 88% T	20 67%	25 89% T	23 88% T
Time	192 82%	0 0	192 82%	33 87%	53 84%	49 74%	57 86%	38 90% f IK	66 74%	63 95% IK	25 69%	128 80%	64 88%	54 78%	138 84%	69 85%	98 80%	25 86%	101 93% T	20 67%	25 89% T	23 88% T
ELLE	189 81%	0 0	189 81%	31 82%	53 84%	51 77%	54 82%	37 88% J	73 82%	48 73%	31 86% j	127 79%	62 85%	58 84%	131 80%	62 77%	105 85%	22 76%	89 82% t	19 63%	26 93% sT	24 92% sT
Glamour	186 80%	0 0	186 80%	32 84%	49 78%	50 76%	55 83%	33 79%	69 78%	55 83%	29 81%	129 81%	57 78%	56 81%	130 79%	62 77%	101 82%	23 79%	87 80% T	18 60%	27 96% ST	24 92% sT
Entertainment Weekly	184 79%	0 0	184 79%	29 76%	49 78%	51 77%	55 83%	31 74%	76 85%	50 76%	27 75%	126 79%	58 79%	55 80%	129 79%	54 67%	106 86% P	24 83% p	85 78%	23 77%	26 93% St	24 92% St
National Geographic	182 78%	0 0	182 78%	30 79%	48 76%	49 74%	55 83%	36 86% I	58 65%	60 91% Ik	28 78%	123 77%	59 81%	52 75%	130 79%	62 77%	98 80%	22 76%	92 84% T	15 50%	27 96% STV	20 77% T
People	173 74%	0 0	173 74%	31 82%	49 78%	46 70%	47 71%	28 67%	62 70%	51 77%	32 89% HI	120 75%	53 73%	56 81% o	117 71%	53 65%	97 79% P	23 79%	79 72%	19 63%	24 86% sT	21 81%
Vogue	167 72%	0 0	167 72%	28 74%	47 75%	48 73%	44 67%	29 69%	70 79%	45 68%	23 64%	114 71%	53 73%	51 74%	116 71%	53 65%	93 76%	21 72%	77 71%	20 67%	25 89% ST	20 77%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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STUDENT MONITOR® Spring 2018

52. NON READERS, Among females - Which of these magazines do you subscribe to, read regularly or read occasionally in their print format?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Cosmopolitan	156 67%	0 0	156 67%	27 71%	45 71%	44 67%	40 61%	26 62%	55 62%	50 76% i	25 69%	106 66%	50 68%	52 75% o	104 63%	55 68%	83 67%	18 62%	71 65%	16 53%	25 89% ST	19 73%
No Answer	11 5	0 0	11 5	1 3	1 2	8 12	1 2	0 0	9 10	1 2	1 3	9 6	2 3	3 4	8 5	2 2	7 6	2 7	2 2	4 13	0 0	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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53. (HAND CARD) Which of these magazines do you read in their digital format on a tablet, laptop or Smartphone?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	448 100	219 100	229 100	104 100	110 100	128 100	106 100	91 100	159 100	130 100	68 100	323 100	125 100	118 100	330 100	182 100	204 100	62 100	223 100	53 100	52 100	48 100
Cosmopolitan	59 13%	4 2%	55 24% B	10 10%	16 15%	13 10%	20 19% df	15 16%	24 15%	12 9%	8 12%	42 13%	17 14%	12 10%	47 14%	26 14%	27 13%	6 10%	33 15% U	7 13% u	2 4%	7 15% u
ESPN The Magazine	39 9%	37 17% C	2 1%	15 14% E	2 2%	13 10% E	9 8% E	5 5%	13 8%	17 13% Hk	4 6%	31 10%	8 6%	10 8%	29 9%	20 11% r	16 8%	3 5%	24 11%	6 11%	6 12%	3 6%
National Geographic	35 8%	17 8%	18 8%	8 8%	7 6%	13 10%	7 7%	6 7%	16 10% j	6 5%	7 10%	25 8%	10 8%	9 8%	26 8%	12 7%	20 10%	3 5%	18 8%	4 8%	0 0	3 6%
Sports Illustrated	35 8%	34 16% C	1 *	12 12% E	4 4%	13 10% E	6 6%	10 11%	12 8%	9 7%	4 6%	24 7%	11 9%	7 6%	28 8%	16 9%	13 6%	6 10%	23 10% Tu	2 4%	2 4%	0 0
Vogue	34 8%	4 2%	30 13% B	5 5%	11 10% f	5 4%	13 12% dF	5 5%	7 4%	12 9%	10 15% hI	25 8%	9 7%	9 8%	25 8%	15 8%	15 7%	4 6%	18 8% T	1 2%	2 4%	4 8%
The Economist	26 6%	22 10% C	4 2%	3 3%	7 6%	7 5%	9 8% d	11 12% JK	11 7% jK	3 2%	1 1%	17 5%	9 7%	3 3%	23 7% N	8 4%	15 7%	3 5%	17 8%	2 4%	3 6%	3 6%
Time	26 6%	13 6%	13 6%	6 6%	5 5%	12 9% G	3 3%	4 4%	13 8% j	4 3%	5 7%	18 6%	8 6%	6 5%	20 6%	11 6%	10 5%	5 8%	12 5%	4 8%	2 4%	3 6%
Men's Health	23 5%	20 9% C	3 1%	6 6%	6 5%	4 3%	7 7%	8 9% JK	11 7% jK	3 2%	1 1%	17 5%	6 5%	2 2%	21 6% N	7 4%	12 6%	4 6%	10 4%	2 4%	0 0	2 4%
People	23 5%	3 1%	20 9% B	4 4%	6 5%	6 5%	7 7%	4 4%	14 9% Jk	3 2%	2 3%	18 6%	5 4%	3 3%	20 6% n	6 3%	12 6%	5 8%	10 4%	1 2%	2 4%	7 15% sTu
Business Week	18 4%	11 5%	7 3%	4 4%	1 1%	10 8% Eg	3 3%	0 0	7 4%	9 7%	2 3%	14 4%	4 3%	4 3%	14 4%	8 4%	9 4%	1 2%	9 4%	1 2%	3 6%	2 4%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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53. (HAND CARD) Which of these magazines do you read in their digital format on a tablet, laptop or Smartphone?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Fitness	15 3%	10 5%	5 2%	2 2%	6 5%	3 2%	4 4%	4 4%	7 4%	2 2%	2 3%	10 3%	5 4%	5 4%	10 3%	4 2%	8 4%	3 5%	3 1%	3 6%	1 2%	3 6%
Newsweek	15 3%	7 3%	8 3%	7 7% G	3 3%	4 3%	1 1%	2 2%	8 5% J	1 1%	4 6% j	12 4%	3 2%	4 3%	11 3%	4 2%	4 2%	7 11% PQ	6 3%	5 9%	0 0	4 8%
Entertainment Weekly	14 3%	3 1%	11 5% B	4 4%	2 2%	4 3%	4 4%	3 3%	4 3%	7 5%	0 0	12 4%	2 2%	3 3%	11 3%	9 5%	4 2%	1 2%	8 4%	1 2%	1 2%	1 2%
Car and Driver	13 3%	13 6%	0 0	2 2%	2 2%	8 6% deG	1 1%	5 5%	3 2%	4 3%	1 1%	8 2%	5 4%	7 6% o	6 2%	7 4%	6 3%	0 0	7 3%	4 8%	2 4%	0 0
GQ	13 3%	10 5% C	3 1%	2 2%	2 2%	2 2%	7 7% def	3 3%	6 4%	3 2%	1 1%	9 3%	4 3%	1 1%	12 4% N	3 2%	10 5% p	0 0	6 3%	2 4%	1 2%	2 4%
US Weekly	13 3%	6 3%	7 3%	2 2%	3 3%	6 5%	2 2%	1 1%	5 3%	4 3%	3 4%	10 3%	3 2%	4 3%	9 3%	5 3%	6 3%	2 3%	5 2%	2 4%	2 4%	2 4%
Allure	12 3%	3 1%	9 4% b	4 4%	2 2%	3 2%	3 3%	2 2%	2 1%	5 4%	3 4%	9 3%	3 2%	3 3%	9 3%	6 3%	6 3%	0 0	7 3%	1 2%	1 2%	1 2%
Rolling Stone	12 3%	5 2%	7 3%	4 4%	0 0	4 3%	4 4%	2 2%	4 3%	6 5%	0 0	10 3%	2 2%	2 2%	10 3%	3 2%	6 3%	3 5%	5 2%	3 6%	0 0	3 6%
Maxim	11 2%	10 5% C	1 *%	4 4%	4 4%	1 1%	2 2%	4 4% i	1 1%	6 5% I	0 0	6 2%	5 4%	3 3%	8 2%	2 1%	5 2%	4 6% p	7 3%	1 2%	0 0	0 0
Essence	10 2%	2 1%	8 3% b	6 6% g	3 3%	0 0	1 1%	3 3%	4 3%	3 2%	0 0	7 2%	3 2%	1 1%	9 3%	4 2%	6 3%	0 0	2 1%	8 15% s	0 0	0 0
Health	10 2%	1 *% B	9 4%	1 1%	0 0	6 5% d	3 3%	1 1%	5 3%	2 2%	2 3%	10 3%	0 0	2 2%	8 2%	3 2%	7 3%	0 0	3 1%	3 6%	1 2%	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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(Continued)  
STUDENT MONITOR® Spring 2018

53. (HAND CARD) Which of these magazines do you read in their digital format on a tablet, laptop or Smartphone?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Glamour	9 2%	5 2%	4 2%	3 3%	1 1%	0 0	5 5% e	5 5% I	1 1%	3 2%	0 0	5 2%	4 3%	4 3%	5 2%	5 3%	4 2%	0 0	3 1%	1 2%	0 0	0 0
InStyle	9 2%	4 2%	5 2%	3 3%	3 3%	1 1%	2 2%	3 3%	3 2%	3 2%	0 0	7 2%	2 2%	2 2%	7 2%	5 3%	4 2%	0 0	5 2%	0 0	1 2%	0 0
OK!	8 2%	2 1%	6 3%	4 4%	4 4%	0 0	0 0	0 0	7 4% J	1 1%	0 0	6 2%	2 2%	0 0	8 2%	1 1%	3 1%	4 6% P	4 2%	0 0	1 2%	3 6%
ELLE	7 2%	0 0	7 3%	1 1%	1 1%	2 2%	3 3%	1 1%	2 1%	3 2%	1 1%	7 2%	0 0	0 0	7 2%	3 2%	3 1%	1 2%	5 2%	1 2%	0 0	0 0
Playboy	6 1%	4 2%	2 1%	1 1%	1 1%	1 1%	3 3%	1 1%	2 1%	3 2%	0 0	5 2%	1 1%	2 2%	4 1%	2 1%	3 1%	1 2%	5 2%	1 2%	0 0	0 0
Seventeen	6 1%	0 0	6 3%	0 0	5 5%	0 0	1 1%	1 1%	1 1%	0 0	4 6% i	6 2%	0 0	4 3%	2 1%	0 0	6 3%	0 0	1 *%	0 0	0 0	0 0
In Touch	5 1%	4 2%	1 *%	3 3%	1 1%	0 0	1 1%	2 2%	2 1%	1 1%	0 0	3 1%	2 2%	3 3%	2 1%	2 1%	2 1%	1 2%	2 1%	1 2%	1 2%	0 0
Self	3 1%	0 0	3 1%	0 0	0 0	2 2%	1 1%	0 0	0 0	1 1%	2 3%	1 *%	2 2%	2 2%	1 *%	3 2%	0 0	0 0	0 0	0 0	0 0	0 0
StyleWatch	2 *%	0 0	2 1%	2 2%	0 0	0 0	0 0	2 2%	0 0	0 0	0 0	0 0	2 2%	2 2%	0 0	2 1%	0 0	0 0	0 0	0 0	0 0	0 0
Ebony	1 *%	0 0	1 *%	0 0	1 1%	0 0	0 0	0 0	1 1%	0 0	0 0	1 *%	0 0	1 1%	0 0	1 1%	0 0	0 0	0 0	1 2%	0 0	0 0
None of these	268 60%	131 60%	137 60%	59 57%	66 60%	80 62%	63 59%	43 47%	90 57%	92 71% HI	43 63% H	197 61%	71 57%	77 65%	191 58%	102 56%	127 62%	39 63%	130 58% T	23 43%	43 83% ST	33 69% T

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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STUDENT MONITOR® Spring 2018

54. In a typical week, about how much time in minutes, do you spend reading various magazines?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	422 100	216 100	206 100	107 100	103 100	113 100	99 100	93 100	163 100	96 100	70 100	317 100	105 100	94 100	328 100	172 100	191 100	59 100	225 100	50 100	39 100	38 100
0	184 44%	98 45%	86 42%	43 40%	48 47%	51 45%	42 42%	48 52% Ij	63 39%	37 39%	36 51% ij	140 44%	44 42%	32 34%	152 46% N	74 43%	90 47% r	20 34%	100 44% T	13 26%	20 51% T	21 55% T
1 or more minutes	238 56%	118 55%	120 58%	64 60%	55 53%	62 55%	57 58%	45 48%	100 61% Hk	59 61% hk	34 49%	177 56%	61 58%	62 66% O	176 54%	98 57%	101 53%	39 66% q	125 56%	37 74% SUV	19 49%	17 45%
Total mean	15	15	16	14	16	15	17	13	16	17	14	15	17	17	15	15	16	15	15	22 SU	12	17
User mean	27	28	27	24	29	28	29	27	27	28	28	27	29	26	28	27	30 r	22	27	30	25	38

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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## 79. (HAND CARD) Thinking about technology in general, which one of these statements best describes you? (Among all students)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	438 100	212 100	226 100	99 100	108 100	125 100	106 100	90 100	156 100	128 100	64 100	313 100	125 100	113 100	325 100	175 100	201 100	62 100	218 100	51 100	54 100	48 100
I love new technologies and am among the first to experiment with and use them	85 19%	38 18%	47 21%	17 17%	18 17%	34 27% dEG	16 15%	13 14%	15 10%	51 40% HIK	6 9%	50 16%	35 28% L	35 31% O	50 15%	42 24% qr	34 17%	9 15%	25 11%	9 18%	24 44% STV	12 25% S
I like new technologies and use them before most people I know	75 17%	51 24% C	24 11%	22 22% g	21 19%	19 15%	13 12%	9 10%	32 21% H	17 13%	17 27% HJ	55 18%	20 16%	15 13%	60 18%	37 21% q	29 14%	9 15%	45 21% UV	9 18%	4 7%	5 10%
I usually use new technologies when most people I know use them	199 45%	90 42%	109 48%	38 38%	50 46%	53 42%	58 55% Df	51 57% J	74 47% J	44 34%	30 47% j	150 48% m	49 39%	39 35%	160 49% N	58 33%	111 55% P	30 48% P	114 52% TU	16 31%	19 35%	23 48% t
I am usually one of the last people I know to use new technologies	60 14%	22 10%	38 17% B	16 16%	14 13%	14 11%	16 15%	13 14%	26 17%	13 10%	8 12%	44 14%	16 13%	17 15%	43 13%	26 15%	21 10%	13 21% q	23 11%	10 20%	6 11%	8 17%
I am skeptical of new technologies and use them only when I have to	19 4%	11 5%	8 4%	6 6%	5 5%	5 4%	3 3%	4 4%	9 6%	3 2%	3 5%	14 4%	5 4%	7 6%	12 4%	12 7% qR	6 3%	1 2%	11 5%	7 14% sU	1 2%	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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83. (HAND CARD) In a typical week which of these do you do using a desktop, laptop, tablet, Chromebook or Smartphone for?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	834 100	396 100	438 100	195 100	222 100	221 100	196 100	172 100	303 100	237 100	122 100	593 100	241 100	222 100	612 100	371 100	339 100	124 100	435 100	107 100	79 100	84 100
Complete online homework																						
None of these	31 4%	20 5% c	11 3%	4 2%	5 2%	11 5%	11 6% de	10 6% K	9 3%	10 4%	2 2%	19 3%	12 5%	11 5%	20 3%	13 4%	12 4%	6 5%	9 2%	5 5%	2 3%	1 1%
Desktop	183 22%	98 25% c	85 19%	54 28% EF	42 19%	33 15%	54 28% EF	48 28% JK	74 24% jK	44 19%	17 14%	145 24% M	38 16%	50 23%	133 22%	90 24%	69 20%	24 19%	88 20%	40 37% SUV	12 15%	15 18%
Laptop	724 87%	323 82%	401 92% B	174 89%	194 87%	189 86%	167 85%	146 85%	264 87%	199 84%	115 94% HIJ	514 87%	210 87%	176 79%	548 90% N	324 87%	298 88%	102 82%	391 90% T	81 76% T	69 87% T	78 93% T
Chromebook	13 2%	9 2%	4 1%	4 2%	2 1%	2 1%	5 3%	1 1%	6 2%	6 3% h	0 0	13 2%	0 0	3 1%	10 2%	4 1%	3 1%	6 5% pQ	5 1%	2 2%	3 4%	0 0
Smartphone	32 4%	15 4%	17 4%	7 4%	9 4%	8 4%	8 4%	2 1%	18 6% Hj	7 3%	5 4%	25 4%	7 3%	6 3%	26 4%	12 3%	15 4%	5 4%	14 3%	4 4%	2 3%	3 4%
Create presentations (PowerPoint, Keynote, etc.)																						
None of these	25 3%	15 4%	10 2%	3 2%	6 3%	9 4%	7 4%	5 3%	13 4% K	6 3%	1 1%	19 3%	6 2%	7 3%	18 3%	6 2%	11 3%	8 6% P	9 2%	1 1%	2 3%	0 0
Desktop	190 23%	99 25%	91 21%	54 28% E	38 17%	48 22%	50 26% E	56 33% iJK	73 24% jK	43 18%	18 15%	144 24% m	46 19%	55 25%	135 22%	89 24%	73 22%	28 23%	89 20%	40 37% SUV	12 15%	17 20%
Laptop	703 84%	316 80%	387 88% B	167 86%	187 84%	179 81%	170 87%	141 82%	254 84%	195 82%	113 93% HIJ	499 84%	204 85%	172 77%	531 87% N	318 86% R	294 87% R	91 73%	377 87% T	78 73% T	67 85% T	80 95% STU

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.



83. (HAND CARD) In a typical week which of these do you do using a desktop, laptop, tablet, Chromebook or Smartphone for?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Chromebook	18 2%	13 3% C	5 1%	4 2%	5 2%	3 1%	6 3%	1 1%	5 2%	10 4% Hi	2 2%	18 3%	0 0%	3 1%	15 2%	6 2%	5 1%	7 6% pq	9 2%	1 1%	3 4%	0 0%
Smartphone	16 2%	7 2%	9 2%	0 0%	3 1%	5 2%	8 4% e	2 1%	5 2%	8 3% k	1 1%	14 2% m	2 1%	1 *%	15 2% N	7 2%	7 2%	2 2%	7 2%	2 2%	3 4%	1 1%
Create spreadsheets (Excel, Numbers, etc)																						
None of these	42 5%	23 6%	19 4%	7 4%	15 7%	9 4%	11 6%	3 2%	24 8% HK	13 5% HK	2 2%	33 6%	9 4%	11 5%	31 5%	13 4%	19 6%	10 8% p	18 4%	6 6%	3 4%	2 2%
Desktop	193 23%	94 24%	99 23%	53 27% E	41 18%	45 20%	54 28% Ef	52 30% JK	79 26% JK	44 19%	18 15%	148 25% M	45 19%	54 24%	139 23%	90 24%	73 22%	30 24%	86 20%	45 42% SUV	13 16%	17 20%
Laptop	686 82%	309 78%	377 86% B	163 84%	186 84%	178 81%	159 81%	143 83%	235 78%	195 82%	113 93% HIJ	482 81%	204 85%	170 77%	516 84% N	314 85% R	282 83% R	90 73%	371 85% T	73 68%	66 84% T	78 93% STu
Chromebook	13 2%	9 2%	4 1%	3 2%	2 1%	2 1%	6 3%	1 1%	4 1%	8 3% H	0 0%	13 2%	0 0%	1 *%	12 2% N	6 2%	3 1%	4 3%	7 2%	1 1%	2 3%	0 0%
Smartphone	17 2%	9 2%	8 2%	1 1%	4 2%	6 3% d	6 3% d	1 1%	6 2%	6 3% h	4 3%	16 3% M	1 *%	0 0%	17 3%	9 2%	7 2%	1 1%	8 2%	1 1%	2 3%	0 0%
Create Word documents																						
None of these	15 2%	10 3%	5 1%	2 1%	1 *%	3 1%	9 5% DEF	2 1%	6 2%	6 3%	1 1%	10 2%	5 2%	6 3%	9 1%	6 2%	4 1%	5 4%	3 1%	2 2%	1 1%	0 0%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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(Continued)  
STUDENT MONITOR® Spring 2018

83. (HAND CARD) In a typical week which of these do you do using a desktop, laptop, tablet, Chromebook or Smartphone for?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Desktop	181 22%	86 22%	95 22%	51 26% ef	42 19%	41 19%	47 24%	52 30% JK	74 24% JK	39 16%	16 13%	139 23% M	42 17%	46 21%	135 22%	84 23%	70 21%	27 22%	82 19%	38 36% SUV	13 16%	16 19%
Laptop	714 86%	321 81%	393 90% B	165 85%	192 86%	193 87%	164 84%	144 84%	261 86%	195 82%	114 93% HIJ	503 85%	211 88%	178 80%	536 88% N	321 87% r	295 87% r	98 79%	388 89% T	79 74%	66 84%	78 93% Tu
Chromebook	24 3%	16 4% c	8 2%	6 3%	6 3%	6 3%	6 3%	3 2%	7 2%	12 5% hik	2 2%	22 4% M	2 1%	7 3%	17 3%	10 3%	8 2%	6 5%	12 3%	5 5%	3 4%	0 0
Smartphone	50 6%	20 5%	30 7%	18 9% f	12 5%	10 5%	10 5%	3 2%	20 7% H	17 7% H	10 8% H	43 7% M	7 3%	11 5%	39 6%	21 6%	16 5%	13 10% q	25 6%	7 7%	5 6%	9 11%

Interact on social  
networking sites

None of these	29 3%	17 4%	12 3%	8 4%	4 2%	7 3%	10 5% e	9 5%	7 2%	10 4%	3 2%	22 4%	7 3%	8 4%	21 3%	14 4%	9 3%	6 5%	6 1%	6 6% s	2 3%	3 4%
Desktop	98 12%	57 14% C	41 9%	23 12%	25 11%	26 12%	24 12%	14 8%	45 15% HK	29 12%	10 8%	83 14% M	15 6%	28 13%	70 11%	42 11%	38 11%	18 15%	43 10%	23 21% SUV	7 9%	6 7%
Laptop	464 56%	213 54%	251 57%	107 55%	120 54%	128 58%	109 56%	95 55%	155 51%	142 60% I	72 59%	326 55%	138 57%	114 51%	350 57%	201 54% R	212 63% PR	51 41%	254 58% T	49 46%	46 58% t	53 63% T
Chromebook	13 2%	7 2%	6 1%	3 2%	4 2%	2 1%	4 2%	1 1%	4 1%	8 3% H	0 0	13 2%	0 0	5 2%	8 1%	6 2% q	1 *% Q	6 5% Q	7 2%	2 2%	2 3%	0 0
Smartphone	589 71%	266 67%	323 74% B	138 71% B	155 70%	158 71%	138 70%	115 67%	213 70%	170 72%	91 75%	405 68%	184 76% L	148 67%	441 72%	260 70%	250 74% R	79 64%	315 72% T	63 59%	63 80% T	65 77% T

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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83. (HAND CARD) In a typical week which of these do you do using a desktop, laptop, tablet, Chromebook or Smartphone for?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Manage my personal finances online (personal banking, investments, budgets)																						
None of these	56 7%	25 6%	31 7%	15 8%	13 6%	17 8%	11 6%	9 5%	19 6%	22 9%	6 5%	39 7%	17 7%	21 9% o	35 6%	21 6%	24 7%	11 9%	27 6% Uv	8 7% Uv	1 1%	2 2%
Desktop	99 12%	60 15% C	39 9%	25 13%	31 14%	22 10%	21 11%	24 14% J	45 15% J	17 7%	13 11%	78 13% m	21 9%	30 14%	69 11%	53 14% Q	30 9%	16 13%	42 10%	28 26% SUV	5 6%	10 12%
Laptop	504 60%	230 58%	274 63%	114 58%	135 61%	133 60%	122 62%	105 61%	171 56%	143 60%	85 70% Ij	336 57%	168 70% L	134 60%	370 60%	232 63% R	215 63% R	57 46%	268 62% t	56 52%	50 63%	61 73% ST
Chromebook	18 2%	12 3%	6 1%	1 1%	3 1%	5 2%	9 5% De	3 2%	5 2%	8 3%	2 2%	16 3% M	2 1%	5 2%	13 2%	5 1%	8 2%	5 4%	8 2%	4 4%	2 3%	0 0%
Smartphone	423 51%	187 47%	236 54% b	96 49%	108 49%	114 52%	105 54%	73 42%	153 50% h	131 55% H	66 54% H	302 51%	121 50%	96 43%	327 53% N	183 49%	178 53%	62 50%	232 53% TV	41 38%	54 68% STV	35 42%
Organize my calendar, manage to do lists, and coordinate activities (invites)																						
None of these	91 11%	45 11%	46 11%	22 11%	21 9%	27 12%	21 11%	17 10% k	49 16% HJK	19 8%	6 5%	66 11%	25 10%	28 13%	63 10%	28 8%	38 11% p	25 20% PQ	47 11%	13 12%	9 11%	6 7%
Desktop	102 12%	58 15% C	44 10%	25 13%	28 13%	27 12%	22 11%	17 10%	50 17% HjK	27 11%	8 7%	85 14% M	17 7%	34 15%	68 11%	54 15% Q	32 9%	16 13%	43 10% u	30 28% SUV	4 5%	6 7%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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(Continued)  
STUDENT MONITOR® Spring 2018

83. (HAND CARD) In a typical week which of these do you do using a desktop, laptop, tablet, Chromebook or Smartphone for?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Laptop	432 52%	192 48%	240 55%	91 47%	134 60%	113 51%	94 48%	94 55%	138 46%	137 58%	63 52%	287 48%	145 60%	111 50%	321 52%	216 58%	179 53%	37 30%	225 52%	47 44%	46 58%	54 64%
			b		DFG			i		I			L			R	R			t	ST	
Chromebook	15 2%	11 3%	4 1%	1 1%	4 2%	5 2%	5 3%	3 2%	4 1%	8 3%	0 0	13 2%	2 1%	4 2%	11 2%	4 1%	5 1%	6 5%	6 1%	3 3%	2 3%	0 0
		C					d											pq				
Smartphone	436 52%	194 49%	242 55%	102 52%	110 50%	119 54%	105 54%	73 42%	151 50%	133 56%	79 65%	319 54%	117 49%	100 45%	336 55%	187 50%	190 56%	59 48%	228 52%	45 42%	54 68%	49 58%
			b							H	HI				N				t		ST	T
Participate in video calls via Skype, Facetime or another app																						
None of these	49 6%	35 9%	14 3%	15 8%	10 5%	13 6%	11 6%	13 8%	22 7%	10 4%	4 3%	37 6%	12 5%	14 6%	35 6%	19 5%	17 5%	13 10%	22 5%	5 5%	6 8%	0 0
		C						k	k									pq				
Desktop	94 11%	49 12%	45 10%	21 11%	31 14%	22 10%	20 10%	17 10%	44 15%	23 10%	10 8%	74 12%	20 8%	27 12%	67 11%	50 13%	26 8%	18 15%	43 10%	24 22%	5 6%	5 6%
								jK				m				Q		Q		SUV		
Laptop	478 57%	213 54%	265 61%	101 52%	137 62%	131 59%	109 56%	104 60%	161 53%	146 62%	67 55%	309 52%	169 70%	127 57%	351 57%	229 62%	188 55%	61 49%	235 54%	62 58%	53 67%	63 75%
			B		D					I			L			qR				S	ST	
Chromebook	16 2%	10 3%	6 1%	3 2%	5 2%	2 1%	6 3%	1 1%	5 2%	8 3%	2 2%	16 3%	0 0	3 1%	13 2%	6 2%	5 1%	5 4%	8 2%	2 2%	2 3%	0 0
										H												
Smartphone	484 58%	209 53%	275 63%	124 64%	115 52%	127 57%	118 60%	86 50%	183 60%	142 60%	73 60%	350 59%	134 56%	117 53%	367 60%	209 56%	211 62%	64 52%	260 60%	53 50%	54 68%	53 63%
			B	E			e		H	H	h				n		R		t		T	t

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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STUDENT MONITOR® Spring 2018

83. (HAND CARD) In a typical week which of these do you do using a desktop, laptop, tablet, Chromebook or Smartphone for?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Prepare/study for an exam																						
None of these	47 6%	25 6%	22 5%	13 7%	9 4%	13 6%	12 6%	12 7%	15 5%	8 3%	12 10% J	31 5%	16 7%	21 9% O	26 4%	23 6%	18 5%	6 5%	14 3%	10 9% SUv	2 3%	3 4%
Desktop	145 17%	81 20% C	64 15%	41 21% g	37 17%	39 18%	28 14%	39 23% jK	54 18%	37 16%	15 12%	118 20% M	27 11%	35 16%	110 18%	65 18%	62 18%	18 15%	77 18% U	29 27% SUV	7 9%	10 12%
Laptop	688 82%	309 78%	379 87% B	159 82%	188 85%	180 81%	161 82%	133 77%	255 84% h	194 82%	106 87% H	493 83%	195 81%	163 73%	525 86% N	306 82%	287 85% r	95 77%	369 85% T	77 72% T	68 86% T	78 93% ST
Chromebook	17 2%	12 3% c	5 1%	6 3%	4 2%	2 1%	5 3%	1 1%	8 3% h	8 3% H	0 0	17 3%	0 0	6 3%	11 2%	7 2%	4 1%	6 5% q	7 2%	4 4%	3 4%	0 0
Smartphone	118 14%	54 14%	64 15%	38 19% EG	24 11%	33 15%	23 12%	14 8%	61 20% HjK	33 14% hk	10 8%	95 16% M	23 10%	24 11%	94 15% n	55 15%	51 15%	12 10%	51 12%	25 23% SUv	9 11%	11 13%
Play video games																						
None of these	300 36%	122 31%	178 41% B	71 36%	68 31%	77 35%	84 43% Ef	68 40% J	127 42% J	49 21%	56 46% J	211 36%	89 37%	89 40%	211 34%	112 30%	143 42% P	45 36%	159 37% V	38 36% v	30 38% v	21 25%
Desktop	103 12%	63 16% C	40 9%	22 11% fg	37 17%	24 11%	20 10%	19 11%	42 14%	29 12%	13 11%	82 14% M	21 9%	25 11%	78 13%	51 14%	36 11%	16 13%	48 11%	18 17% U	5 6%	11 13%
Laptop	349 42%	183 46% C	166 38%	77 39%	104 47% g	93 42%	75 38%	60 35%	113 37%	130 55% HIK	46 38%	248 42%	101 42%	88 40%	261 43%	172 46% qR	135 40%	42 34%	170 39%	46 43%	34 43%	47 56% Stu
Chromebook	20 2%	15 4% C	5 1%	0 0	7 3%	5 2%	8 4%	6 3%	5 2%	7 3%	2 2%	15 3%	5 2%	3 1%	17 3%	4 1%	8 2%	8 6% Pq	8 2%	2 2%	2 3%	0 0

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	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Smartphone	197 24%	92 23%	105 24%	60 31% EF	46 21%	45 20%	46 23%	43 25%	66 22%	64 27%	24 20%	148 25%	49 20%	35 16%	162 26% N	98 26% Q	67 20%	32 26%	112 26%	20 19%	20 25%	17 20%
Read an eTextbook																						
None of these	198 24%	91 23%	107 24%	41 21%	46 21%	54 24%	57 29% dE	33 19%	80 26% h	54 23%	31 25%	150 25% m	48 20%	72 32% O	126 21%	79 21%	85 25%	34 27%	88 20%	33 31% SU	12 15%	20 24%
Desktop	109 13%	63 16% C	46 11%	32 16% g	30 14%	26 12%	21 11%	31 18% JK	44 15% jk	23 10%	11 9%	90 15% M	19 8%	23 10%	86 14%	56 15%	38 11%	15 12%	56 13% U	26 24% SUV	4 5%	7 8%
Laptop	537 64%	246 62%	291 66%	131 67% G	153 69% G	142 64%	111 57%	117 68%	184 61%	157 66%	79 65%	366 62%	171 71% L	117 53%	420 69% N	252 68% R	224 66% R	61 49%	301 69% T	55 51% T	59 75% T	59 70% T
Chromebook	20 2%	13 3%	7 2%	7 4% F	5 2% f	1 *	7 4% F	5 3%	7 2%	8 3%	0 0	16 3%	4 2%	12 5% O	8 1% Q	11 3% Q	2 1%	7 6% Q	8 2%	5 5%	3 4%	0 0
Smartphone	79 9%	35 9%	44 10%	25 13%	18 8%	20 9%	16 8%	6 3%	37 12% H	24 10% H	12 10% H	69 12% M	10 4%	10 5%	69 11% N	32 9%	30 9%	17 14%	37 9%	11 10%	11 14% v	5 6%
Research online for class homework/projects																						
None of these	27 3%	15 4%	12 3%	11 6% eF	5 2%	3 1%	8 4% f	5 3%	10 3%	9 4%	3 2%	19 3%	8 3%	9 4%	18 3%	11 3%	9 3%	7 6%	7 2%	4 4%	2 3%	1 1%
Desktop	169 20%	84 21%	85 19%	43 22%	38 17%	43 19%	45 23%	42 24% jK	72 24% JK	39 16%	16 13%	136 23% M	33 14%	43 19%	126 21%	75 20%	69 20%	25 20%	79 18%	37 35% SUV	13 16%	16 19%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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(Continued)  
STUDENT MONITOR® Spring 2018

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	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Laptop	695	306	389	158	193	187	157	142	251	192	110	490	205	176	519	314	290	91	375	79	66	76
	83%	77%	89% B	81%	87% g	85%	80%	83%	83%	81%	90% hIJ	83%	85%	79%	85% n	85% R	86% R	73%	86% T	74%	84%	90% T
Chromebook	26	16	10	4	5	10	7	3	8	13	2	23	3	10	16	8	9	9	13	4	4	0
	3%	4%	2%	2%	2%	5%	4%	2%	3%	5% HK	2%	4% M	1%	5%	3%	2%	3%	7% Pq	3%	4%	5%	0
Smartphone	95	48	47	32	20	21	22	10	46	28	11	80	15	20	75	39	39	17	47	15	8	11
	11%	12%	11% EF	16%	9%	10%	11%	6%	15% Hk	12% H	9%	13% M	6%	9%	12%	11%	12%	14%	11%	14%	10%	13%
Take tests for class																						
None of these	110	58	52	29	17	34	30	28	46	13	23	71	39	25	85	49	47	14	64	9	6	10
	13%	15%	12% E	15%	8%	15% E	15% E	16% J	15% J	5%	19% J	12%	16%	11%	14%	13%	14%	11%	15% TU	8%	8%	12%
Desktop	145	79	66	34	34	40	37	28	58	45	14	118	27	34	111	66	59	20	70	28	5	12
	17%	20% c	15%	17%	15%	18%	19%	16%	19% K	19% k	11%	20% M	11%	15%	18%	18%	17%	16%	16% U	26% SUV	6%	14% u
Laptop	629	276	353	148	183	159	139	124	222	188	95	451	178	163	466	290	255	84	328	77	65	71
	75%	70%	81% B	76%	82% FG	72%	71%	72%	73%	79% hi	78%	76%	74%	73%	76%	78% R	75%	68%	75%	72%	82% t	85% ST
Chromebook	18	12	6	2	5	2	9	1	8	9	0	18	0	5	13	5	6	7	7	2	5	0
	2%	3%	1%	1%	2%	1%	5% DF	1%	3% h	4% H	0	3%	0	2%	2%	1%	2%	6% Pq	2%	2%	6% s	0
Smartphone	36	21	15	7	8	11	10	4	15	14	3	29	7	12	24	16	15	5	17	12	3	0
	4%	5%	3%	4%	4%	5%	5%	2%	5%	6% hk	2%	5%	3%	5%	4%	4%	4%	4%	4%	11% SU	4%	0

Take an online course

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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(Continued)  
STUDENT MONITOR® Spring 2018

83. (HAND CARD) In a typical week which of these do you do using a desktop, laptop, tablet, Chromebook or Smartphone for?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
None of these	119 14%	57 14%	62 14%	27 14%	25 11%	36 16%	31 16%	24 14%	47 16%	33 14%	15 12%	81 14%	38 16%	30 14%	89 15%	53 14%	48 14%	18 15%	71 16% TUV	6 6%	7 9%	7 8%
Desktop	132 16%	63 16%	69 16%	33 17%	34 15%	32 14%	33 17%	23 13%	63 21% HJk	29 12%	17 14%	112 19% M	20 8%	29 13%	103 17%	67 18% Q	42 12%	23 19%	61 14%	35 33% SUV	8 10%	11 13%
Laptop	635 76%	284 72%	351 80% B	153 78%	172 77%	162 73%	148 76%	130 76%	227 75%	178 75%	100 82% i	451 76%	184 76%	161 73%	474 77%	287 77% r	263 78% r	85 69%	327 75%	81 76%	65 82%	73 87% ST
Chromebook	23 3%	16 4% C	7 2%	4 2%	8 4%	5 2%	6 3%	3 2%	7 2%	10 4%	3 2%	21 4% M	2 1%	7 3%	16 3%	11 3%	7 2%	5 4%	12 3%	2 2%	4 5%	0 0
Smartphone	36 4%	22 6% c	14 3%	7 4%	11 5%	10 5%	8 4%	4 2%	18 6% HK	13 5% hK	1 1%	30 5% m	6 2%	12 5%	24 4%	15 4%	13 4%	8 6%	18 4% v	11 10%	2 3%	1 1%

Watch TV programs/series  
that are recorded or on-  
demand, not while they  
are airing live TV

None of these	96 12%	58 15% C	38 9%	21 11%	15 7%	32 14% E	28 14% E	10 6%	42 14% H	31 13% H	13 11%	80 13% M	16 7%	26 12%	70 11%	29 8%	39 12% p	28 23% PQ	52 12% T	2 2%	15 19% TV	7 8% T
Desktop	106 13%	51 13%	55 13%	24 12%	25 11%	28 13%	29 15%	23 13%	47 16% jk	24 10%	12 10%	80 13%	26 11%	31 14%	75 12%	60 16% Q	31 9%	15 12%	43 10%	28 26% SU	5 6%	14 17% U
Laptop	626 75%	279 70%	347 79% B	145 74%	181 82% dFG	162 73%	138 70%	143 83% IJ	212 70%	173 73%	98 80% I	424 72% L	202 84%	154 69%	472 77% N	292 79% R	265 78% R	69 56%	340 78% T	66 62%	58 73% t	68 81% T
Chromebook	24 3%	15 4%	9 2%	4 2%	8 4% f	2 1%	10 5% F	3 2%	9 3%	12 5% h	0 0	22 4% M	2 1%	12 5% O	12 2%	10 3%	5 1%	9 7% pQ	14 3%	7 7%	3 4%	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

83. (HAND CARD) In a typical week which of these do you do using a desktop, laptop, tablet, Chromebook or Smartphone for?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Smartphone	205 25%	89 22%	116 26%	72 37%	46 21%	43 19%	44 22%	34 20%	93 31%	55 23%	23 19%	163 27%	42 17%	48 22%	157 26%	99 27%	73 22%	33 27%	86 20%	45 42%	17 22%	18 21%
				EFG					HJK			M								SUV		
Watch video other than TV or movies (such as YouTube clips)																						
None of these	42 5%	21 5%	21 5%	11 6%	6 3%	15 7%	10 5%	10 6%	16 5%	13 5%	3 2%	29 5%	13 5%	13 6%	29 5%	19 5%	16 5%	7 6%	21 5%	5 5%	6 8%	2 2%
						E																
Desktop	103 12%	59 15%	44 10%	23 12%	26 12%	29 13%	25 13%	16 9%	48 16%	26 11%	13 11%	85 14%	18 7%	29 13%	74 12%	46 12%	39 12%	18 15%	44 10%	24 22%	4 5%	9 11%
		C							Hj			M							u	SUV		
Laptop	597 72%	273 69%	324 74%	142 73%	168 76%	146 66%	141 72%	135 78%	199 66%	171 72%	92 75%	406 68%	191 79%	154 69%	443 72%	275 74%	253 75%	69 56%	318 73%	61 57%	62 78%	69 82%
					F			I			I		L			R	R		T	T	sT	
Chromebook	28 3%	18 5%	10 2%	5 3%	9 4%	5 2%	9 5%	1 1%	10 3%	15 6%	2 2%	27 5%	1 *	11 5%	17 3%	11 3%	6 2%	11 9%	14 3%	6 6%	3 4%	0 0
		c						H	HK			M						PQ				
Smartphone	414 50%	195 49%	219 50%	105 54%	98 44%	98 44%	113 58%	72 42%	165 54%	102 43%	75 61%	316 53%	98 41%	98 44%	316 52%	173 47%	176 52%	65 52%	221 51%	57 53%	33 42%	33 39%
				Ef			EF		HJ		HJ	M			n				V	v		

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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## 85. (HAND CARD) Which of these do you own?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	825 100	390 100	435 100	195 100	218 100	219 100	193 100	172 100	300 100	234 100	119 100	584 100	241 100	220 100	605 100	366 100	336 100	123 100	431 100	105 100	79 100	84 100
Laptop	735 89%	331 85%	404 93% B	166 85%	196 90%	198 90%	175 91% d	155 90%	266 89%	202 86%	112 94% iJ	517 89%	218 90%	191 87%	544 90%	332 91% R	304 90% R	99 80%	395 92% T	86 82%	68 86%	76 90% t
Desktop	122 15%	70 18% C	52 12%	31 16%	27 12%	35 16%	29 15%	30 17% j	46 15%	25 11%	21 18% j	80 14%	42 17%	29 13%	93 15%	45 12%	46 14%	31 25% PQ	60 14% T	7 7%	12 15% t	23 27% STu
Full size tablet (10" or larger screen like an iPad or iPad Pro)	110 13%	48 12%	62 14%	31 16% f	34 16% f	22 10%	23 12%	27 16% J	51 17% J	18 8%	14 12%	73 12%	37 15%	13 6%	97 16% N	51 14%	34 10%	25 20% Q	57 13%	12 11%	11 14%	12 14%
Small tablet (Less than 10" screen like an iPad mini)	67 8%	22 6%	45 10% B	9 5%	18 8%	23 11% D	17 9% d	5 3%	28 9% H	21 9% H	13 11% H	48 8%	19 8%	27 12% O	40 7%	17 5%	25 7%	25 20% PQ	40 9% v	10 10%	7 9%	4 5%
Chromebook	23 3%	10 3%	13 3%	4 2%	6 3%	4 2%	9 5%	3 2%	5 2%	12 5% hI	3 3%	16 3%	7 3%	12 5% O	11 2%	10 3%	4 1%	9 7% pQ	15 3% t	1 1%	2 3%	0 0
None of these	38 5%	27 7% C	11 3%	13 7%	9 4%	8 4%	8 4%	5 3%	13 4%	17 7% HK	3 3%	31 5% m	7 3%	15 7%	23 4%	19 5% R	18 5% R	1 1%	15 3%	12 11% SUV	2 3%	3 4%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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Lowercase letters indicate significance at the 90% level.

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## 96. (HAND CARD) What brand of desktop do you own?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	122 100	71 100	51 100	31 100	27 100	36 100	28 100	30 100	47 100	25 100	20 100	80 100	42 100	29 100	93 100	45 100	46 100	31 100	59 100	7 100	13 100	23 100
Apple	51 42%	29 41%	22 43%	15 48%	13 48%	16 44%	7 25%	17 57%	20 43%	7 28%	7 35%	31 39%	20 48%	13 45%	38 41%	26 58%	11 24%	14 45%	30 51%	4 57%	8 62%	7 30%
				g	g	g		J								Q		q	v		v	
Dell	34 28%	13 18%	21 41%	8 26%	6 22%	7 19%	13 46%	11 37%	14 30%	4 16%	5 25%	22 28%	12 29%	8 28%	26 28%	7 16%	18 39%	9 29%	17 29%	1 14%	4 31%	9 39%
			B				deF	j									P					
HP	16 13%	11 15%	5 10%	3 10%	2 7%	7 19%	4 14%	2 7%	6 13%	6 24%	2 10%	12 15%	4 10%	2 7%	14 15%	5 11%	7 15%	4 13%	5 8%	1 14%	1 8%	1 4%
										h												
Asus	6 5%	6 8%	0 0%	2 6%	0 0%	3 8%	1 4%	0 0%	2 4%	3 12%	1 5%	5 6%	1 2%	1 3%	5 5%	1 2%	4 9%	1 3%	3 5%	1 14%	0 0%	2 9%
Samsung	4 3%	4 6%	0 0%	0 0%	3 11%	1 3%	0 0%	0 0%	1 2%	1 4%	2 10%	3 4%	1 2%	1 3%	3 3%	1 2%	2 4%	1 3%	2 3%	0 0%	0 0%	1 4%
Acer	1 1%	1 1%	0 0%	1 3%	0 0%	0 0%	0 0%	0 0%	0 0%	1 4%	0 0%	1 1%	0 0%	0 0%	1 1%	1 2%	0 0%	0 0%	1 2%	0 0%	0 0%	0 0%
Other	10 8%	7 10%	3 6%	2 6%	3 11%	2 6%	3 11%	0 0%	4 9%	3 12%	3 15%	6 8%	4 10%	4 14%	6 6%	4 9%	4 9%	2 6%	1 2%	0 0%	0 0%	3 13%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

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## 98. (HAND CARD) What brand of laptop do you own?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	735 100	332 100	403 100	166 100	197 100	197 100	175 100	154 100	266 100	202 100	113 100	517 100	218 100	191 100	544 100	333 100	303 100	99 100	395 100	86 100	68 100	76 100
Apple	406 55%	173 52%	233 58%	87 52%	122 62% dF	97 49%	100 57%	97 63% IJ	138 52% J	82 41%	89 79% HIJ	276 53%	130 60%	84 44%	322 59% N	183 55% R	182 60% R	41 41%	242 61% TU	28 33%	29 43%	54 71% sTU
HP	90 12%	40 12%	50 12%	16 10%	23 12%	30 15%	21 12%	14 9%	41 15% HK	29 14% K	6 5%	67 13%	23 11%	36 19% O	54 10%	44 13% Q	25 8%	21 21% pQ	44 11% V	18 21% SUV	5 7%	2 3%
Dell	87 12%	46 14%	41 10%	29 17% FG	23 12%	18 9%	17 10%	29 19% IjK	30 11% K	23 11% K	5 4%	64 12%	23 11%	17 9%	70 13%	46 14% Q	23 8%	18 18% Q	46 12%	15 17%	10 15%	7 9%
Asus	43 6%	16 5%	27 7%	12 7% E	5 3%	18 9% Eg	8 5%	3 2%	10 4%	27 13% HIK	3 3%	24 5%	19 9% 1	22 12% O	21 4%	13 4% Pr	26 9%	4 4%	11 3%	6 7% STV	16 24%	3 4%
Lenovo	41 6%	25 8% C	16 4%	10 6%	11 6%	11 6%	9 5%	8 5%	22 8% JK	8 4%	3 3%	36 7% M	5 2%	7 4%	34 6%	16 5% R	24 8% R	1 1%	23 6%	8 9%	4 6%	3 4%
Acer	25 3%	9 3%	16 4%	5 3%	3 2%	13 7% EG	4 2%	2 1%	6 2%	11 5% Hi	6 5% h	20 4%	5 2%	11 6% o	14 3%	11 3%	12 4%	2 2%	8 2%	7 8% S	2 3%	2 3%
Toshiba	17 2%	8 2%	9 2%	4 2%	6 3%	3 2%	4 2%	1 1%	4 2%	11 5% HIK	1 1%	13 3%	4 2%	6 3%	11 2%	11 3% Q	2 1%	4 4% q	14 4%	1 1%	1 1%	0 0
Microsoft	12 2%	7 2%	5 1%	2 1%	3 2%	4 2%	3 2%	0 0	8 3%	4 2%	0 0	8 2%	4 2%	2 1%	10 2%	5 2%	4 1%	3 3%	5 1%	1 1%	0 0	1 1%
Samsung	11 1%	6 2%	5 1%	0 0	0 0	2 1%	9 5% F	0 0	5 2%	6 3%	0 0	6 1%	5 2%	5 3%	6 1%	1 *% P	5 2% P	5 5% P	2 1%	0 0	0 0	4 5% s
Other	3 *%	2 1%	1 *%	1 1%	1 1%	1 1%	0 0	0 0	2 1%	1 *%	0 0	3 1%	0 0	1 1%	2 *%	3 1%	0 0	0 0	0 0	2 2%	1 1%	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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Lowercase letters indicate significance at the 90% level.

STUDENT MONITOR® Spring 2018

## 112. (HAND CARD) What brand of full size tablet do you own?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	163 100	70 100	93 100	37 100	55 100	39 100	32 100	46 100	60 100	28 100	29 100	108 100	55 100	29 100	134 100	72 100	55 100	36 100	99 100	13 100	11 100	14 100
Apple iPad	120 74%	50 71%	70 75%	26 70%	40 73%	28 72%	26 81%	41 89% IJ	39 65%	17 61%	23 79%	74 69%	46 84% L	21 72%	99 74%	60 83% R	40 73% r	20 56%	78 79% U	11 85% U	3 27%	13 93% sU
Apple iPad Pro	22 13%	12 17%	10 11%	5 14%	10 18% g	5 13%	2 6%	5 11%	8 13%	5 18%	4 14%	16 15%	6 11%	3 10%	19 14%	8 11%	9 16%	5 14%	12 12%	0 0	2 18%	1 7%
Amazon Fire	1 1%	0 0	1 1%	0 0	1 2%	0 0	0 0	0 0	0 0	0 0	1 3%	1 1%	0 0	0 0	1 1%	0 0	0 0	1 3%	0 0	0 0	1 9%	0 0
Microsoft Surface Pro	10 6%	6 9%	4 4%	4 11% e	1 2%	3 8%	2 6%	0 0	9 15% J	1 4%	0 0	10 9%	0 0	0 0	10 7%	1 1%	3 5%	6 17% P	2 2%	1 8%	5 45% ST	0 0
Samsung	7 4%	2 3%	5 5%	2 5%	1 2%	3 8%	1 3%	0 0	3 5%	3 11%	1 3%	5 5%	2 4%	4 14% o	3 2%	3 4%	2 4%	2 6%	5 5%	1 8%	0 0	0 0
Other	3 2%	0 0	3 3%	0 0	2 4%	0 0	1 3%	0 0	1 2%	2 7%	0 0	2 2%	1 2%	1 3%	2 1%	0 0	1 2%	2 6%	2 2%	0 0	0 0	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.



STUDENT MONITOR® Spring 2018

## 113. (HAND CARD) What brand of small tablet do you own?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	75 100	26 100	49 100	14 100	19 100	24 100	18 100	10 100	29 100	21 100	15 100	51 100	24 100	30 100	45 100	24 100	26 100	25 100	44 100	10 100	7 100	4 100
Apple iPad Mini	52 69%	18 69%	34 69%	10 71%	15 79%	15 62%	12 67%	9 90% J	20 69%	12 57%	11 73%	34 67%	18 75%	17 57%	35 78% n	19 79%	17 65%	16 64%	31 70% V	6 60%	6 86% V	1 25%
Amazon Fire	10 13%	5 19%	5 10%	1 7%	2 11%	4 17%	3 17%	0 0	4 14%	6 29%	0 0	5 10%	5 21%	6 20%	4 9%	1 4%	4 15%	5 20% P	7 16%	1 10%	1 14%	1 25%
Samsung	10 13%	3 12%	7 14%	3 21%	2 11%	4 17%	1 6%	1 10%	5 17%	2 10%	2 13%	9 18% M	1 4%	6 20%	4 9%	4 17%	2 8%	4 16%	4 9%	2 20%	0 0	2 50%
Other	3 4%	0 0	3 6%	0 0	0 0	1 4%	2 11%	0 0	0 0	1 5%	2 13%	3 6%	0 0	1 3%	2 4%	0 0	3 12%	0 0	2 5%	1 10%	0 0	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

STUDENT MONITOR® Spring 2018

141. (HAND CARD) Which one of these you own do you use most often?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	780 100	359 100	421 100	180 100	205 100	211 100	184 100	167 100	282 100	216 100	115 100	546 100	234 100	205 100	575 100	346 100	312 100	122 100	410 100	93 100	76 100	81 100
Laptop	685 88%	300 84%	385 91%	157 87%	180 88%	185 88%	163 89%	145 87%	253 90%	184 85%	103 90%	484 89%	201 86%	168 82%	517 90%	311 90%	282 90%	92 75%	364 89%	77 83%	65 86%	79 98%
			B												N	R	R					STU
Desktop	28 4%	18 5%	10 2%	10 6%	4 2%	10 5%	4 2%	8 5%	7 2%	8 4%	5 4%	15 3%	13 6%	12 6%	16 3%	9 3%	13 4%	6 5%	10 2%	6 6%	6 8%	2 2%
		c		eg									1	o							s	
Full size tablet	24 3%	10 3%	14 3%	6 3%	7 3%	5 2%	6 3%	1 1%	15 5%	7 3%	1 1%	21 4%	3 1%	4 2%	20 3%	11 3%	7 2%	6 5%	13 3%	4 4%	2 3%	0 0
								HK	H			M										
Chromebook	23 3%	17 5%	6 1%	6 3%	6 3%	6 3%	5 3%	11 7%	2 1%	9 4%	1 1%	13 2%	10 4%	9 4%	14 2%	8 2%	6 2%	9 7%	13 3%	1 1%	2 3%	0 0
		C						IK	IK									PQ				
Small tablet	20 3%	14 4%	6 1%	1 1%	8 4%	5 2%	6 3%	2 1%	5 2%	8 4%	5 4%	13 2%	7 3%	12 6%	8 1%	7 2%	4 1%	9 7%	10 2%	5 5%	1 1%	0 0
		C			D		d							O				PQ				

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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## 144. (HAND CARD) What brand is it?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	778 100	359 100	419 100	179 100	205 100	210 100	184 100	166 100	282 100	216 100	114 100	545 100	233 100	204 100	574 100	344 100	312 100	122 100	408 100	93 100	76 100	81 100
Apple	421 54%	186 52%	235 56%	101 56% f	117 57% F	98 47%	105 57% F	96 58% J	147 52% J	90 42%	88 77% HIJ	291 53%	130 56%	96 47%	325 57% N	181 53%	185 59% pR	55 45%	235 58% TU	37 40%	33 43%	58 72% STU
Dell	86 11%	47 13% c	39 9%	26 15% f	23 11%	19 9%	18 10%	25 15% K	31 11% K	24 11% k	6 5%	64 12%	22 9%	14 7%	72 13% N	42 12% Q	22 7%	22 18% Q	44 11% 14%	13 14%	10 13%	7 9%
HP	73 9%	31 9%	42 10%	14 8%	19 9%	21 10%	19 10%	12 7%	32 11% K	25 12% K	4 4%	55 10%	18 8%	30 15% O	43 7%	36 10% q	21 7%	16 13% q	39 10% V	13 14% UV	4 5%	1 1%
Asus	52 7%	25 7%	27 6%	13 7%	8 4%	21 10% Eg	10 5%	5 3%	13 5% HIK	31 14%	3 3%	28 5%	24 10% L	27 13% O	25 4%	17 5%	30 10% PR	5 4%	14 3%	7 8%	17 22% STV	3 4%
Lenovo	35 4%	22 6% C	13 3%	8 4%	9 4%	11 5%	7 4%	8 5%	19 7% JK	6 3%	2 2%	31 6% M	4 2%	4 2%	31 5% N	15 4% R	19 6% R	1 1%	23 6%	4 4%	3 4%	3 4%
Acer	27 3%	8 2%	19 5% b	8 4% e	3 1%	12 6% Eg	4 2%	5 3%	5 2%	12 6% I	5 4%	19 3%	8 3%	13 6% O	14 2%	15 4% R	11 4% R	1 1%	8 2%	9 10% SUV	1 1%	2 2%
Microsoft	26 3%	12 3%	14 3%	5 3%	6 3%	12 6% G	3 2%	2 1%	15 5% HK	8 4% k	1 1%	19 3%	7 3%	6 3%	20 3%	10 3%	11 4%	5 4%	13 3%	3 3%	5 7%	3 4%
Toshiba	19 2%	10 3%	9 2%	4 2%	4 2%	6 3%	5 3%	1 1%	7 2% h	11 5% H	0 0	15 3%	4 2%	5 2%	14 2%	9 3%	3 1%	7 6% Q	15 4%	2 2%	1 1%	0 0
Amazon	17 2%	9 3%	8 2%	0 0	10 5% G	5 2%	2 1%	12 7% I	5 2%	0 0	0 0	6 1%	11 5% L	2 1%	15 3% n	10 3% q	3 1%	4 3%	11 3%	2 2%	0 0	0 0
Samsung	11 1%	4 1%	7 2%	0 0	1 * G	0 0	10 5% E	0 0	5 2%	6 3%	0 0	7 1%	4 2%	6 3% o	5 1%	3 1%	4 1%	4 3%	2 * 1%	1 1%	0 0	4 5%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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(Continued)  
STUDENT MONITOR® Spring 2018

144. (HAND CARD) What brand is it?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
eMachines	1	0	1	0	1	0	0	0	0	1	0	1	0	0	1	0	0	1	1	0	0	0
	*%	0	*%	0	*%	0	0	0	0	*%	0	*%	0	0	*%	0	0	1%	*%	0	0	0
Other	10	5	5	0	4	5	1	0	3	2	5	9	1	1	9	6	3	1	3	2	2	0
	1%	1%	1%	0	2%	2%	1%	0	1%	1%	4% ij	2% m	*%	*%	2%	2%	1%	1%	1%	2%	3%	0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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## 148. Do you plan to buy a computer or tablet in the next 12 months?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	829 100	395 100	434 100	190 100	222 100	221 100	196 100	172 100	301 100	235 100	121 100	587 100	242 100	222 100	607 100	369 100	335 100	125 100	432 100	106 100	78 100	84 100
Yes	73 9%	39 10%	34 8%	13 7%	17 8%	19 9%	24 12% d	18 10% J	28 9% J	11 5%	16 13% J	50 9%	23 10%	20 9%	53 9%	22 6%	38 11% P	13 10%	35 8%	12 11% v	13 17% sV	4 5%
No	566 68%	274 69%	292 67%	134 71% f	156 70% f	139 63%	137 70%	110 64%	215 71% hj	150 64%	91 75% HJ	424 72% M	142 59%	138 62%	428 71% N	255 69%	226 67%	85 68%	316 73% TU	62 58%	38 49%	68 81% TU
Don't know	190 23%	82 21%	108 25%	43 23%	49 22%	63 29% G	35 18%	44 26% K	58 19% K	74 31% IK	14 12%	113 19%	77 32% L	64 29% O	126 21%	92 25%	71 21%	27 22%	81 19%	32 30% SV	27 35% SV	12 14%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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149. (HAND CARD) What type or types of computer or tablet are you most likely to buy? (Among purchase intenders)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	82 100	47 100	35 100	17 100	19 100	22 100	24 100	18 100	32 100	11 100	21 100	59 100	23 100	20 100	62 100	28 100	41 100	13 100	39 100	12 100	13 100	4 100
Laptop	60 73%	34 72%	26 74%	12 71%	13 68%	16 73%	19 79%	13 72%	28 88% JK	6 55%	13 62%	48 81% M	12 52%	7 35%	53 85% N	20 71%	31 76%	9 69%	28 72%	8 67%	11 85%	4 100% ST
Desktop	14 17%	11 23% c	3 9%	4 24%	3 16%	2 9%	5 21%	5 28% i	2 6%	0 0	7 33% I	6 10%	8 35% L	7 35% O	7 11%	7 25%	5 12%	2 15%	7 18%	2 17%	0 0	0 0
Full size tablet	10 12%	3 6%	7 20% b	4 24% g	3 16%	2 9%	1 4%	0 0	7 22%	1 9%	2 10%	7 12%	3 13%	5 25% o	5 8%	1 4%	3 7%	6 46% PQ	4 10%	1 8%	3 23%	1 25%
Chromebook	4 5%	2 4%	2 6%	0 0	3 16%	1 5%	0 0	0 0	0 0	1 9%	3 14%	4 7%	0 0	0 0	4 6%	2 7%	1 2%	1 8%	2 5%	1 8%	0 0	0 0
Small tablet	4 5%	2 4%	2 6%	0 0	2 11%	1 5%	1 4%	0 0	1 3%	0 0	3 14%	4 7%	0 0	1 5%	3 5%	2 7%	2 5%	0 0	2 5%	0 0	0 0	0 0
Don't know	3 4%	2 4%	1 3%	0 0	0 0	2 9%	1 4%	0 0	0 0	3 27%	0 0	3 5%	0 0	0 0	3 5%	0 0	3 7%	0 0	1 3%	0 0	2 15%	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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149. (HAND CARD) What type or types of computer or tablet are you most likely to buy? (Among all)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	880 100	420 100	460 100	208 100	238 100	233 100	201 100	176 100	326 100	245 100	133 100	630 100	250 100	238 100	642 100	389 100	356 100	135 100	447 100	113 100	79 100	86 100
Laptop	60 7%	34 8%	26 6%	12 6%	13 5%	16 7%	19 9%	13 7%	28 9%	6 2%	13 10%	48 8%	12 5%	7 3%	53 8%	20 5%	31 9%	9 7%	28 6%	8 7%	11 14%	4 5%
								J	J		J				N		P				sV	
Desktop	14 2%	11 3%	3 1%	4 2%	3 1%	2 1%	5 2%	5 3%	2 1%	0 0	7 5%	6 1%	8 3%	7 3%	7 1%	7 2%	5 1%	2 1%	7 2%	2 2%	0 0	0 0
			C					i			I		1									
Full size tablet	10 1%	3 1%	7 2%	4 2%	3 1%	2 1%	1 *	0 0	7 2%	1 *	2 2%	7 1%	3 1%	5 2%	5 1%	1 *	3 1%	6 4%	4 1%	1 1%	3 4%	1 1%
								j										Pq				
Chromebook	4 *	2 *	2 *	0 0	3 1%	1 *	0 0	0 0	0 0	1 *	3 2%	4 1%	0 0	0 0	4 1%	2 1%	1 *	1 1%	2 *	1 1%	0 0	0 0
Small tablet	4 *	2 *	2 *	0 0	2 1%	1 *	1 *	0 0	1 *	0 0	3 2%	4 1%	0 0	1 *	3 *	2 1%	2 1%	0 0	2 *	0 0	0 0	0 0
Don't know	3 *	2 *	1 *	0 0	0 0	2 1%	1 *	0 0	0 0	3 1%	0 0	3 *	0 0	0 0	3 *	0 0	3 1%	0 0	1 *	0 0	2 3%	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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150. (HAND CARD) What one brand of desktop are you most likely to buy?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	14 100	11 100	3 100	4 100	3 100	2 100	5 100	5 100	2 100	0 0	7 100	6 100	8 100	7 100	7 100	7 100	5 100	2 100	7 100	2 100	0 0	0 0
Apple	7 50%	5 45%	2 67%	4 100% g	0 0	0 0	3 60%	2 40%	1 50%	0 0	4 57%	3 50%	4 50%	4 57%	3 43%	2 29%	4 80% p	1 50%	4 57%	2 100% s	0 0	0 0
HP	2 14%	2 18%	0 0	0 0	0 0	0 0	2 40%	2 40%	0 0	0 0	0 0	0 0	2 25%	2 29%	0 0	2 29%	0 0	0 0	0 0	0 0	0 0	0 0
Dell	1 7%	1 9%	0 0	0 0	0 0	1 50%	0 0	0 0	1 50%	0 0	0 0	0 0	1 12%	1 14%	0 0	0 0	0 0	1 50%	1 14%	0 0	0 0	0 0
Other	1 7%	1 9%	0 0	0 0	1 33%	0 0	0 0	1 20%	0 0	0 0	0 0	0 0	1 12%	0 0	1 14%	1 14%	0 0	0 0	0 0	0 0	0 0	0 0
Don't know	3 21%	2 18%	1 33%	0 0	2 67%	1 50%	0 0	0 0	0 0	0 0	3 43%	3 50%	0 0	0 0	3 43%	2 29%	1 20%	0 0	2 29%	0 0	0 0	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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151. (HAND CARD) What one brand of laptop are you most likely to buy?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	63 100	36 100	27 100	12 100	15 100	17 100	19 100	13 100	28 100	6 100	16 100	51 100	12 100	7 100	56 100	22 100	32 100	9 100	30 100	8 100	11 100	4 100
Apple	44 70%	26 72%	18 67%	12 100% EFG	10 67%	8 47%	14 74% f	9 69%	24 86% JK	2 33%	9 56%	34 67%	10 83%	7 100% O	37 66%	16 73%	21 66%	7 78%	21 70%	7 88% U	5 45%	3 75%
Dell	5 8%	1 3%	4 15%	0 0	1 7%	3 18%	1 5%	2 15%	2 7%	0 0	1 6%	5 10%	0 0	0 0	5 9%	1 5%	3 9%	1 11%	0 0	1 12%	3 27%	0 0
Acer	2 3%	2 6%	0 0	0 0	1 7%	1 6%	0 0	0 0	0 0	2 33%	0 0	2 4%	0 0	0 0	2 4%	1 5%	0 0	1 11%	2 7%	0 0	0 0	0 0
Lenovo	2 3%	1 3%	1 4%	0 0	1 7%	0 0	1 5%	0 0	1 4%	0 0	1 6%	2 4%	0 0	0 0	2 4%	0 0	2 6%	0 0	1 3%	0 0	0 0	1 25%
Microsoft	2 3%	1 3%	1 4%	0 0	0 0	1 6%	1 5%	0 0	1 4%	1 17%	0 0	2 4%	0 0	0 0	2 4%	0 0	2 6%	0 0	0 0	0 0	2 18%	0 0
Asus	1 2%	1 3%	0 0	0 0	0 0	1 6%	0 0	0 0	0 0	1 17%	0 0	1 2%	0 0	0 0	1 2%	1 5%	0 0	0 0	1 3%	0 0	0 0	0 0
Don't know	7 11%	4 11%	3 11%	0 0	2 13%	3 18%	2 11%	2 15%	0 0	0 0	5 31%	5 10%	2 17%	0 0	7 12%	3 14%	4 12%	0 0	5 17%	0 0	1 9%	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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153. (HAND CARD) What one brand of full size tablet are you most likely to buy?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	13 100	5 100	8 100	4 100	5 100	3 100	1 100	0 0	7 100	1 100	5 100	10 100	3 100	5 100	8 100	3 100	4 100	6 100	6 100	1 100	3 100	1 100
Apple iPad (NET)	8 62%	2 40%	6 75%	3 75%	3 60%	1 33%	1 100%	0 0	6 86%	0 0	2 40%	6 60%	2 67%	3 60%	5 62%	1 33%	3 75%	4 67%	2 33%	1 100%	3 100%	1 100%
Apple iPad	4 31%	1 20%	3 38%	3 75%	0 0	0 0	1 100%	0 0	4 57%	0 0	0 0	4 40%	0 0	0 0	4 50%	0 0	0 0	4 67%	0 0	0 0	3 100%	0 0
Apple iPad Pro	4 31%	1 20%	3 38%	0 0	3 60%	1 33%	0 0	0 0	2 29%	0 0	2 40%	2 20%	2 67%	3 60%	1 12%	1 33%	3 75%	0 0	2 33%	1 100%	0 0	1 100%
Toshiba	3 23%	2 40%	1 12%	0 0	2 40%	1 33%	0 0	0 0	0 0	0 0	3 60%	3 30%	0 0	0 0	3 38%	2 67%	1 25%	0 0	2 33%	0 0	0 0	0 0
Amazon Fire	1 8%	1 20%	0 0	1 25%	0 0	0 0	0 0	0 0	1 14%	0 0	0 0	1 10%	0 0	1 20%	0 0	0 0	0 0	1 17%	1 17%	0 0	0 0	0 0
Samsung	1 8%	0 0	1 12%	0 0	0 0	1 33%	0 0	0 0	0 0	1 100%	0 0	0 0	1 33%	1 20%	0 0	0 0	0 0	1 17%	1 17%	0 0	0 0	0 0
Barnes & Noble Nook	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
Microsoft Surface Pro	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
Other	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
Don't know	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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## 154. (HAND CARD) What one brand of small tablet are you most likely to buy?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	4 100	2 100	2 100	0 0	2 100	1 100	1 100	0 0	1 100	0 0	3 100	4 100	0 0	1 100	3 100	2 100	2 100	0 0	2 100	0 0	0 0	0 0
Apple iPad Mini	1 25%	0 0	1 50%	0 0	0 0	0 0	1 100%	0 0	1 100%	0 0	0 0	1 25%	0 0	1 100%	0 0	0 0	1 50%	0 0	0 0	0 0	0 0	0 0
Amazon Fire	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
Barnes & Noble Nook	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
Google Nexus Tablet	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
Samsung	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
Sony	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
Other	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
Don't know	3 75%	2 100%	1 50%	0 0	2 100%	1 100%	0 0	0 0	0 0	0 0	3 100%	3 75%	0 0	0 0	3 100%	2 100%	1 50%	0 0	2 100%	0 0	0 0	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

STUDENT MONITOR® Spring 2018

## 155. (HAND CARD) Which of these sites have you visited this term?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	828	394	434	194	220	220	194	172	301	233	122	588	240	221	607	370	335	123	433	106	78	83
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
Amazon	601	279	322	134	163	163	141	131	225	150	95	429	172	126	475	256	260	85	339	54	65	70
	73%	71%	74%	69%	74%	74%	73%	76%	75%	64%	78%	73%	72%	57%	78%	69%	78%	69%	78%	51%	83%	84%
								J	J		J				N		Pr		T	T	T	T
YouTube	503	220	283	116	138	125	124	97	184	135	87	357	146	139	364	213	220	70	254	59	54	65
	61%	56%	65%	60%	63%	57%	64%	56%	61%	58%	71%	61%	61%	63%	60%	58%	66%	57%	59%	56%	69%	78%
			B								HIJ						Pr				st	ST
Google	385	168	217	97	96	106	86	70	162	88	65	286	99	71	314	153	166	66	222	28	40	41
	46%	43%	50%	50%	44%	48%	44%	41%	54%	38%	53%	49%	41%	32%	52%	41%	50%	54%	51%	26%	51%	49%
			B						HJ		HJ	m			N		P	P	T		T	T
Apple	318	142	176	84	80	76	78	77	128	53	60	221	97	66	252	136	132	50	184	27	27	34
	38%	36%	41%	43%	36%	35%	40%	45%	43%	23%	49%	38%	40%	30%	42%	37%	39%	41%	42%	25%	35%	41%
				f				J	J		J				N				T			T
Quizlet	306	123	183	58	80	95	73	45	135	79	47	228	78	69	237	130	131	45	143	38	46	47
	37%	31%	42%	30%	36%	43%	38%	26%	45%	34%	39%	39%	32%	31%	39%	35%	39%	37%	33%	36%	59%	57%
			B			D			HJ	h	H	m			N						ST	ST
Wikipedia	256	104	152	47	72	78	59	56	91	72	37	160	96	63	193	116	116	24	152	19	31	33
	31%	26%	35%	24%	33%	35%	30%	33%	30%	31%	30%	27%	40%	29%	32%	31%	35%	20%	35%	18%	40%	40%
			B		d	D							L			R	R		T		T	T
Hulu	245	97	148	51	60	65	69	56	96	50	43	174	71	46	199	94	120	31	149	25	11	22
	30%	25%	34%	26%	27%	30%	36%	33%	32%	21%	35%	30%	30%	21%	33%	25%	36%	25%	34%	24%	14%	27%
			B			De		J	J		J				N		PR		TU	u	U	
Chegg	221	89	132	54	58	67	42	55	101	38	27	166	55	38	183	107	98	16	110	31	17	29
	27%	23%	30%	28%	26%	30%	22%	32%	34%	16%	22%	28%	23%	17%	30%	29%	29%	13%	25%	29%	22%	35%
			B			G		Jk	JK						N	R	R					su
Blackboard	219	95	124	60	65	43	51	43	67	88	21	160	59	55	164	114	66	39	109	33	27	23
	26%	24%	29%	31%	30%	20%	26%	25%	22%	38%	17%	27%	25%	25%	27%	31%	20%	32%	25%	31%	35%	28%
				F	F					HIK						Q		Q				
LinkedIn	213	81	132	40	71	45	57	76	77	26	34	151	62	21	192	80	114	19	124	15	19	28
	26%	21%	30%	21%	32%	20%	29%	44%	26%	11%	28%	26%	26%	10%	32%	22%	34%	15%	29%	14%	24%	34%
			B		DF		DF	IJK	J		J				N		PR		T		t	T

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

155. (HAND CARD) Which of these sites have you visited this term?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
RateMyProfessors	211 25%	85 22%	126 29% B	38 20%	49 22%	67 30% De	57 29% De	42 24% J	103 34% HJ	23 10%	43 35% HJ	176 30% M	35 15%	29 13%	182 30% N	71 19%	105 31% P	35 28% P	129 30% T	16 15%	24 31% T	23 28% T
ESPN	202 24%	147 37% C	55 13%	44 23%	68 31% dF	38 17%	52 27% F	49 28% IK	60 20%	74 32% IK	19 16%	136 23%	66 28%	40 18%	162 27% N	106 29% Q	69 21%	27 22%	114 26% tU	20 19%	12 15%	21 25%
HBO	192 23%	83 21%	109 25%	53 27% E	38 17%	54 25% e	47 24% e	46 27% J	75 25% J	38 16%	33 27% J	113 19%	79 33% L	53 24%	139 23%	84 23% R	91 27% R	17 14%	121 28% TV	12 11%	22 28% TV	11 13%
Reddit	180 22%	104 26% C	76 18%	31 16%	46 21%	51 23% d	52 27% D	28 16%	55 18%	55 24% h	42 34% HIJ	129 22%	51 21%	39 18%	141 23% n	69 19%	91 27% PR	20 16%	85 20% T	8 8%	33 42% ST	30 36% ST
Target	175 21%	48 12%	127 29% B	44 23%	40 18%	46 21%	45 23%	31 18%	69 23%	48 21%	27 22%	130 22%	45 19%	28 13%	147 24% N	62 17%	91 27% PR	22 18%	86 20% T	25 24%	30 38% STV	14 17%
BestBuy	166 20%	97 25% C	69 16%	51 26% EF	36 16%	25 11%	54 28% EF	35 20%	61 20%	45 19%	25 20%	130 22% M	36 15%	27 12%	139 23% N	66 18%	68 20%	32 26% P	86 20% T	19 18%	19 24%	18 22%
Yahoo	162 20%	71 18%	91 21%	47 24% F	42 19%	33 15%	40 21%	26 15%	88 29% HJK	33 14%	15 12%	123 21%	39 16%	51 23%	111 18%	80 22%	59 18%	23 19%	70 16%	31 29% S	22 28% S	19 23%
iTunes	161 19%	55 14%	106 24% B	31 16%	46 21%	38 17%	46 24% d	25 15%	75 25% HJ	24 10%	37 30% HJ	115 20%	46 19%	33 15%	128 21% N	73 20% r	72 21% R	16 13%	89 21% U	18 17%	7 9%	20 24% U
Craigslist	158 19%	93 24% C	65 15%	41 21% F	40 18%	30 14%	47 24% F	22 13%	45 15%	40 17%	51 42% HIJ	118 20%	40 17%	40 18%	118 19%	74 20%	61 18%	23 19%	94 22% TU	12 11%	10 13%	13 16%
Groupon	153 18%	59 15%	94 22% B	31 16%	46 21%	36 16%	40 21%	21 12%	59 20% H	49 21% H	24 20% h	120 20% M	33 14%	23 10%	130 21% N	61 16%	65 19%	27 22%	75 17% T	13 12%	20 26% T	21 25% T
eBay	152 18%	75 19%	77 18%	39 20%	36 16%	38 17%	39 20%	25 15%	61 20% J	32 14%	34 28% HJ	118 20% M	34 14%	40 18%	112 18%	67 18%	67 20%	18 15%	84 19%	15 14%	12 15%	15 18%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

155. (HAND CARD) Which of these sites have you visited this term?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Barnes & Noble	147 18%	62 16%	85 20%	54 28% EFG	30 14%	29 13%	34 18%	32 19%	57 19%	35 15%	23 19%	101 17%	46 19%	25 11%	122 20% N	80 22% Q	45 13%	22 18%	74 17%	17 16%	16 21%	18 22%
CNN	145 18%	73 19%	72 17%	33 17%	44 20% F	28 13%	40 21% F	34 20%	52 17%	39 17%	20 16%	108 18%	37 15%	12 5%	133 22% N	62 17%	67 20% r	16 13%	88 20% U	18 17% U	6 8%	21 25% U
SparkNotes	142 17%	56 14%	86 20% B	33 17%	32 15%	39 18%	38 20%	41 24% I	32 11%	46 20% I	23 19% I	89 15%	53 22% L	39 18%	103 17%	76 21% R	53 16%	13 11%	72 17% T	6 6% ST	22 28% ST	21 25% sT
Nike	140 17%	69 18%	71 16%	40 21% f	42 19%	30 14%	28 14%	35 20% j	49 16%	31 13%	25 20% j	100 17%	40 17%	29 13%	111 18% n	85 23% QR	44 13%	11 9%	68 16%	16 15%	13 17%	23 28% STu
IMDB	128 15%	60 15%	68 16%	30 15%	30 14%	32 15%	36 19%	24 14%	51 17% j	26 11%	27 22% hJ	103 18% M	25 10%	20 9%	108 18% N	52 14%	60 18%	16 13%	78 18%	13 12%	11 14%	14 17%
Wal-Mart	128 15%	51 13%	77 18% b	32 16% f	43 20% F	24 11%	29 15%	19 11%	61 20% HJ	28 12%	20 16%	111 19% M	17 7%	28 13%	100 16%	62 17%	50 15%	16 13%	60 14%	24 23% SU	8 10%	16 19%
Chase	120 14%	53 13%	67 15%	22 11%	45 20% DFg	26 12%	27 14%	4 2%	51 17% H	32 14% H	33 27% HIJ	103 18% M	17 7%	24 11%	96 16% n	53 14%	45 13%	22 18%	56 13%	15 14%	10 13%	19 23% Su
NBA	120 14%	93 24% C	27 6%	30 15%	36 16%	28 13%	26 13%	33 19% I	36 12%	32 14%	19 16%	89 15%	31 13%	24 11%	96 16% n	62 17% Q	36 11%	22 18% q	66 15% U	12 11%	4 5%	14 17% U
NYTimes	119 14%	45 11%	74 17% B	15 8%	27 12%	34 15% D	43 22% DEf	47 27% IJK	40 13% J	14 6%	18 15% J	71 12%	48 20% L	5 2%	114 19% N	47 13%	61 18% PR	11 9%	77 18% T	3 3%	10 13% T	16 19% T
TicketMaster	118 14%	44 11%	74 17% B	23 12%	23 10%	43 20% DE	29 15%	19 11%	45 15%	31 13%	23 19% h	87 15%	31 13%	27 12%	91 15%	49 13% r	59 18% R	10 8%	56 13% T	6 6% ST	22 28% ST	16 19% T
Bank of America	117 14%	52 13%	65 15%	23 12%	45 20% DFG	24 11%	25 13%	29 17% j	51 17% Jk	24 10%	13 11%	73 12%	44 18% L	18 8%	99 16% N	54 15%	47 14%	16 13%	56 13%	23 22% SV	11 14%	9 11%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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(Continued)  
STUDENT MONITOR® Spring 2018

155. (HAND CARD) Which of these sites have you visited this term?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Bed Bath & Beyond	117 14%	25 6%	92 21% B	24 12%	29 13%	34 15%	30 15%	24 14%	33 11%	46 20% IK	14 11%	76 13%	41 17%	30 14%	87 14%	43 12% R	67 20% PR	7 6%	62 14% v	11 10%	20 26% STV	7 8%
Pandora	117 14%	44 11%	73 17% B	33 17%	26 12%	27 12%	31 16%	17 10%	63 21% HJ	16 7%	21 17% hJ	100 17% M	17 7%	26 12%	91 15%	44 12%	44 13%	29 24% PQ	58 13%	12 11%	18 23% sTv	10 12%
BleacherReport	114 14%	71 18% C	43 10%	29 15% f	32 15% f	20 9%	33 17% F	23 13%	41 14%	35 15%	15 12%	75 13%	39 16%	26 12%	88 14%	59 16% Q	35 10%	20 16%	61 14% U	13 12% u	4 5%	16 19% U
NFL	107 13%	69 18% C	38 9%	21 11%	30 14%	31 14%	25 13%	20 12%	38 13%	33 14%	16 13%	78 13%	29 12%	26 12%	81 13%	62 17% Qr	32 10%	13 11%	51 12%	23 22% SuV	9 12%	9 11%
Adobe	106 13%	48 12%	58 13%	15 8%	42 19% DFg	24 11%	25 13% d	21 12%	31 10%	28 12%	26 21% HIJ	71 12%	35 15%	24 11%	82 14%	51 14%	41 12%	14 11%	70 16% TUV	10 9%	6 8%	7 8%
Wells Fargo	100 12%	47 12%	53 12%	28 14%	21 10%	27 12%	24 12%	19 11% J	44 15% J	8 3%	29 24% HIJ	84 14% M	16 7%	17 8%	83 14% N	48 13% R	45 13% R	7 6%	58 13% T	7 7%	10 13%	10 12%
ABC	98 12%	35 9%	63 15% B	21 11%	36 16% dG	27 12% g	14 7%	29 17% Ij	29 10%	24 10%	16 13%	52 9%	46 19% L	25 11%	73 12%	53 14% qr	34 10%	11 9%	66 15% Uv	11 10%	4 5%	7 8%
Kahn Academy	98 12%	39 10%	59 14% b	26 13% G	25 11%	33 15% G	14 7%	17 10%	57 19% HJK	17 7%	7 6%	77 13% m	21 9%	9 4%	89 15% N	51 14%	34 10%	13 11%	46 11%	12 11%	9 12%	16 19% s
VictoriasSecret	97 12%	13 3%	84 19% B	22 11%	26 12%	18 8%	31 16% F	21 12%	37 12%	28 12%	11 9%	81 14% M	16 7%	19 9%	78 13% n	37 10%	40 12%	20 16% p	64 15% V	12 11% V	8 10% v	3 4%
FoxSports	93 11%	66 17% C	27 6%	26 13% F	29 13% F	15 7%	23 12% f	15 9%	24 8%	43 18% HIK	11 9%	74 13% M	19 8%	18 8%	75 12% n	56 15% Qr	25 7%	12 10%	58 13% UV	13 12% uV	4 5%	3 4%
Fandango	92 11%	40 10%	52 12%	16 8%	23 10%	25 11%	28 14% d	20 12%	36 12%	25 11%	11 9%	58 10%	34 14% l	11 5%	81 13% N	48 13% R	36 11%	8 7%	53 12% UV	13 12% Uv	3 4%	4 5%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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(Continued)  
STUDENT MONITOR® Spring 2018

155. (HAND CARD) Which of these sites have you visited this term?

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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
WordPress	92 11%	35 9%	57 13% B	14 7%	32 15% DG	31 14% DG	15 8%	12 7%	27 9%	37 16% HI	16 13% h	59 10%	33 14%	34 15% O	58 10%	46 12%	36 11%	10 8%	35 8%	12 11%	20 26% ST	14 17% S
FOX	86 10%	46 12%	40 9%	31 16% EF	16 7%	15 7%	24 12% ef	15 9%	34 11% K	30 13% K	7 6%	65 11%	21 9%	19 9%	67 11%	44 12%	30 9%	12 10%	46 11% u	11 10%	4 5%	15 18% sU
Abercrombie	85 10%	32 8%	53 12% b	21 11%	19 9%	28 13%	17 9%	21 12% IK	16 5%	41 18% IK	7 6%	48 8%	37 15% L	28 13%	57 9%	45 12% R	33 10%	7 6%	43 10% V	6 6%	24 31% STV	3 4%
CBSSports	84 10%	50 13% C	34 8%	23 12%	19 9%	26 12%	16 8%	18 10% k	22 7%	38 16% hIK	6 5%	49 8%	35 15% L	30 14% o	54 9%	40 11%	32 10%	12 10%	38 9%	8 8%	18 23% STV	9 11%
Microsoft	80 10%	35 9%	45 10%	13 7%	21 10%	21 10%	25 13% D	17 10%	33 11% j	16 7%	14 11%	61 10%	19 8%	17 8%	63 10%	39 11%	33 10%	8 7%	45 10%	13 12%	8 10%	6 7%
CheapTickets	72 9%	36 9%	36 8%	22 11% E	9 4%	21 10% E	20 10% E	14 8%	31 10%	18 8%	9 7%	53 9%	19 8%	16 7%	56 9%	32 9%	28 8%	12 10%	39 9%	6 6%	9 12%	4 5%
AE	71 9%	24 6%	47 11% B	15 8%	17 8%	21 10%	18 9%	15 9%	23 8%	26 11% k	7 6%	46 8%	25 10%	22 10%	49 8%	35 9%	26 8%	10 8%	46 11% uV	7 7% V	4 5%	1 1%
Banana Republic	69 8%	34 9%	35 8%	14 7%	18 8%	19 9%	18 9%	13 8%	31 10%	17 7%	8 7%	49 8%	20 8%	14 6%	55 9%	38 10% q	22 7%	9 7%	48 11% V	0 0%	10 13% v	4 5%
AddictingGames	68 8%	50 13% C	18 4%	19 10%	20 9%	13 6%	16 8%	15 9% k	27 9% K	21 9% k	5 4%	50 9%	18 8%	12 5%	56 9% N	34 9%	24 7%	10 8%	33 8%	7 7%	5 6%	8 10%
CollegeHumor	68 8%	35 9%	33 8%	13 7%	25 11% dg	18 8%	12 6%	11 6%	25 8%	18 8%	14 11%	54 9% m	14 6%	11 5%	57 9% N	36 10%	25 7%	7 6%	38 9%	8 8%	8 10%	7 8%
Costco	68 8%	20 5%	48 11% B	10 5%	16 7%	26 12% D	16 8%	10 6%	22 7%	23 10%	13 11%	40 7%	28 12% L	20 9%	48 8%	29 8% r	34 10% R	5 4%	20 5%	3 3%	22 28% STv	14 17% ST

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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(Continued)  
STUDENT MONITOR® Spring 2018

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	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
NBC	66 8%	40 10% C	26 6%	23 12% Fg	18 8%	12 5%	13 7%	16 9%	18 6%	23 10%	9 7%	46 8%	20 8%	17 8%	49 8%	43 12% QR	16 5%	7 6%	43 10% Uv	8 8%	3 4%	4 5%
Expedia	65 8%	29 7%	36 8%	8 4%	19 9% d	11 5%	27 14% DeF	18 10% I	14 5%	20 9% i	13 11% I	52 9% m	13 5%	5 2%	60 10% N	30 8%	24 7%	11 9%	38 9% T	4 4%	7 9%	6 7%
JCrew	65 8%	24 6%	41 9% b	10 5%	29 13% DFG	12 5%	14 7%	26 15% IJK	17 6%	18 8% k	4 3%	33 6%	32 13% L	14 6%	51 8%	38 10% qR	22 7%	5 4%	46 11% TV	4 4%	9 12% tV	1 1%
CollegeBoard	62 7%	26 7%	36 8%	23 12% FG	18 8% g	13 6%	8 4%	8 5% HJ	33 11%	13 6%	8 7%	55 9% M	7 3%	9 4%	53 9% N	37 10% Q	14 4%	11 9% q	25 6%	4 4%	11 14% ST	6 7%
Internships	61 7%	26 7%	35 8%	9 5%	21 10% D	17 8%	14 7%	21 12% JK	23 8%	12 5%	5 4%	45 8%	16 7%	9 4%	52 9% N	25 7%	26 8%	10 8%	35 8%	9 8%	5 6%	7 8%
MTV	61 7%	22 6%	39 9% b	23 12% eFg	15 7%	11 5%	12 6%	14 8% j	25 8%	10 4%	12 10% j	38 6%	23 10%	14 6%	47 8%	41 11% Q	10 3%	10 8% q	32 7%	9 8%	7 9%	7 8%
TIME	61 7%	34 9%	27 6%	11 6%	25 11% DfG	14 6%	11 6%	15 9%	20 7%	18 8%	8 7%	46 8%	15 6%	10 5%	51 8% N	28 8%	20 6%	13 11%	28 6% u	6 6%	2 3%	10 12% U
NHL	56 7%	37 9% C	19 4%	13 7%	17 8%	15 7%	11 6%	17 10% k	17 6%	16 7%	6 5%	44 7%	12 5%	8 4%	48 8% N	33 9% Qr	17 5%	6 5%	32 7%	9 8%	4 5%	9 11%
MSNBC	55 7%	26 7%	29 7%	11 6% e	5 2%	25 11% DE	14 7% E	9 5%	17 6%	21 9%	8 7%	35 6%	20 8%	17 8%	38 6%	14 4%	36 11% PR	5 4%	27 6% tv	3 3%	18 23% STV	2 2%
Scholarships	55 7%	21 5%	34 8%	17 9%	12 5%	12 5%	14 7%	5 3% HJ	27 9% HJ	11 5%	12 10% Hj	46 8% M	9 4%	11 5%	44 7%	18 5%	18 5%	19 15% PQ	27 6%	8 8%	9 12%	7 8%
MLB	54 7%	27 7%	27 6%	10 5% f	25 11% DF	4 2%	15 8% F	14 8% Ik	9 3%	27 12% IK	4 3%	33 6%	21 9%	17 8%	37 6%	37 10% QR	13 4%	4 3%	41 9% UV	8 8% Uv	1 1%	2 2%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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155. (HAND CARD) Which of these sites have you visited this term?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Showtime	53 6%	24 6%	29 7%	17 9% g	17 8%	11 5%	8 4%	6 3%	20 7%	15 6%	12 10% H	35 6%	18 8%	12 5%	41 7%	32 9% QR	16 5%	5 4%	34 8%	8 8%	0 0	4 5%
USAToday	52 6%	22 6%	30 7%	17 9% f	12 5%	10 5%	13 7%	16 9% jk	21 7%	10 4%	5 4%	42 7% m	10 4%	4 2%	48 8% N	28 8% R	21 6% R	3 2%	29 7%	10 9%	4 5%	4 5%
Ask	50 6%	16 4%	34 8% B	9 5%	20 9% dG	15 7% g	6 3%	3 2%	10 3%	33 14% HIK	4 3%	33 6%	17 7%	23 10% O	27 4%	30 8% Q	11 3%	9 7%	29 7% V	9 8% V	3 4%	1 1%
EW (Entertainment Weekly)	50 6%	12 3%	38 9% B	12 6% G	13 6% G	22 10% G	3 2%	4 2%	16 5% hK	28 12% HIK	2 2%	32 5%	18 8%	16 7%	34 6%	25 7% R	23 7% R	2 2%	17 4%	9 8%	15 19% STV	6 7%
Zappos	50 6%	13 3%	37 9% B	9 5%	20 9% dF	8 4%	13 7%	9 5%	13 4%	25 11% HIK	3 2%	29 5%	21 9% 1	17 8%	33 5%	24 6%	16 5%	10 8%	34 8% TU	3 3%	1 1%	8 10% tU
AOL	48 6%	23 6%	25 6%	5 3%	19 9% Df	10 5%	14 7% D	14 8%	17 6%	12 5%	5 4%	31 5%	17 7%	13 6%	35 6%	22 6%	20 6%	6 5%	33 8% T	2 2%	5 6%	0 0
CareerBuilder	48 6%	22 6%	26 6%	6 3%	20 9% DF	3 1%	19 10% DF	6 3%	12 4%	21 9% HI	9 7%	33 6%	15 6%	11 5%	37 6%	26 7%	15 4%	7 6%	30 7% UV	7 7% u	1 1%	2 2%
Rent-A-Textbook	46 6%	19 5%	27 6%	8 4%	19 9% dF	7 3%	12 6%	5 3%	26 9% HJ	6 3%	9 7% hj	39 7% M	7 3%	3 1%	43 7% N	21 6%	16 5%	9 7%	17 4%	11 10% Sv	5 6%	3 4%
Textbooks	46 6%	24 6%	22 5%	11 6%	16 7% g	12 5%	7 4%	2 1%	19 6% H	14 6% H	11 9% H	40 7% M	6 2%	10 5%	36 6%	27 7% Q	10 3%	9 7% q	20 5%	5 5%	7 9%	10 12% St
Dell	45 5%	18 5%	27 6%	12 6% f	17 8% F	6 3%	10 5%	8 5%	20 7%	11 5%	6 5%	36 6%	9 4%	4 2%	41 7% N	25 7% q	13 4%	7 6%	18 4%	12 11% SU	3 4%	5 6%
Capital One	44 5%	26 7%	18 4%	8 4%	18 8% dg	10 5%	8 4%	3 2%	13 4% h	23 10% HIK	5 4%	39 7% M	5 2%	5 2%	39 6% N	22 6%	15 4%	7 6%	22 5%	3 3%	6 8%	7 8%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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(Continued)  
STUDENT MONITOR® Spring 2018

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	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Kayak	44 5%	9 2%	35 8% B	2 1%	21 10% Dfg	11 5% D	10 5% D	4 2%	13 4%	21 9% HI	6 5%	31 5%	13 5%	13 6%	31 5%	22 6%	17 5%	5 4%	25 6% v	7 7%	2 3%	2 2%
People	43 5%	12 3%	31 7% B	8 4%	9 4%	13 6%	13 7%	10 6%	15 5%	13 6%	5 4%	28 5%	15 6%	5 2%	38 6% N	20 5%	17 5%	6 5%	24 6%	4 4%	5 6%	4 5%
VerizonWireless	43 5%	20 5%	23 5%	7 4%	8 4%	16 7% de	12 6%	10 6%	17 6%	8 3%	8 7%	28 5%	15 6%	8 4%	35 6%	23 6% R	19 6% R	1 1%	27 6% Tu	2 2%	2 3%	4 5%
HerCampus	40 5%	9 2%	31 7% B	13 7%	8 4%	7 3%	12 6%	13 8% i	11 4%	11 5%	5 4%	27 5%	13 5%	3 1%	37 6% N	21 6%	13 4%	6 5%	28 6% tu	3 3%	2 3%	3 4%
InStyle	40 5%	7 2%	33 8% B	6 3%	5 2%	24 11% DEG	5 3%	5 3%	8 3%	25 11% HIK	2 2%	21 4%	19 8% L	18 8% O	22 4%	9 2%	27 8% PR	4 3%	17 4%	4 4%	14 18% STV	3 4%
SallieMae	39 5%	12 3%	27 6% B	11 6%	8 4%	15 7% G	5 3%	3 2%	14 5% h	18 8% Hk	4 3%	27 5%	12 5%	19 9% O	20 3%	26 7% Q	4 1%	9 7% Q	20 5% s	11 10%	5 6%	0 0
Players Tribune	37 4%	21 5%	16 4%	14 7% F	12 5% F	4 2%	7 4%	11 6% J	17 6% J	5 2%	4 3%	25 4%	12 5%	5 2%	32 5% N	28 8% QR	8 2%	1 1%	16 4%	6 6%	2 3%	8 10% su
Yahoo! Sports	37 4%	24 6% C	13 3%	12 6% F	12 5% F	4 2%	9 5%	7 4%	18 6%	8 3%	4 3%	28 5%	9 4%	5 2%	32 5% N	19 5%	12 4%	6 5%	17 4%	4 4%	2 3%	7 8% u
Gap	36 4%	12 3%	24 6% b	14 7% eF	7 3%	4 2%	11 6% F	8 5%	13 4%	8 3%	7 6%	28 5%	8 3%	1 *%	35 6% N	21 6% Q	9 3%	6 5%	18 4%	2 2%	10 13% STv	4 5%
SI (Sports Illustrated)	36 4%	29 7% C	7 2%	11 6%	9 4%	9 4%	7 4%	7 4%	14 5%	10 4%	5 4%	28 5%	8 3%	5 2%	31 5% N	18 5%	13 4%	5 4%	19 4%	4 4%	2 3%	4 5%
Monster	34 4%	13 3%	21 5%	7 4%	7 3%	5 2%	15 8% dEF	3 2%	10 3%	12 5% h	9 7% H	24 4%	10 4%	8 4%	26 4%	19 5%	10 3%	5 4%	20 5%	2 2%	3 4%	7 8% T

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	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
eCampus	33 4%	13 3%	20 5%	11 6% F	7 3%	4 2%	11 6% F	0 0	17 6%	7 3%	9 7% j	32 5% M	1 *%	3 1%	30 5% N	14 4%	16 5%	3 2%	16 4%	3 3%	3 4%	3 4%
MeetUp	33 4%	12 3%	21 5%	9 5%	14 6% F	4 2%	6 3%	0 0	15 5%	10 4%	8 7%	30 5% M	3 1%	5 2%	28 5% n	21 6% Q	8 2%	4 3%	9 2%	8 8% S	2 3%	9 11% SU
Yahoo! Finance	33 4%	17 4%	16 4%	12 6% G	7 3%	10 5%	4 2%	3 2%	20 7% HK	9 4% K	1 1%	28 5% M	5 2%	2 1%	31 5% N	19 5% R	13 4% R	1 1%	16 4% T	1 1%	5 6% t	8 10% sT
MSN	32 4%	15 4%	17 4%	6 3%	6 3%	12 5%	8 4%	3 2%	10 3%	15 6% H	4 3%	29 5% M	3 1%	6 3%	26 4%	10 3%	17 5%	5 4%	19 4%	2 2%	3 4%	3 4%
GoArmy	30 4%	11 3%	19 4%	3 2%	7 3%	16 7% DeG	4 2%	1 1%	6 2%	20 9% HIK	3 2%	15 3%	15 6% L	16 7% O	14 2%	6 2%	21 6% PR	3 2%	8 2%	3 3%	15 19% STV	1 1%
Citibank	27 3%	6 2%	21 5% B	4 2%	11 5%	5 2%	7 4%	6 3% k	6 2%	14 6% IK	1 1%	12 2%	15 6% L	10 5%	17 3%	18 5% Q	6 2%	3 2%	17 4% v	3 3%	0 0	1 1%
SB Nation	27 3%	11 3%	16 4%	5 3%	13 6% dF	3 1%	6 3%	5 3%	15 5% J	3 1%	4 3%	19 3%	8 3%	2 1%	25 4% N	21 6% Q	1 *%	5 4% Q	13 3%	6 6%	0 0	5 6%
DeadSpin	24 3%	12 3%	12 3%	7 4%	9 4% f	3 1%	5 3%	0 0	9 3%	15 6% i	0 0	24 4%	0 0	4 2%	20 3%	12 3% q	4 1%	8 7% Q	14 3%	2 2%	3 4%	4 5%
VH1	22 3%	11 3%	11 3%	8 4% Fg	11 5% FG	1 *%	2 1%	5 3%	8 3%	7 3%	2 2%	18 3%	4 2%	4 2%	18 3%	12 3% Q	6 2%	4 3%	9 2%	3 3%	1 1%	5 6%
MTV2	19 2%	10 3%	9 2%	5 3%	8 4% g	4 2%	2 1%	0 0	3 1%	10 4% I	6 5% i	15 3%	4 2%	4 2%	15 2%	15 4% Q	2 1%	2 2%	9 2%	4 4%	0 0	0 0
Half	18 2%	3 1%	15 3% B	0 0	15 7% G	0 0	3 2%	0 0	2 1%	15 6% IK	1 1%	10 2%	8 3%	8 4%	10 2%	13 4% Q	2 1%	3 2%	14 3%	2 2%	1 1%	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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(Continued)  
STUDENT MONITOR® Spring 2018

155. (HAND CARD) Which of these sites have you visited this term?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
HotJobs	18 2%	8 2%	10 2%	0 0	10 5% G	6 3%	2 1%	2 1%	8 3%	7 3%	1 1%	15 3%	3 1%	3 1%	15 2%	13 4% q	5 1%	0 0	9 2%	8 8% S	0 0	0 0
mtvU	18 2%	11 3%	7 2%	6 3%	8 4% fg	2 1%	2 1%	0 0	9 3% k	8 3% k	1 1%	15 3%	3 1%	1 *%	17 3% N	14 4% Q	2 1%	2 2%	7 2%	3 3%	0 0	4 5%
HelloGiggles	17 2%	1 *%	16 4% B	5 3%	7 3% f	2 1%	3 2%	0 0	12 4%	5 2%	0 0	15 3% M	2 1%	2 1%	15 2% n	12 3% Q	2 1%	3 2%	4 1%	7 7% S	0 0	4 5%
Undeafed	16 2%	10 3%	6 1%	2 1%	7 3% f	2 1%	5 3%	1 1%	5 2%	7 3% h	3 2%	12 2%	4 2%	3 1%	13 2%	9 2%	3 1%	4 3%	6 1%	2 2%	0 0	2 2%
TodaysMilitary	12 1%	4 1%	8 2%	5 3%	2 1%	2 1%	3 2%	0 0	8 3%	4 2%	0 0	11 2% M	1 *%	1 *%	11 2% n	7 2%	3 1%	2 2%	3 1%	2 2%	0 0	4 5% s
VitalSource	12 1%	7 2%	5 1%	4 2%	5 2%	3 1%	0 0	0 0	6 2%	5 2%	1 1%	10 2%	2 1%	1 *%	11 2% n	9 2% Q	2 1%	1 1%	6 1%	3 3%	2 3%	1 1%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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STUDENT MONITOR® Spring 2018

161. (HAND CARD) Here is a list of reasons to go online. Which have you done in the past month?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	825 100	393 100	432 100	192 100	221 100	218 100	194 100	172 100	301 100	230 100	122 100	586 100	239 100	220 100	605 100	370 100	335 100	120 100	431 100	107 100	78 100	83 100
Check grades	687 83%	323 82%	364 84%	155 81%	185 84%	184 84%	163 84%	137 80%	258 86% h	186 81%	106 87% h	487 83%	200 84%	169 77%	518 86% N	305 82%	284 85%	98 82%	375 87% T	70 65%	68 87% T	78 94% ST
Check the weather	558 68%	272 69%	286 66%	127 66%	136 62%	150 69%	145 75% dE	125 73% J	212 70% J	127 55%	94 77% J	401 68%	157 66%	120 55%	438 72% N	240 65%	235 70%	83 69%	313 73% T	59 55%	53 68% t	53 64%
Did assignments for a course/Look up assignments	501 61%	223 57%	278 64% B	118 61%	123 56%	143 66% E	117 60%	97 56%	207 69% HJ	115 50%	82 67% hJ	358 61%	143 60%	113 51%	388 64% N	199 54%	228 68% P	74 62%	272 63% T	46 43%	58 74% STv	51 61% T
Check the news	495 60%	239 61%	256 59%	112 58%	137 62%	130 60%	116 60%	105 61% j	191 63% J	120 52%	79 65% J	356 61%	139 58%	105 48%	390 64% N	214 58%	208 62%	73 61%	271 63%	61 57%	45 58%	47 57%
Checked out someone's online profile on Facebook	458 56%	201 51%	257 59% B	113 59%	118 53%	115 53%	112 58%	92 53%	178 59% J	111 48%	77 63% hJ	333 57%	125 52%	95 43%	363 60% N	193 52%	199 59% p	66 55%	266 62% TU	40 37%	36 46%	49 59% Tu
Send or receive eMail	411 50%	185 47%	226 52% e	101 53%	97 44%	103 47%	110 57% Ef	78 45%	143 48% HIK	133 58%	57 47% M	310 53%	101 42%	89 40%	322 53% N	185 50%	173 52%	53 44%	240 56% TU	34 32%	33 42%	55 66% sTU
Made an online purchase	392 48%	151 38%	241 56% B	90 47%	92 42%	116 53% E	94 48%	87 51% J	141 47%	92 40%	72 59% IJ	268 46%	124 52%	90 41%	302 50% N	153 41%	186 56% PR	53 44%	236 55% T	25 23%	46 59% Tv	38 46% T
Visited your school's site	366 44%	122 31%	244 56% B	87 45%	97 44%	110 50% G	72 37%	73 42%	142 47% J	83 36%	68 56% HJ	251 43%	115 48%	91 41%	275 45%	161 44%	160 48% R	45 38%	196 45% T	37 35%	48 62% ST	48 58% ST
Check sports scores	343 42%	209 53% C	134 31%	73 38%	97 44%	89 41%	84 43%	73 42%	122 41%	103 45%	45 37%	233 40%	110 46%	92 42%	251 41%	154 42%	141 42%	48 40%	200 46% TV	25 23%	47 60% STV	24 29%
Downloaded/streamed free music	337 41%	167 42%	170 39% EF	89 46% EF	80 36%	73 33%	95 49% EF	69 40%	120 40%	86 37%	62 51% hIJ	254 43% M	83 35%	64 29%	273 45% N	131 35%	149 44% P	57 48% P	194 45% T	25 23%	33 42% T	34 41% T

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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Researched for school assignments	336 41%	127 32%	209 48% B	82 43% g	88 40%	99 45% G	67 35%	73 42%	119 40%	85 37%	59 48% iJ	243 41%	93 39%	80 36%	256 42%	134 36%	158 47% PR	44 37%	177 41% T	31 29%	43 55% STv	34 41% t
Comparison shopping	335 41%	125 32%	210 49% B	74 39%	83 38%	96 44%	82 42%	73 42%	138 46% JK	83 36%	41 34%	242 41%	93 39%	71 32%	264 44% N	129 35%	150 45% P	56 47% P	190 44% T	28 26%	40 51% T	32 39% t
Registered for class	320 39%	148 38%	172 40%	82 43%	87 39%	83 38%	68 35%	78 45% J	114 38%	72 31%	56 46% J	247 42% M	73 31%	69 31%	251 41% N	142 38%	128 38%	50 42%	160 37%	31 29%	40 51% ST	43 52% ST
Look/applied for jobs/ internships	297 36%	126 32%	171 40% B	61 32%	71 32%	80 37%	85 44% DE	70 41% J	123 41% J	50 22%	54 44% J	225 38% M	72 30%	35 16%	262 43% N	110 30%	154 46% PR	33 28%	180 42% T	15 14%	27 35% T	32 39% T
Left a message on someone's online profile	290 35%	120 31%	170 39% B	75 39% e	69 31%	72 33%	74 38%	64 37% k	112 37% k	80 35%	34 28%	216 37%	74 31%	56 25%	234 39% N	122 33%	122 36%	46 38%	172 40% TU	16 15%	21 27% T	36 43% TU
Managed checking or savings accounts	287 35%	125 32%	162 38% b	71 37%	69 31%	81 37%	66 34%	47 27%	134 45% HJ	55 24%	51 42% HJ	222 38% M	65 27%	51 23%	236 39% N	98 26%	145 43% P	44 37% P	162 38% T	27 25%	32 41% T	29 35%
Updated my profile on a social networking site	281 34%	116 30%	165 38% B	82 43% EF	64 29%	66 30%	69 36%	67 39% I	84 28%	82 36% i	48 39% I	210 36% m	71 30%	50 23%	231 38% N	121 33%	124 37%	36 30%	181 42% TU	17 16%	19 24% T	29 35% T
Got help with a homework/ research question from my professor	274 33%	113 29%	161 37% B	63 33%	65 29%	79 36%	67 35%	52 30%	111 37% j	67 29%	44 36%	198 34%	76 32%	62 28%	212 35% n	116 31%	119 36%	39 32%	149 35% T	34 32%	24 31%	27 33%
Paid bills	273 33%	128 33%	145 34%	48 25%	71 32%	71 33% d	83 43% DEF	46 27%	112 37% HJ	53 23%	62 51% HIJ	204 35% m	69 29%	67 30%	206 34%	84 23%	147 44% Pr	42 35% P	147 34% T	17 16%	25 32% T	34 41% T
Send or receive instant messages (e.g. ICQ)	264 32%	101 26%	163 38% B	64 33% e	56 25%	75 34% E	69 36% E	38 22%	82 27%	106 46% HIK	38 31% h	195 33%	69 29%	68 31%	196 32%	112 30%	112 33%	40 33%	143 33% T	23 21%	32 41% T	33 40% T
Downloaded/streamed free TV programs	261 32%	117 30%	144 33%	69 36% E	57 26%	75 34% E	60 31%	58 34% i	79 26%	78 34% i	46 38% I	180 31%	81 34%	61 28%	200 33%	98 26%	120 36% P	43 36% p	153 35% Tv	12 11%	38 49% STV	21 25% T

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

161. (HAND CARD) Here is a list of reasons to go online. Which have you done in the past month?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Got information related to hobbies or other personal interests	260 32%	97 25%	163 38% B	60 31%	69 31%	64 29%	67 35%	58 34%	102 34% j	59 26% J	41 34%	187 32%	73 31%	50 23%	210 35% N	109 29%	113 34%	38 32%	147 34% T	24 22%	24 31%	29 35% t
Downloaded paid music	257 31%	112 28%	145 34%	69 36% Fg	83 38% FG	52 24%	53 27%	63 37% I	79 26%	74 32%	41 34%	174 30%	83 35%	54 25%	203 34% N	133 36% R	101 30% R	23 19%	164 38% TUV	23 21%	19 24%	13 16%
Video chatted with friends or family	253 31%	106 27%	147 34% B	64 33%	60 27%	64 29%	65 34%	50 29%	85 28%	81 35% i	37 30%	189 32%	64 27%	56 25%	197 33% N	118 32%	99 30%	36 30%	146 34% t	27 25%	24 31%	26 31%
Downloaded/streamed a movie trailer	252 31%	107 27%	145 34% B	59 31%	53 24%	85 39% dEG	55 28%	45 26%	105 35% H	65 28%	37 30%	177 30%	75 31%	62 28%	190 31%	96 26%	117 35% P	39 32%	136 32% T	17 16%	35 45% ST	29 35% T
Downloaded/streamed a short film or video clip	249 30%	121 31%	128 30%	71 37% eG	62 28%	65 30%	51 26%	43 25%	118 39% HJ	42 18%	46 38% HJ	196 33% M	53 22%	44 20%	205 34% N	115 31%	104 31%	30 25%	146 34% T	25 23%	21 27%	26 31%
Listened to a lecture	240 29%	109 28%	131 30%	64 33% F	60 27%	51 23%	65 34% F	42 24%	97 32% hJ	49 21%	52 43% HIJ	187 32% M	53 22%	62 28%	178 29%	100 27%	108 32%	32 27%	119 28%	28 26%	25 32%	27 33%
Play games	239 29%	145 37% C	94 22%	59 31%	60 27%	59 27%	61 31%	43 25%	81 27%	80 35% Hi	35 29%	182 31% M	57 24%	60 27%	179 30%	110 30%	88 26%	41 34%	140 32% TU	22 21%	14 18%	23 28%
Listened to streaming radio	234 28%	112 28%	122 28%	58 30% e	50 23%	71 33% E	55 28%	32 19%	84 28% H	88 38% HIK	30 25%	175 30%	59 25%	59 27%	175 29%	86 23%	109 33% P	39 32% p	125 29% T	17 16%	36 46% STV	19 23%
Posted or shared photos	232 28%	78 20%	154 36% B	49 26%	66 30%	66 30%	51 26%	47 27%	87 29%	65 28%	33 27%	160 27%	72 30%	50 23%	182 30% N	100 27%	89 27%	43 36% pq	128 30%	26 24%	24 31%	26 31%
Searched for info on a local restaurant or bar	223 27%	89 23%	134 31% B	57 30% E	45 20%	61 28% e	60 31% E	54 31% J	85 28% j	49 21%	35 29%	161 27%	62 26%	41 19%	182 30% N	79 21%	107 32% P	37 31% P	146 34% T	14 13%	27 35% T	21 25% T
Studied for an upcoming quiz or exam using virtual flashcards	223 27%	80 20%	143 33% B	58 30%	62 28%	55 25%	48 25%	39 23%	97 32% HJ	50 22%	37 30% j	173 30% M	50 21%	40 18%	183 30% N	96 26%	95 28%	32 27%	122 28% T	18 17%	22 28% t	30 36% T

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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(Continued)  
STUDENT MONITOR® Spring 2018

161. (HAND CARD) Here is a list of reasons to go online. Which have you done in the past month?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Searched for info on a local event (e.g. concert)	220 27%	82 21%	138 32% B	53 28%	62 28% f	45 21%	60 31% F	57 33% J	80 27% j	45 20%	38 31% J	160 27%	60 25%	43 20%	177 29% N	99 27%	92 27%	29 24%	136 32% T	18 17%	22 28% t	22 27%
Downloaded/streamed paid TV programs	205 25%	83 21%	122 28% B	52 27%	59 27%	51 23%	43 22%	42 24%	56 19%	77 33% HIK	30 25%	136 23%	69 29% 1	47 21%	158 26%	101 27% R	85 25% R	19 16%	131 30% TV	8 7%	28 36% TV	12 14%
Researched career paths best suited to my major	184 22%	61 16%	123 28% B	42 22%	50 23%	59 27% G	33 17%	37 22% j	79 26% J	33 14%	35 29% J	131 22%	53 22%	36 16%	148 24% N	80 22%	76 23%	28 23%	119 28% TU	13 12%	14 18%	19 23% t
Managed credit card balances, transactions and payments	181 22%	63 16%	118 27% B	32 17%	45 20%	56 26% D	48 25% D	40 23%	65 22%	41 18%	35 29% J	124 21%	57 24%	42 19%	139 23%	70 19%	88 26% P	23 19%	118 27% Tv	6 6%	20 26% T	16 19% T
Shared large data files (e.g. group projects)	177 21%	79 20%	98 23%	42 22%	52 24%	40 18%	43 22%	37 22%	65 22%	48 21%	27 22%	134 23%	43 18%	29 13%	148 24% N	72 19%	83 25% p	22 18%	99 23% TU	15 14%	9 12%	28 34% sTU
Read blogs	174 21%	56 14%	118 27% B	36 19%	55 25%	47 22%	36 19%	41 24% J	69 23% J	34 15%	30 25% J	133 23% m	41 17%	25 11%	149 25% N	72 19%	79 24%	23 19%	99 23%	23 21%	14 18%	19 23%
Looked for help/templates for building my resume	172 21%	46 12%	126 29% B	34 18%	55 25% df	39 18%	44 23%	37 22%	65 22%	42 18%	28 23%	124 21%	48 20%	27 12%	145 24% N	74 20%	79 24% r	19 16%	104 24% T	16 15%	15 19%	20 24%
Used message/discussion boards	163 20%	71 18%	92 21%	34 18%	37 17%	43 20%	49 25% dE	24 14%	68 23% H	49 21% h	22 18%	126 22% M	37 15%	35 16%	128 21% n	55 15%	75 22% P	33 28% P	81 19%	17 16%	26 33% STV	16 19%
Downloaded/streamed paid movies from a website	152 18%	50 13%	102 24% B	39 20%	39 18%	34 16%	40 21%	26 15%	55 18%	42 18%	29 24% h	116 20% m	36 15%	17 8%	135 22% N	76 21% R	66 20% R	10 8%	95 22% TU	13 12%	9 12%	15 18%
Visited company or product sites	148 18%	47 12%	101 23% B	37 19%	31 14%	37 17%	43 22% E	28 16%	40 13%	52 23% I	28 23% I	104 18%	44 18%	36 16%	112 19%	52 14%	74 22% P	22 18%	78 18% T	8 7%	27 35% STV	16 19% T
Visited sites for college students	146 18%	65 17%	81 19%	35 18%	35 16%	43 20%	33 17%	43 25% J	57 19% J	23 10%	23 19% J	111 19%	35 15%	20 9%	126 21% N	55 15%	78 23% PR	13 11%	78 18%	18 17%	11 14%	21 25% u

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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(Continued)  
STUDENT MONITOR® Spring 2018

161. (HAND CARD) Here is a list of reasons to go online. Which have you done in the past month?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Searched/checked retail offers	142 17%	50 13%	92 21% B	36 19%	31 14%	37 17%	38 20%	24 14%	59 20%	41 18%	18 15%	110 19% M	32 13%	24 11%	118 20% N	63 17%	64 19% r	15 12%	83 19%	14 13%	12 15%	15 18%
Looked for/bought travel specials	138 17%	47 12%	91 21% B	23 12%	39 18%	39 18% d	37 19% d	33 19% J	50 17% j	26 11%	29 24% J	112 19% M	26 11%	26 12%	112 19% N	43 12%	73 22% P	22 18% p	81 19% T	9 8%	17 22% T	13 16%
Obtained or checked financial aid information	138 17%	47 12%	91 21% B	35 18%	28 13%	49 22% EG	26 13%	9 5%	64 21% H	40 17% H	25 20% H	111 19% M	27 11%	32 15%	106 18%	54 15%	68 20% Pr	16 13%	70 16% T	10 9%	24 31% STV	14 17%
Researched ways to pay for college	133 16%	56 14%	77 18% g	30 16%	32 14%	52 24% DEG	19 10%	11 6%	54 18% H	44 19% H	24 20% H	103 18% m	30 13%	35 16%	98 16%	50 14%	66 20% P	17 14%	46 11%	13 12%	30 38% STV	20 24% ST
Talk with others in a chat room	133 16%	58 15%	75 17%	32 17%	26 12%	43 20% E	32 16%	19 11%	42 14%	53 23% HIK	19 16%	97 17%	36 15%	39 18%	94 16%	59 16%	55 16%	19 16%	64 15% T	6 6%	27 35% STV	11 13% t
Visit TV websites (network & local)	131 16%	57 15%	74 17% e	38 20%	28 13%	37 17%	28 14%	33 19% I	36 12%	45 20% I	17 14%	95 16%	36 15%	26 12%	105 17% N	67 18% R	51 15%	13 11%	88 20% TV	6 6%	11 14% t	10 12%
Researched skills/courses needed in my intended career	128 16%	50 13%	78 18% B	32 17%	31 14%	38 17%	27 14%	13 8%	65 22% HJK	33 14% H	17 14% h	113 19% M	15 6%	20 9%	108 18% N	46 12%	60 18% P	22 18%	73 17%	13 12%	9 12%	16 19%
Participated in a fantasy league	119 14%	64 16%	55 13%	30 16%	27 12%	38 17%	24 12%	22 13%	27 9%	55 24% HIK	15 12%	78 13%	41 17%	36 16%	83 14%	62 17% R	46 14%	11 9%	54 13%	16 15%	23 29% STV	7 8%
Searched for graduate school information	119 14%	31 8%	88 20% B	14 7%	33 15% D	46 21% DeG	26 13% D	18 10%	52 17% H	32 14%	17 14%	85 15%	34 14%	31 14%	88 15%	40 11%	61 18% P	18 15%	56 13%	16 15%	28 36% STV	10 12%
Look/applied for another school	117 14%	47 12%	70 16% b	18 9%	46 21% DFG	29 13%	24 12%	7 4%	46 15% H	52 23% HIK	12 10% h	79 13%	38 16%	39 18% o	78 13%	58 16% r	47 14%	12 10%	45 10%	8 7%	23 29% ST	23 28% ST
Visited a career networking site	117 14%	51 13%	66 15%	27 14%	33 15%	25 11%	32 16%	26 15%	52 17% J	25 11%	14 11%	93 16% M	24 10%	6 3%	111 18% N	49 13%	57 17% R	11 9%	68 16% T	8 7%	10 13%	20 24% sTu

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(Continued)  
STUDENT MONITOR® Spring 2018

161. (HAND CARD) Here is a list of reasons to go online. Which have you done in the past month?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Read a magazine online	115 14%	37 9%	78 18% B	26 14%	24 11%	44 20% dEG	21 11%	21 12% k	38 13% K	48 21% HIK	8 7%	71 12%	44 18% L	31 14%	84 14%	43 12%	63 19% PR	9 8%	55 13% v	15 14%	23 29% STV	6 7%
Used music/video file sharing/swapping applications	109 13%	43 11%	66 15% b	24 12%	28 13%	40 18% deG	17 9%	18 10%	35 12%	42 18% HIK	14 11%	70 12%	39 16%	33 15%	76 13%	45 12%	55 16% R	9 8%	62 14% T	8 7%	18 23% sT	15 18% T
Visited a movie's web site	109 13%	42 11%	67 16% B	32 17% f	26 12%	23 11%	28 14%	21 12%	45 15%	30 13%	13 11%	83 14%	26 11%	22 10%	87 14% n	50 14%	45 13%	14 12%	46 11%	19 18% s	8 10%	17 20% Su
Looked for/completed skills training/courses not offered by my school	99 12%	31 8%	68 16% B	13 7%	21 10%	35 16% DE	30 15% De	7 4%	42 14% H	34 15% H	16 13% H	66 11%	33 14%	24 11%	75 12%	40 11% r	52 16% pR	7 6%	44 10%	8 7%	20 26% STv	12 14%
Looked for career counseling/guidance	99 12%	41 10%	58 13%	17 9%	22 10%	28 13%	32 16% De	19 11%	39 13%	23 10%	18 15%	71 12%	28 12%	13 6%	86 14% N	39 11%	48 14%	12 10%	62 14% Tu	7 7%	6 8%	11 13%
Participated in an online class/distance learning	99 12%	42 11%	57 13%	19 10%	25 11%	28 13%	27 14%	16 9%	49 16% HJk	22 10%	12 10%	84 14% M	15 6%	10 5%	89 15% N	31 8%	54 16% P	14 12%	56 13% T	7 7%	7 9%	15 18% Tu
Downloaded/streamed an eBook	96 12%	27 7%	69 16% B	24 12%	25 11%	27 12%	20 10%	20 12%	37 12%	27 12%	12 10%	74 13%	22 9%	14 6%	82 14% N	41 11%	46 14% R	9 8%	59 14% T	4 4%	7 9%	15 18% Tu
Downloaded/streamed full length free copy of a movie that's in the theater	96 12%	38 10%	58 13% b	25 13%	29 13%	19 9%	23 12%	18 10%	35 12%	24 10%	19 16%	75 13% m	21 9%	16 7%	80 13% N	48 13%	37 11%	11 9%	58 13% u	11 10%	6 8%	10 12%
Video chatted for a job or internship interview	94 11%	31 8%	63 15% B	13 7%	26 12% d	29 13% D	26 13% D	19 11%	35 12%	28 12%	12 10%	72 12%	22 9%	14 6%	80 13% N	39 11%	46 14% R	9 8%	57 13%	12 11%	6 8%	10 12%
Researched insurance options and costs	92 11%	39 10%	53 12%	21 11%	32 14% g	21 10%	18 9%	9 5%	40 13% H	24 10% H	19 16% H	71 12%	21 9%	19 9%	73 12%	49 13%	32 10%	11 9%	43 10%	9 8%	16 21% ST	10 12%

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(Continued)  
STUDENT MONITOR® Spring 2018

161. (HAND CARD) Here is a list of reasons to go online. Which have you done in the past month?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Visited cable TV websites	91 11%	24 6%	67 16% B	21 11%	26 12%	30 14% G	14 7%	21 12% K	32 11% k	31 13% K	7 6%	60 10%	31 13%	18 8%	73 12% n	47 13% R	37 11% r	7 6%	55 13%	10 9%	8 10%	9 11%
Look/applied for a credit card	80 10%	33 8%	47 11% B	23 12%	22 10%	19 9%	16 8%	11 6%	30 10%	23 10%	16 13% h	62 11%	18 8%	11 5%	69 11% N	35 9%	29 9%	16 13%	47 11% T	6 6%	9 12%	9 11%
Used an online tutoring service for help with my homework	72 9%	26 7%	46 11% B	22 11% e	14 6%	21 10%	15 8%	8 5%	31 10% H	22 10% h	11 9%	62 11% M	10 4%	4 2%	68 11% N	36 10% r	30 9%	6 5%	40 9%	7 7%	7 9%	10 12%
Wrote or updated a blog	64 8%	26 7%	38 9%	12 6%	21 10%	14 6%	17 9%	3 2%	36 12% HJ	15 7% H	10 8% H	56 10% M	8 3%	10 5%	54 9% N	19 5%	33 10% P	12 10%	22 5%	14 13% Sv	14 18% SV	5 6%
Bid in an auction	63 8%	28 7%	35 8%	16 8%	21 10%	13 6%	13 7%	12 7%	21 7%	25 11% K	5 4%	42 7%	21 9%	18 8%	45 7%	32 9%	20 6%	11 9%	26 6%	16 15% Suv	5 6%	6 7%
Gambled	50 6%	36 9% C	14 3%	8 4%	10 5%	18 8% d	14 7%	8 5%	17 6%	21 9% hK	4 3%	41 7% M	9 4%	11 5%	39 6%	25 7%	18 5%	7 6%	31 7% V	4 4%	4 5%	1 1%
Sent an online greeting card	47 6%	14 4%	33 8% B	17 9% Ef	8 4%	9 4%	13 7%	8 5% K	22 7% K	16 7% K	1 1%	40 7% M	7 3%	7 3%	40 7% N	23 6% R	22 7% R	2 2%	22 5%	6 6%	4 5%	8 10%
Played poker online	43 5%	28 7% C	15 3%	9 5%	11 5%	5 2%	18 9% deF	9 5% K	9 3% k	24 10% HIK	1 1%	27 5%	16 7%	13 6%	30 5%	23 6% q	11 3%	9 8%	24 6%	5 5%	2 3%	3 4%

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STUDENT MONITOR® Spring 2018

162. (HAND CARD) In typical week, how many hours do you spend on each of the following social networking sites?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	880 100	420 100	460 100	208 100	238 100	233 100	201 100	176 100	326 100	245 100	133 100	630 100	250 100	238 100	642 100	389 100	356 100	135 100	447 100	113 100	79 100	86 100
Facebook																						
1 or more	682 78%	308 73%	374 81% B	154 74%	172 72%	188 81% dE	168 84% DE	142 81% i	241 74%	189 77%	110 83% I	485 77%	197 79%	190 80%	492 77%	296 76% r	294 83% PR	92 68%	361 81%	87 77%	62 78%	66 77%
User mean	5.7	5.2	6.2 b	5.3	6.0	5.3	6.4	7.5 IJ	4.7	4.0	8.7 IJ	5.9	5.4	4.7	6.1 N	4.8	6.7 P	5.7	6.0 tu	4.6	4.4	6.7 tu
Total mean	4.5	3.8	5.0 B	3.9	4.3	4.3	5.3 D	6.0 IJ	3.5	3.1	7.2 IJ	4.5	4.3	3.8	4.7 N	3.7	5.5 PR	3.9	4.9 TU	3.5	3.4	5.2 u
Google +																						
1 or more	209 24%	92 22%	117 25%	45 22%	60 25%	65 28% G	39 19%	45 26%	75 23%	53 22%	36 27%	152 24%	57 23%	87 37% O	122 19%	108 28% Q	64 18%	37 27% Q	106 24% V	45 40% SUV	19 24% V	9 10%
User mean	6.2	5.5	6.8	5.7	7.1 g	6.9 g	4.3	6.8 j	7.2 J	4.1	6.6 J	5.0	9.5 L	5.3	6.9	4.5	6.5	10.7 Pq	4.8	9.7 S	6.2	11.9 s
Total mean	1.5	1.2	1.7	1.2	1.8 G	1.9 G	0.8	1.7 j	1.7 J	0.9	1.8 J	1.2	2.2 l	1.9	1.3	1.3	1.2	2.9 PQ	1.1	3.9 SUV	1.5	1.2
Instagram																						
1 or more	680 77%	316 75%	364 79%	170 82% Ef	173 73%	174 75%	163 81% E	159 90% IJK	263 81% J	151 62%	107 80% J	496 79%	184 74%	169 71%	511 80% N	302 78%	274 77%	104 77%	375 84% UV	87 77%	56 71%	61 71%
User mean	6.3	5.2	7.3 B	5.5	6.9 D	6.8 d	6.1	6.6 J	6.3 J	4.9	8.0 iJ	6.6 M	5.6	6.0	6.5	5.5	7.0 P	7.0 P	6.4	6.3	5.6	7.9 U
Total mean	4.9	3.9	5.8 B	4.5	5.0	5.1	5.0	6.0 J	5.1 J	3.0	6.4 iJ	5.2 M	4.1	4.3	5.1 n	4.3	5.4 P	5.4 p	5.3 U	4.8	3.9	5.6 u

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

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(Continued)  
STUDENT MONITOR® Spring 2018

162. (HAND CARD) In typical week, how many hours do you spend on each of the following social networking sites?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
<b>LinkedIn</b>																						
1 or more	289 33%	133 32%	156 34%	49 24%	81 34% D	74 32% d	85 42% DeF	100 57% IJK	100 31% K	63 26%	26 20%	198 31%	91 36%	54 23%	235 37% N	120 31% R	140 39% PR	29 21%	155 35%	43 38%	27 34%	29 34%
User mean	3.4	3.2	3.6	2.5	3.6	3.4	3.7	4.8 IJ	1.9	2.8	5.0 i	3.8 M	2.5	3.0	3.5	2.8	3.6	4.7	3.1	2.1	2.4	6.4 STU
Total mean	1.1	1.0	1.2	0.6	1.2 D	1.1 D	1.5 D	2.7 IJK	0.6	0.7	1.0	1.2	0.9	0.7	1.3 N	0.9	1.4 P	1.0	1.1	0.8	0.8	2.2 tu
<b>Pinterest</b>																						
1 or more	251 29%	75 18%	176 38% B	61 29%	64 27%	69 30%	57 28%	56 32%	93 29%	66 27%	36 27%	192 30% M	59 24%	67 28%	184 29%	107 28%	109 31%	35 26%	126 28%	42 37% sV	27 34% v	18 21%
User mean	3.8	3.5	3.9	2.2	3.7 D	4.1 D	5.1 D	4.8 I	3.0	3.3	5.3	3.8	3.6	3.7	3.8	2.7	4.7 P	4.0	4.0	3.0	3.6	5.4
Total mean	1.1	0.6	1.5 B	0.7	1.0	1.2 D	1.5 D	1.5 Ij	0.8	0.9	1.4	1.2	0.9	1.0	1.1	0.8	1.4 P	1.0	1.1	1.1	1.2	1.2
<b>Snapchat</b>																						
1 or more	727 83%	345 82%	382 83%	172 83%	185 78%	192 82%	178 89% dEf	161 91% IJK	276 85% J	184 75%	106 80%	511 81%	216 86% L	199 84%	528 82%	329 85% R	299 84% R	99 73%	374 84%	98 87%	73 92% S	80 93% S
User mean	6.1	5.4	6.8 B	5.5	7.1 DG	6.4	5.5	6.3 J	6.6 J	4.6	7.3 J	6.8 M	4.6	5.6	6.4	5.7	6.4	6.8	6.1	6.6	5.1	6.0
Total mean	5.1	4.4	5.7 B	4.6	5.5	5.3	4.9	5.8 J	5.6 J	3.4	5.8 J	5.5 M	4.0	4.6	5.2	4.8	5.4	5.0	5.1	5.7	4.7	5.6

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

162. (HAND CARD) In typical week, how many hours do you spend on each of the following social networking sites?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
<b>Tumblr</b>																						
1 or more	140 16%	50 12%	90 20% B	39 19%	38 16%	35 15%	28 14%	29 16% k	43 13%	55 22% IK	13 10%	84 13%	56 22% L	44 18%	96 15%	69 18%	48 13%	23 17%	83 19% UV	22 19% uV	8 10%	5 6%
User mean	3.7	3.6	3.8	3.2	4.8	2.8	4.1	3.9	4.9 j	2.4	5.0 j	5.0 M	1.9	2.5	4.3 N	2.5	5.2 P	4.3 P	3.5	3.9	3.8	2.0
Total mean	0.6	0.4	0.7 b	0.6	0.8	0.4	0.6	0.6	0.7	0.5	0.5	0.7	0.4	0.5	0.6	0.4	0.7	0.7	0.7 V	0.8 V	0.4	0.1
<b>Twitter</b>																						
1 or more	454 52%	209 50%	245 53%	126 61% EFG	116 49%	111 48%	101 50%	98 56% k	166 51%	129 53%	61 46%	335 53%	119 48%	132 55%	322 50%	218 56% Q	168 47%	68 50%	243 54% V	70 62% V	44 56% v	35 41%
User mean	5.3	5.3	5.3	5.5	5.4	4.6	5.7	4.9	6.0 J	3.9	7.0 J	5.7 M	4.2	4.8	5.5	4.7	5.3	7.4 P	4.6	6.4 s	6.0	7.2
Total mean	2.7	2.6	2.8	3.4 F	2.6	2.2	2.8	2.7	3.1 J	2.0	3.2	3.0 M	2.0	2.6	2.8	2.6	2.5	3.7	2.5	4.0 S	3.4	2.9
<b>YouTube</b>																						
1 or more	654 74%	332 79% C	322 70%	164 79% eF	170 71%	155 67%	165 82% EF	141 80% J	253 78% J	152 62%	108 81% J	481 76% M	173 69%	172 72%	482 75%	297 76%	261 73%	96 71%	348 78% u	87 77%	53 67%	67 78%
User mean	5.7	5.4	6.0	6.4 g	5.7	5.7	5.0	5.7 J	6.5 J	3.9	6.2 J	6.1 M	4.5	6.1	5.5	5.4	5.1	8.0 PQ	4.9	7.1 S	5.4	8.9 Su
Total mean	4.2	4.3	4.2	5.1 f	4.1	3.8	4.1	4.5 J	5.1 J	2.4	5.0 J	4.7 M	3.1	4.4	4.2	4.1	3.8	5.7 pQ	3.8	5.5 su	3.7	6.9 SU

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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Lowercase letters indicate significance at the 90% level.

STUDENT MONITOR® Spring 2018

## 163. (HAND CARD) TOP 2 BOX SUMMARY - How frequently do you use social media for each of the following activities?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total Answering	824 100	391 100	433 100	194 100	219 100	216 100	195 100	166 100	300 100	236 100	122 100	589 100	235 100	221 100	603 100	370 100	333 100	121 100	435 100	104 100	78 100	84 100
Connecting with friends and family	578 71%	252 65%	326 76% B	130 68%	141 65%	160 75% E	147 77% dE	117 71%	193 65%	165 70%	103 87% HIJ	402 69%	176 76% l	145 66%	433 73% n	236 64%	253 77% P	89 75% P	321 74% Tv	48 47%	67 87% STV	53 65% T
Connecting with friends and family	572 70%	247 63%	325 75% B	126 65%	140 64%	160 74% DE	146 75% DE	119 72% I	185 62%	161 68%	107 88% HIJ	394 67%	178 76% L	139 63%	433 72% N	232 63%	252 76% P	88 73% P	323 74% T	48 46%	65 83% sTV	56 67% T
Searching for interesting content	472 57%	211 54%	261 61% b	119 62% F	120 55%	110 51%	123 63% eF	90 54%	159 53%	129 55%	94 78% HIJ	344 59%	128 55%	122 55%	350 58%	206 56%	195 59%	71 59%	258 59% U	57 55%	34 44%	46 55%
Following trending news	376 80%	150 71%	226 87% B	84 71%	103 86% DG	98 89% DG	91 74%	70 78%	123 77%	114 88% HIK	69 73%	270 78%	106 83%	94 77%	282 81%	178 86% QR	146 75%	52 73%	208 81%	50 88%	26 76%	36 78%
Following celebrities I like	281 34%	114 29%	167 39% B	75 39% Eg	66 30%	80 37%	60 31%	56 34%	102 34%	79 34%	44 36%	221 38% M	60 26%	51 23%	230 38% N	139 38% R	111 33% r	31 26%	163 37% uV	40 40% V	22 28%	19 23%
Following celebrities I like	270 33%	105 27%	165 38% B	67 35% e	59 27%	78 37% E	66 34%	56 34%	89 30%	82 35%	43 36%	200 34%	70 30%	66 30%	204 34%	131 36% R	108 33%	31 26%	160 37% uV	36 35% v	21 27%	18 22%
Following brands I like	263 32%	102 26%	161 37% B	65 34%	66 30%	72 33%	60 31%	44 27%	102 34% hj	62 26%	55 45% HIJ	211 36% M	52 22%	64 29%	199 33%	125 34% R	111 33% R	27 22%	145 33% V	48 46% SUV	22 28%	15 18%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.



STUDENT MONITOR® Spring 2018

## 163. (HAND CARD) How frequently do you use social media for each of the following activities?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	824 100	391 100	433 100	194 100	219 100	216 100	195 100	166 100	300 100	236 100	122 100	589 100	235 100	221 100	603 100	370 100	333 100	121 100	435 100	104 100	78 100	84 100
Connecting with friends and family																						
Never	41 5%	25 6% c	16 4%	11 6%	14 6% g	11 5%	5 3%	13 8% J	18 6% J	4 2%	6 5%	27 5%	14 6%	15 7%	26 4%	15 4%	20 6%	6 5%	15 3%	11 11% SUV	2 3%	2 2%
Sometimes	210 25%	119 30% C	91 21%	57 29% F	65 30% Fg	44 20%	44 23%	34 20% K	97 32% HK	71 30% HK	8 7%	167 28% M	43 18%	67 30% o	143 24%	123 33% QR	60 18%	27 22%	96 22% u	45 43% SUV	11 14%	26 31% U
Most of the time	296 36%	143 37%	153 35%	73 38%	67 31%	94 44% EG	62 32%	70 42% I	89 30%	83 35%	54 44% Ij	192 33%	104 44% L	77 35%	219 36%	128 35%	125 38%	43 36%	168 39% T	23 22%	37 47% TV	27 32%
Always	276 33%	104 27%	172 40% B	53 27%	73 33%	66 31%	84 43% DEF	49 30%	96 32%	78 33%	53 43% HIj	202 34%	74 31%	62 28%	214 35% N	104 28%	127 38% P	45 37% p	155 36% T	25 24%	28 36% t	29 35%
Following celebrities I like																						
Never	171 21%	107 27% C	64 15%	35 18%	45 21%	55 25% dg	36 18%	29 17%	58 19%	64 27% HIK	20 16%	120 20%	51 22%	54 24%	117 19%	70 19%	69 21%	32 26% p	85 20% t	13 12%	30 38% ST	27 32% ST
Sometimes	368 45%	169 43%	199 46%	80 41%	108 49% dF	81 38%	99 51% dF	79 48% j	140 47% j	91 39%	58 48%	247 42%	121 51% L	115 52% O	253 42%	158 43%	152 46%	58 48%	187 43% u	48 46% u	26 33%	38 45%
Most of the time	186 23%	86 22%	100 23%	47 24%	51 23%	48 22%	40 21%	40 24%	73 24%	46 19%	27 22%	139 24%	47 20%	33 15%	153 25% N	99 27% R	72 22% R	15 12%	101 23%	31 30% UV	13 17%	14 17%
Always	95 12%	28 7%	67 15% B	28 14% E	15 7%	32 15% E	20 10%	16 10%	29 10%	33 14%	17 14%	82 14% M	13 6%	18 8%	77 13% N	40 11%	39 12%	16 13%	62 14% tv	9 9% 9	9 12%	5 6%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.



163. (HAND CARD) How frequently do you use social media for each of the following activities?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Following brands I like																						
Never	176 21%	97 25% C	79 18%	38 20%	36 16%	55 25% E	47 24% e	40 24% k	62 21%	55 23% k	19 16%	122 21%	54 23%	54 24%	122 20%	55 15%	82 25% P	39 32% P	81 19%	13 12%	33 42% ST	27 32% ST
Sometimes	383 46%	192 49%	191 44%	90 46%	117 53% Fg	88 41%	88 45%	81 49%	136 45%	118 50% k	48 39%	255 43%	128 54% L	102 46%	281 47%	189 51% Q	139 42%	55 45%	208 48% U	43 41% u	23 29%	42 50% U
Most of the time	177 21%	81 21%	96 22%	49 25% f	49 22%	40 19%	39 20%	34 20%	71 24% J	38 16%	34 28% J	140 24% M	37 16%	39 18%	138 23% n	90 24% R	74 22% R	13 11%	93 21%	37 36% SUV	14 18%	13 15%
Always	86 10%	21 5%	65 15% B	16 8%	17 8%	32 15% DE	21 11%	10 6%	31 10% h	24 10%	21 17% Hij	71 12% M	15 6%	25 11%	61 10%	35 9%	37 11%	14 12%	52 12% V	11 11% V	8 10% V	2 2%
Searching for interesting content																						
Never	51 6%	28 7%	23 5%	11 6%	13 6%	13 6%	14 7%	10 6%	26 9% J	7 3%	8 7%	39 7%	12 5%	14 6%	37 6%	17 5%	23 7%	11 9%	27 6%	7 7%	3 4%	4 5%
Sometimes	298 36%	151 39%	147 34%	62 32%	86 39% G	92 43% DG	58 30%	66 40% K	114 38% K	99 42% K	19 16%	204 35%	94 40%	84 38%	214 35%	145 39%	114 34%	39 32%	149 34%	40 38%	41 53% Stv	33 39%
Most of the time	312 38%	157 40%	155 36%	78 40%	81 37%	73 34%	80 41%	62 37%	105 35%	80 34%	65 53% HIJ	223 38%	89 38%	81 37%	231 38%	131 35%	140 42% p	41 34%	176 40% U	34 33%	18 23%	28 33%
Always	160 19%	54 14%	106 24% B	41 21%	39 18%	37 17%	43 22%	28 17%	54 18%	49 21%	29 24%	121 21%	39 17%	41 19%	119 20%	75 20%	55 17%	30 25% q	82 19%	23 22%	16 21%	18 21%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

163. (HAND CARD) How frequently do you use social media for each of the following activities?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Following trending new																						
Never	115 14%	73 19% C	42 10%	28 14%	25 11%	29 13%	33 17%	16 10%	58 19% HJ	22 9%	19 16% j	95 16% M	20 9%	29 13%	86 14%	41 11%	51 15% p	23 19% P	63 14%	15 14%	9 12%	9 11%
Sometimes	328 40%	167 43%	161 37%	79 41%	90 41%	89 41%	70 36%	79 48% iK	118 39% K	98 42% K	33 27%	221 38%	107 46% L	95 43%	233 39%	148 40%	135 41%	45 37%	160 37%	39 38%	43 55% ST	39 46%
Most of the time	274 33%	120 31%	154 36%	62 32%	71 32%	72 33%	69 35%	52 31%	95 32%	75 32%	52 43% HIJ	189 32%	85 36%	65 29%	209 35%	129 35%	112 34%	33 27%	148 34% U	41 39% U	18 23%	30 36% u
Always	102 12%	30 8%	72 17% B	22 11%	32 15%	26 12%	22 11%	18 11%	28 9%	39 17% hI	17 14%	81 14% M	21 9%	29 13%	73 12%	49 13%	34 10%	19 16%	60 14% V	9 9%	8 10%	6 7%
Connecting with friends and family																						
Never	37 4%	22 6%	15 3%	11 6%	13 6%	7 3%	6 3%	7 4% j	23 8% JK	3 1%	4 3%	29 5%	8 3%	10 5%	27 4%	11 3%	19 6% p	7 6%	14 3%	10 10% SUV	2 3%	2 2%
Sometimes	200 24%	113 29% C	87 20%	51 26%	63 29% fG	47 22%	39 20%	40 24% K	81 27% K	68 29% K	11 9%	151 26%	49 21%	64 29% o	136 23%	119 32% QR	58 17%	23 19%	96 22% U	45 43% SU	8 10%	27 32% sU
Most of the time	300 36%	138 35%	162 37%	70 36%	64 29%	95 44% E	71 36%	68 41% I	93 31%	85 36%	54 44% I	198 34%	102 43% L	80 36%	220 36%	127 34%	132 40%	41 34%	169 39% T	24 23%	37 47% TV	27 32%
Always	278 34%	114 29%	164 38% B	60 31%	77 35%	65 30%	76 39% df	49 30%	100 33%	80 34%	49 40% h	204 35%	74 31%	65 29%	213 35%	109 29%	121 36% p	48 40% P	152 35% T	24 23%	30 38% T	26 31%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

163. (HAND CARD) How frequently do you use social media for each of the following activities?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Following celebrities I like																						
Never	177 21%	119 30%	58 13%	41 21%	53 24%	45 21%	38 19%	29 17%	77 26%	49 21%	22 18%	140 24%	37 16%	46 21%	131 22%	77 21%	66 20%	34 28%	87 20%	24 23%	19 24%	27 32%
		C							Hk			M						q				S
Sometimes	368 45%	162 41%	206 48%	84 43%	106 48%	89 41%	89 46%	81 49%	131 44%	103 44%	53 43%	241 41%	127 54%	108 49%	260 43%	156 42%	158 47%	54 45%	183 42%	44 42%	38 49%	37 44%
			b										L									
Most of the time	164 20%	72 18%	92 21%	38 20%	36 16%	46 21%	44 23%	42 25%	52 17%	41 17%	29 24%	119 20%	45 19%	34 15%	130 22%	79 21%	70 21%	15 12%	94 22%	19 18%	11 14%	14 17%
								Ij							N	R	R		u			
Always	106 13%	33 8%	73 17%	29 15%	23 11%	32 15%	22 11%	14 8%	37 12%	41 17%	14 11%	81 14%	25 11%	32 14%	74 12%	52 14%	38 11%	16 13%	66 15%	17 16%	10 13%	4 5%
			B						H									V	V	V		

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

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STUDENT MONITOR® Spring 2018

## 164. (HAND CARD) What would convince you to follow a brand on social media?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	827 100	394 100	433 100	194 100	222 100	216 100	195 100	170 100	300 100	235 100	122 100	588 100	239 100	221 100	606 100	370 100	333 100	124 100	434 100	104 100	78 100	84 100
I'd have to like what they sell	364 44%	150 38%	214 49% B	72 37%	99 45%	104 48% D	89 46% d	76 45%	119 40%	99 42%	70 57% HIJ	242 41%	122 51% L	96 43%	268 44%	147 40%	173 52% PR	44 35%	204 47% T	31 30%	46 59% STV	36 43% t
I already follow brands on social media	312 38%	145 37%	167 39%	74 38%	78 35%	83 38%	77 39%	58 34%	101 34%	94 40%	59 48% HI	228 39%	84 35%	77 35%	235 39%	138 37%	135 41% r	39 31%	183 42% TUV	31 30% v	20 26%	15 18%
The content would need to be funny	182 22%	94 24%	88 20%	31 16%	52 23% d	59 27% D	40 21%	43 25% K	61 20% K	64 27% iK	14 11%	108 18%	74 31% L	59 27% o	123 20%	79 21%	78 23%	25 20%	93 21% T	8 8%	30 38% ST	27 32% ST
The content would be informational	166 20%	74 19%	92 21%	26 13%	48 22% D	46 21% D	46 24% D	20 12%	42 14%	78 33% HIK	26 21% Hi	104 18%	62 26% L	59 27% O	107 18%	71 19%	73 22%	22 18%	83 19% t	13 12%	22 28% sT	27 32% ST
The brand cares about social issues	150 18%	55 14%	95 22% B	25 13%	41 18%	53 25% DG	31 16%	22 13%	42 14%	60 26% HI	26 21% hi	81 14%	69 29% L	60 27% O	90 15%	67 18%	59 18%	24 19%	56 13%	16 15%	27 35% ST	21 25% S
Other	15 2%	7 2%	8 2%	2 1%	4 2%	3 1%	6 3%	4 2%	4 1%	6 3%	1 1%	12 2%	3 1%	1 *%	14 2% N	9 2%	4 1%	2 2%	9 2%	1 1%	2 3%	2 2%
Nothing	151 18%	80 20%	71 16%	49 25% EFG	36 16%	36 17%	30 15%	24 14%	75 25% HJK	42 18% K	10 8%	117 20% M	34 14%	46 21%	105 17%	73 20% q	50 15%	28 23% q	58 13%	37 36% SUV	14 18%	17 20%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

STUDENT MONITOR® Spring 2018

## 165. (HAND CARD) How many brands do you follow on each of the following social media Sites?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	877 100	420 100	457 100	205 100	238 100	233 100	201 100	174 100	326 100	244 100	133 100	629 100	248 100	236 100	641 100	387 100	356 100	134 100	446 100	113 100	79 100	86 100
Facebook																						
None	491 56%	236 56%	255 56%	121 59%	147 62%	133 57%	90 45%	91 52%	205 63%	139 57%	56 42%	346 55%	145 58%	139 59%	352 55%	227 59%	178 50%	86 64%	211 47%	77 68%	54 68%	62 72%
				G	G	G		k	HK	K						Q		Q		S	S	S
1 or more	386 44%	184 44%	202 44%	84 41%	91 38%	100 43%	111 55%	83 48%	121 37%	105 43%	77 58%	283 45%	103 42%	97 41%	289 45%	160 41%	178 50%	48 36%	235 53%	36 32%	25 32%	24 28%
							DEF	I			hIJ						PR		TUV			
Total mean	3.9	3.7	4.1	3.2	3.2	4.0	5.3 DEf	3.5 i	2.6	4.5 I	6.2 HIj	4.0	3.6	3.5	4.0	3.6	4.5 pR	3.1	4.7 TUV	2.5	1.9	2.0
User mean	8.8	8.4	9.3	7.8	8.4	9.2	9.6 d	7.4	7.1	10.6 HI	10.7 HI	8.9	8.8	8.5	9.0	8.6	9.0	8.8	8.9 U	8.0	6.1	7.2
Instagram																						
None	377 43%	199 47%	178 39%	86 42%	110 46%	99 42%	82 41%	66 38%	134 41%	128 52%	49 37%	263 42%	114 46%	117 50%	260 41%	157 41%	154 43%	66 49%	153 34%	44 39%	46 58%	51 59%
		C								HIK				O				p		ST	ST	
1 or more	495 56%	218 52%	277 61%	119 58%	127 53%	131 56%	118 59%	108 62%	192 59%	112 46%	83 62%	361 57%	134 54%	118 50%	377 59%	230 59%	198 56%	67 50%	290 65%	69 61%	33 42%	34 40%
			B					J	J		J			N	r			UV	UV			
Total mean	4.9	4.2	5.6 B	4.8	4.3	4.9	5.7 E	4.2	4.3	5.3	6.4 HI	5.1 m	4.2	4.5	5.0	4.7	5.2	4.5	5.6 tUV	4.4 v	3.4	2.4
User mean	8.6	8.0	9.1 b	8.2	8.0	8.6	9.7 E	6.8	7.3	11.4 HI	10.2 HI	8.9	7.9	9.0	8.5	7.9	9.3 p	8.9	8.5 v	7.2	8.2	6.0
Snapchat																						

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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STUDENT MONITOR® Spring 2018

165. (HAND CARD) How many brands do you follow on each of the following social media Sites?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
None	665 76%	312 74%	353 77%	169 82% eFg	181 76%	165 71%	150 75%	119 68%	265 81% Hj	182 75%	99 74%	478 76%	187 75%	164 69%	501 78% N	295 76%	273 77%	97 72%	326 73%	83 73%	69 87% ST	79 92% ST
1 or more	210 24%	107 25%	103 23%	36 18%	57 24% d	66 28% D	51 25% d	55 32% I	61 19%	60 25% i	34 26%	149 24%	61 25%	71 30% O	139 22%	92 24%	82 23%	36 27%	119 27% UV	30 27% UV	10 13%	7 8%
Total mean	1.6	1.5	1.7	0.9	1.6 d	1.9 D	1.9 D	1.7 I	0.9	2.5 Ik	1.5 i	1.6	1.5	1.6	1.6	1.4	1.5	2.3 p	2.0 tUV	1.3 V	0.8	0.4
User mean	6.6	6.0	7.3	5.2	6.7	6.6	7.6 d	5.3	4.7	10.2 HIK	5.9	6.9	6.0	5.2	7.4 N	6.1	6.5	8.4 p	7.7 TV	4.9	6.0	4.7
Twitter																						
None	575 66%	271 65%	304 67%	125 61%	153 64%	154 66%	143 71% D	108 62%	229 70% hJ	151 62%	87 65%	410 65%	165 67%	154 65%	421 66%	238 61%	243 68% p	94 70% p	284 64%	63 56%	53 67%	72 84% STU
1 or more	302 34%	149 35%	153 33%	80 39% G	85 36%	79 34%	58 29%	66 38% i	97 30%	93 38% I	46 35%	219 35%	83 33%	82 35%	220 34%	149 39% qr	113 32%	40 30%	162 36% V	50 44% V	26 33% V	14 16%
Total mean	3.0	3.2	2.9	3.1	2.9	3.1	3.0	2.8	2.0	4.0 hI	4.1 I	3.2	2.6	3.4	2.9	2.9	3.3	2.6	3.3 V	3.3 V	3.0 V	0.7
User mean	8.8	9.0	8.7	7.9	8.2	9.2	10.6	7.4	6.8	10.5 HI	11.7 hI	9.3	7.8	9.8	8.5	7.6	10.5 p	8.6	9.0 V	7.6 V	9.1 V	4.3

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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Lowercase letters indicate significance at the 90% level.

STUDENT MONITOR® Spring 2018

166. (HAND CARD) Which of the following do you use to get information about or engage with brands?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	824 100	392 100	432 100	191 100	222 100	217 100	194 100	168 100	299 100	235 100	122 100	589 100	235 100	218 100	606 100	368 100	333 100	123 100	434 100	103 100	78 100	84 100
Brand's Instagram account	364 44%	145 37%	219 51%	86 45%	98 44%	92 42%	88 45%	69 41%	127 42%	99 42%	69 57%	270 46%	94 40%	79 36%	285 47%	163 44%	149 45%	52 42%	220 51%	41 40%	29 37%	25 30%
			B								HIJ				N				TUV			
Brand's Facebook account	266 32%	115 29%	151 35%	63 33%	72 32%	59 27%	72 37%	50 30%	73 24%	82 35%	61 50%	201 34%	65 28%	60 28%	206 34%	117 32%	122 37%	27 22%	169 39%	22 21%	13 17%	17 20%
			b				F			I	HIJ	m			n	R	R		TUV			
eMail from Brand	239 29%	93 24%	146 34%	48 25%	65 29%	62 29%	64 33%	38 23%	80 27%	83 35%	38 31%	150 25%	89 38%	60 28%	179 30%	97 26%	106 32%	36 29%	130 30%	18 17%	32 41%	30 36%
			B				d			HI			L						T		sT	T
Brand's Twitter account	232 28%	109 28%	123 28%	62 32%	64 29%	65 30%	41 21%	50 30%	72 24%	76 32%	34 28%	177 30%	55 23%	52 24%	180 30%	100 27%	104 31%	28 23%	137 32%	25 24%	26 33%	8 10%
			G		g	G				I		M			n		r		V	V	V	
Brand's Snapchat account	135 16%	57 15%	78 18%	28 15%	32 14%	42 19%	33 17%	28 17%	43 14%	41 17%	23 19%	101 17%	34 14%	28 13%	107 18%	61 17%	53 16%	21 17%	82 19%	10 10%	7 9%	10 12%
															n				TUV			
Brand's YouTube account	103 12%	49 12%	54 12%	32 17%	27 12%	28 13%	16 8%	20 12%	32 11%	31 13%	20 16%	77 13%	26 11%	26 12%	77 13%	43 12%	35 11%	25 20%	56 13%	7 7%	8 10%	12 14%
			G															PQ	T			t
Text from Brand	76 9%	34 9%	42 10%	14 7%	25 11%	17 8%	20 10%	5 3%	36 12%	22 9%	13 11%	63 11%	13 6%	7 3%	69 11%	30 8%	37 11%	9 7%	42 10%	6 6%	10 13%	7 8%
									H	H	H	M			N							
Campus newspaper	28 3%	15 4%	13 3%	6 3%	4 2%	11 5%	7 4%	5 3%	7 2%	6 3%	10 8%	16 3%	12 5%	13 6%	15 2%	13 4%	11 3%	4 3%	16 4%	2 2%	2 3%	0 0
						e					hIJ			O								
Podcasts from Brand	19 2%	14 4%	5 1%	5 3%	3 1%	5 2%	6 3%	5 3%	5 2%	8 3%	1 1%	15 3%	4 2%	4 2%	15 2%	13 4%	6 2%	0 0	10 2%	3 3%	2 3%	0 0
		C								k												
Other	22 3%	11 3%	11 3%	6 3%	5 2%	4 2%	7 4%	1 1%	5 2%	10 4%	6 5%	18 3%	4 2%	4 2%	18 3%	6 2%	10 3%	6 5%	15 3%	1 1%	1 1%	0 0
										Hi	H								t			

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

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(Continued)  
STUDENT MONITOR® Spring 2018

166. (HAND CARD) Which of the following do you use to get information about or engage with brands?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
None of these	202 25%	113 29%	89 21%	46 24%	56 25%	52 24%	48 25%	38 23%	92 31%	54 23%	18 15%	155 26%	47 20%	59 27%	143 24%	97 26%	75 23%	30 24%	89 21%	35 34%	14 18%	35 42%
		C						k	hJK	k		M								SU		SU

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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STUDENT MONITOR® Spring 2018

## 167. (HAND CARD) What types of information do you like to receive from brands via text?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	822 100	391 100	431 100	193 100	221 100	217 100	191 100	170 100	298 100	234 100	120 100	586 100	236 100	217 100	605 100	369 100	330 100	123 100	432 100	103 100	77 100	83 100
Discount codes	470 57%	206 53%	264 61%	107 55%	145 66%	118 54%	100 52%	89 52%	169 57%	138 59%	74 62%	324 55%	146 62%	116 53%	354 59%	218 59%	197 60%	55 45%	225 52%	50 49%	63 82%	62 75%
			B		DFG								1			R	R				ST	ST
Event promotions	265 32%	107 27%	158 37%	44 23%	85 38%	77 35%	59 31%	40 24%	95 32%	91 39%	39 32%	179 31%	86 36%	78 36%	187 31%	113 31%	117 35%	35 28%	116 27%	30 29%	37 48%	43 52%
			B		D	D	d		H	Hi	h										ST	ST
New product alerts	175 21%	69 18%	106 25%	39 20%	50 23%	58 27%	28 15%	23 14%	63 21%	78 33%	11 9%	116 20%	59 25%	65 30%	110 18%	93 25%	62 19%	20 16%	73 17%	29 28%	22 29%	23 28%
			B		G	G			HK	HIK				O		QR				S	S	S
Customer support (i.e bill payment, product returns, etc.)	165 20%	61 16%	104 24%	38 20%	43 19%	47 22%	37 19%	17 10%	57 19%	61 26%	30 25%	113 19%	52 22%	51 24%	114 19%	56 15%	83 25%	26 21%	70 16%	24 23%	31 40%	17 20%
			B						H	Hi	H					P					STV	
Other	9 1%	5 1%	4 1%	3 2%	4 2%	0 0	2 1%	3 2%	0 0	6 3%	0 0	6 1%	3 1%	2 1%	7 1%	2 1%	0 0	7 6%	5 1%	1 1%	0 0	0 0
																	P					
No interest in receiving information from brands via text	267 32%	142 36%	125 29%	67 35%	54 24%	77 35%	69 36%	55 32%	97 33%	77 33%	38 32%	200 34%	67 28%	70 32%	197 33%	113 31%	107 32%	47 38%	166 38%	27 26%	12 16%	19 23%
		C		E		E	E												TUV	u		

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

STUDENT MONITOR® Spring 2018

## 168. (HAND CARD) Which of these music-related web sites have you visited this term?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	827 100	393 100	434 100	194 100	222 100	217 100	194 100	170 100	300 100	235 100	122 100	589 100	238 100	220 100	607 100	371 100	333 100	123 100	434 100	104 100	78 100	84 100
Spotify	458 55%	213 54%	245 56%	104 54%	126 57%	119 55%	109 56%	98 58%	185 62%	91 39%	84 69%	338 57%	120 50%	86 39%	372 61%	198 53%	200 60%	60 49%	268 62%	44 42%	32 41%	46 55%
								J	J		HJ	m		N		pR		TU			tu	
AppleMusic	237 29%	108 27%	129 30%	67 35%	59 27%	60 28%	51 26%	50 29%	103 34%	47 20%	37 30%	168 29%	69 29%	51 23%	186 31%	107 29%	88 26%	42 34%	130 30%	35 34%	26 33%	17 20%
				eg				J	J		J			N				V	V	v		
Soundcloud	226 27%	124 32%	102 24%	57 29%	55 25%	53 24%	61 31%	54 32%	69 23%	33 14%	70 57%	161 27%	65 27%	50 23%	176 29%	84 23%	111 33%	31 25%	124 29%	20 19%	21 27%	26 31%
		C						IJ	J		HIJ			n		Pr		T			t	
Pandora	224 27%	81 21%	143 33%	56 29%	51 23%	64 29%	53 27%	38 22%	99 33%	51 22%	36 30%	189 32%	35 15%	60 27%	164 27%	102 27%	86 26%	36 29%	118 27%	39 38%	23 29%	11 13%
			B					HJ				M						V	SV	V		
Amazon Prime Music	106 13%	54 14%	52 12%	30 15%	27 12%	29 13%	20 10%	13 8%	35 12%	41 17%	17 14%	71 12%	35 15%	40 18%	66 11%	53 14%	32 10%	21 17%	68 16%	12 12%	5 6%	4 5%
								Hi	h					O		q		Q	UV	v		
Apple iTunes Music Store	103 12%	53 13%	50 12%	22 11%	30 14%	19 9%	32 16%	13 8%	33 11%	25 11%	32 26%	73 12%	30 13%	30 14%	73 12%	34 9%	51 15%	18 15%	69 16%	3 3%	5 6%	1 1%
							F				HIJ						P		TUV		v	
GooglePlay	49 6%	28 7%	21 5%	10 5%	10 5%	10 5%	19 10%	4 2%	10 3%	31 13%	4 3%	36 6%	13 5%	17 8%	32 5%	23 6%	19 6%	7 6%	31 7%	4 4%	1 1%	2 2%
							dEF			HIK								UV				
MTV	39 5%	19 5%	20 5%	12 6%	12 5%	8 4%	7 4%	8 5%	12 4%	13 6%	6 5%	22 4%	17 7%	11 5%	28 5%	18 5%	9 3%	12 10%	23 5%	6 6%	3 4%	3 4%
													1				pQ					
Tidal	34 4%	20 5%	14 3%	9 5%	9 4%	7 3%	9 5%	3 2%	13 4%	14 6%	4 3%	24 4%	10 4%	8 4%	26 4%	16 4%	7 2%	11 9%	23 5%	5 5%	0 0	0 0
									h	H						q		pQ				
eBay	27 3%	12 3%	15 3%	3 2%	5 2%	8 4%	11 6%	2 1%	9 3%	12 5%	4 3%	25 4%	2 1%	4 2%	23 4%	13 4%	11 3%	3 2%	21 5%	3 3%	1 1%	1 1%
							De			H		M			n			UV				

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

168. (HAND CARD) Which of these music-related web sites have you visited this term?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Yahoo	27 3%	16 4%	11 3%	6 3%	5 2%	4 2%	12 6% EF	3 2%	9 3% k	14 6% HK	1 1%	23 4% m	4 2%	11 5%	16 3%	10 3%	6 2%	11 9% PQ	17 4%	4 4%	2 3%	0 0
VH1	26 3%	13 3%	13 3%	6 3%	9 4%	4 2%	7 4%	4 2%	5 2%	14 6% hIk	3 2%	23 4% M	3 1%	3 1%	23 4% N	17 5% Q	1 *% Q	8 7% Q	18 4% v	3 3%	2 3%	1 1%
MTV2	19 2%	13 3% c	6 1%	5 3%	7 3%	3 1%	4 2%	3 2%	5 2%	7 3%	4 3%	16 3%	3 1%	3 1%	16 3%	13 4% Q	1 *% Q	5 4% Q	13 3%	2 2%	1 1%	0 0
mtvU	11 1%	8 2% c	3 1%	1 1%	3 1%	1 *%	6 3% dF	0 0	3 1%	8 3% i	0 0	8 1%	3 1%	2 1%	9 1%	4 1%	3 1%	4 3%	6 1%	2 2%	0 0	0 0
None of these	118 14%	50 13%	68 16%	20 10%	40 18% D	34 16%	24 12%	16 9%	19 6%	72 31% HIK	11 9%	65 11%	53 22% L	58 26% O	60 10%	62 17% Q	38 11%	18 15%	39 9%	11 11%	18 23% ST	24 29% ST

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

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STUDENT MONITOR® Spring 2018

169. (HAND CARD) Which of these music-related web sites have you downloaded or streamed free music from this term?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	823 100	391 100	432 100	190 100	221 100	218 100	194 100	169 100	301 100	233 100	120 100	587 100	236 100	219 100	604 100	369 100	332 100	122 100	430 100	105 100	78 100	83 100
Spotify	375 46%	180 46%	195 45%	72 38%	111 50% D	97 44%	95 49% D	85 50% J	151 50% J	81 35%	58 48% J	265 45%	110 47%	68 31%	307 51% N	159 43%	163 49%	53 43%	211 49% TU	36 34%	22 28%	43 52% TU
Soundcloud	205 25%	107 27%	98 23%	57 30% F	55 25%	44 20%	49 25%	37 22% J	76 25% J	28 12%	64 53% HIJ	161 27% M	44 19%	44 20%	161 27% N	82 22%	98 30% PR	25 20%	114 27%	26 25%	17 22%	18 22%
Pandora	199 24%	81 21%	118 28% B	53 28% e	44 20%	54 25%	48 25%	36 21%	83 28%	52 22%	28 23%	166 28% M	33 14%	56 26%	143 24%	94 25%	74 22%	31 25%	111 26% V	37 35% sV	19 24% V	10 12%
Amazon	61 7%	34 9%	27 6%	14 7%	15 7%	18 8%	14 7%	9 5%	17 6%	26 11% HI	9 8%	40 7%	21 9%	23 11% o	38 6%	24 7%	23 7%	14 11%	41 10% U	7 7%	3 4%	0 0%
GooglePlay	29 4%	16 4%	13 3%	7 4%	3 1%	6 3%	13 7% Ef	2 1%	9 3%	16 7% HIK	2 2%	23 4%	6 3%	8 4%	21 3%	9 2%	16 5% p	4 3%	17 4% u	3 3%	1 1%	2 2%
eBay	22 3%	15 4% c	7 2%	4 2%	7 3%	9 4% G	2 1%	8 5% i	5 2%	5 2%	4 3%	15 3%	7 3%	7 3%	15 2%	15 4% Q	4 1%	3 2%	18 4%	2 2%	0 0%	0 0%
MTV2	15 2%	5 1%	10 2%	2 1%	5 2%	3 1%	5 3%	5 3% i	2 1%	6 3% i	2 2%	10 2%	5 2%	3 1%	12 2%	9 2%	3 1%	3 2%	8 2%	2 2%	0 0%	0 0%
Yahoo	15 2%	10 3%	5 1%	3 2%	4 2%	1 *%	7 4% F	1 1%	5 2%	7 3% h	2 2%	12 2%	3 1%	2 1%	13 2%	6 2%	0 0%	9 7% P	11 3%	1 1%	1 1%	1 1%
MTV	14 2%	7 2%	7 2%	5 3%	5 2%	2 1%	2 1%	4 2%	4 1%	5 2%	1 1%	8 1%	6 3%	5 2%	9 1%	7 2% Q	1 *% Q	6 5% Q	7 2%	2 2%	1 1%	1 1%
mtvU	12 1%	8 2%	4 1%	2 1%	7 3% F	1 *%	2 1%	0 0%	3 1%	6 3%	3 2%	11 2% M	1 *%	2 1%	10 2%	8 2% Q	1 *%	3 2%	7 2%	4 4%	0 0%	0 0%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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Lowercase letters indicate significance at the 90% level.

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STUDENT MONITOR® Spring 2018

169. (HAND CARD) Which of these music-related web sites have you downloaded or streamed free music from this term?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
VH1	10 1%	4 1%	6 1%	1 1%	2 1%	4 2%	3 2%	2 1%	2 1%	4 2%	2 2%	7 1%	3 1%	1 *%	9 1%	6 2% q	1 *%	3 2%	5 1%	1 1%	1 1%	1 1%
None of these	207 25%	87 22%	120 28% b	43 23%	62 28%	60 28%	42 22%	37 22%	65 22%	79 34% HIK	26 22%	134 23%	73 31% L	79 36% O	128 21%	97 26%	76 23%	34 28%	85 20%	23 22%	30 38% ST	31 37% ST

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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STUDENT MONITOR® Spring 2018

170. (HAND CARD) Which of these music-related web sites have you downloaded or streamed paid music from this term?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	825 100	390 100	435 100	193 100	221 100	217 100	194 100	170 100	301 100	233 100	121 100	588 100	237 100	219 100	606 100	371 100	331 100	123 100	432 100	105 100	78 100	84 100
Spotify	337 41%	166 43%	171 39%	66 34%	97 44% D	99 46% D	75 39%	78 46% J	143 48% J	56 24%	60 50% J	239 41%	98 41%	63 29%	274 45% N	146 39% r	153 46% pR	38 31%	204 47% TUV	31 30%	24 31%	22 26%
AppleMusic	193 23%	91 23%	102 23%	51 26%	55 25%	45 21%	42 22%	42 25% J	86 29% J	35 15%	30 25% J	137 23%	56 24%	37 17%	156 26% N	75 20%	81 24%	37 30% P	103 24% V	26 25% V	24 31% V	11 13%
Soundcloud	71 9%	45 12% C	26 6%	21 11% f	21 10%	13 6%	16 8%	11 6%	26 9% J	9 4%	25 21% HIJ	48 8%	23 10%	22 10%	49 8%	33 9% R	34 10% R	4 3%	36 8%	9 9%	5 6%	4 5%
Amazon Prime Music	50 6%	22 6%	28 6%	17 9% e	9 4%	12 6%	12 6%	7 4%	15 5%	20 9% h	8 7%	32 5%	18 8%	20 9% o	30 5%	24 6%	16 5%	10 8%	30 7% U	7 7%	2 3%	5 6%
Pandora Premium	35 4%	17 4%	18 4%	6 3%	10 5%	8 4%	11 6%	3 2%	11 4%	15 6% H	6 5%	30 5% M	5 2%	7 3%	28 5%	18 5%	12 4%	5 4%	25 6% UV	3 3%	1 1%	1 1%
GooglePlay	28 3%	22 6% C	6 1%	5 3%	11 5% f	4 2%	8 4%	5 3%	7 2%	13 6% i	3 2%	19 3%	9 4%	11 5%	17 3%	12 3%	10 3%	6 5%	16 4% v	5 5%	1 1%	1 1%
eBay	13 2%	12 3% C	1 *	3 2%	3 1%	6 3% g	1 1%	4 2%	5 2%	1 *	3 2%	9 2%	4 2%	6 3%	7 1%	8 2%	3 1%	2 2%	11 3%	1 1%	0 0	0 0
MTV2	13 2%	6 2%	7 2%	3 2%	4 2%	3 1%	3 2%	5 3%	3 1%	3 1%	2 2%	8 1%	5 2%	5 2%	8 1%	6 2%	4 1%	3 2%	8 2%	3 3%	0 0	0 0
MTV	10 1%	7 2%	3 1%	5 3%	2 1%	3 1%	0 0	3 2%	4 1%	2 1%	1 1%	4 1%	6 3% 1	5 2%	5 1%	5 1%	2 1%	3 2%	5 1%	1 1%	1 1%	0 0
mtvU	1 *%	1 *%	0 0	0 0	1 *%	0 0	0 0	0 0	0 0	1 *%	0 0	1 *%	0 0	0 0	1 *%	1 *%	0 0	0 0	0 0	0 0	0 0	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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Lowercase letters indicate significance at the 90% level.

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170. (HAND CARD) Which of these music-related web sites have you downloaded or streamed paid music from this term?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
None of these	256 31%	111 28%	145 33%	60 31%	67 30%	64 29%	65 34%	39 23%	78 26%	110 47%	29 24%	188 32%	68 29%	100 46%	156 26%	126 34%	90 27%	40 33%	101 23%	43 41%	28 36%	47 56%
									HIK					O		q				S	S	STU

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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STUDENT MONITOR® Spring 2018

## 174. (HAND CARD) How frequently do you buy something online?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	429 100	207 100	222 100	101 100	104 100	123 100	101 100	87 100	151 100	125 100	66 100	308 100	121 100	109 100	320 100	171 100	197 100	61 100	216 100	49 100	52 100	48 100
Daily	10 2%	6 3%	4 2%	4 4%	1 1%	3 2%	2 2%	4 5%	3 2%	1 1%	2 3%	9 3% m	1 1%	2 2%	8 2%	6 4%	4 2%	0 0	3 1%	4 8% s	1 2%	1 2%
Once a week	48 11%	30 14% C	18 8%	6 6%	8 8%	23 19% DEg	11 11%	13 15% J	26 17% Jk	3 2%	6 9% j	31 10%	17 14%	8 7%	40 12% n	15 9%	29 15% pR	4 7%	30 14% Tv	2 4%	4 8%	3 6%
Two or three times a month	80 19%	32 15%	48 22% b	18 18%	24 23% G	26 21% g	12 12%	17 20%	27 18%	23 18%	13 20%	54 18%	26 21%	21 19%	59 18%	34 20%	36 18%	10 16%	55 25% TUV	5 10%	3 6%	5 10%
Once a month	66 15%	26 13%	40 18%	20 20% Ef	9 9%	14 11%	23 23% EF	17 20% J	29 19% J	7 6%	13 20% J	48 16%	18 15%	17 16%	49 15%	11 6%	37 19% P	18 30% Pq	29 13% s	13 27% s	8 15%	12 25% s
Less than once a month	86 20%	47 23%	39 18%	29 29% F	22 21% F	11 9%	24 24% F	21 24% j	33 22%	18 14%	14 21%	66 21%	20 17%	15 14%	71 22% N	38 22%	31 16%	17 28% q	46 21% u	8 16%	6 12%	11 23%
Never	139 32%	66 32%	73 33%	24 24%	40 38% D	46 37% D	29 29%	15 17%	33 22%	73 58% HIK	18 27%	100 32%	39 32%	46 42% O	93 29%	67 39% qR	60 30% r	12 20%	53 25%	17 35%	30 58% STV	16 33%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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Lowercase letters indicate significance at the 90% level.

STUDENT MONITOR® Spring 2018

175. Thinking about the past year and what you bought online, how much did you spend for each of the following

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	268 100	126 100	142 100	73 100	56 100	73 100	66 100	63 100	106 100	50 100	49 100	193 100	75 100	61 100	207 100	95 100	127 100	46 100	158 100	26 100	21 100	30 100
Apparel, not footwear																						
Buyers	188 70%	78 62%	110 77% B	45 62%	41 73%	57 78% D	45 68%	46 73%	67 63%	37 74%	38 78% i	134 69%	54 72%	42 69%	146 71%	69 73%	90 71%	29 63%	112 71%	22 85% s	14 67%	24 80%
User mean	\$173	\$190	\$160	\$162	\$144	\$212 Eg	\$158	\$183	\$178	\$158	\$163	\$169	\$180	\$174	\$172	\$183	\$174	\$143	\$184 V	\$154	\$261 V	\$115
Books, not textbooks																						
Buyers	98 37%	43 34%	55 39%	18 25%	20 36%	35 48% D	25 38% d	26 41%	37 35%	16 32%	19 39%	59 31%	39 52% L	26 43%	72 35%	40 42%	42 33%	16 35%	57 36%	10 38%	6 29%	16 53% su
User mean	\$128	\$136	\$122	\$134 E	\$57	\$188 EG	\$98	\$126	\$154 J	\$78	\$123	\$154 M	\$89	\$92	\$141	\$156	\$111	\$104	\$122 T	\$58	\$284	\$134 T
Concert/sports tickets																						
Buyers	155 58%	79 63%	76 54%	43 59%	31 55%	47 64%	34 52%	42 67% ij	56 53%	25 50%	32 65%	103 53%	52 69% L	44 72% O	111 54%	55 58%	78 61%	22 48%	102 65% TV	10 38%	13 62% V	9 30%
User mean	\$181	\$170	\$193	\$176	\$166	\$212	\$160	\$156	\$184	\$154	\$230 hj	\$176	\$191	\$202	\$173	\$195 R	\$195 R	\$97	\$207 TU	\$111	\$112	\$132
Downloadable music																						
Buyers	86 32%	45 36%	41 29%	26 36%	18 32%	21 29%	21 32%	24 38% k	32 30%	19 38% k	11 22%	56 29%	30 40% l	26 43% o	60 29%	29 31%	42 33%	15 33%	53 34% V	11 42% V	8 38% V	3 10%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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175. Thinking about the past year and what you bought online, how much did you spend for each of the following

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
User mean	\$41	\$25	\$58 B	\$48	\$35	\$42	\$35	\$33	\$56 HJK	\$33	\$24	\$40	\$42	\$36	\$43	\$39	\$37	\$54	\$41	\$29	\$40	\$120 STU
eTextbooks																						
Buyers	82 31%	44 35%	38 27%	20 27%	18 32%	21 29%	23 35%	14 22%	33 31%	13 26%	22 45% HJ	58 30%	24 32%	20 33%	62 30%	33 35%	37 29%	12 26%	58 37% u	8 31%	4 19%	7 23%
User mean	\$150	\$124	\$181 b	\$148	\$105	\$168	\$172 e	\$68	\$191 H	\$149	\$142 H	\$166	\$113	\$116	\$162	\$136	\$170	\$131	\$157 TV	\$63	\$238	\$93
Food																						
Buyers	129 48%	55 44%	74 52%	32 44%	23 41%	37 51%	37 56% e	33 52%	54 51%	19 38%	23 47%	93 48%	36 48%	27 44%	102 49%	43 45%	66 52%	20 43%	74 47%	15 58%	9 43%	20 67% Su
User mean	\$193	\$201	\$188	\$226	\$183	\$157	\$209	\$162	\$185	\$151	\$292 HIJ	\$195	\$189	\$221	\$186	\$153	\$202	\$253 P	\$190	\$121	\$267	\$238
Footwear																						
Buyers	163 61%	82 65%	81 57%	42 58%	35 62%	53 73% dG	33 50%	40 63%	66 62%	28 56%	29 59%	119 62%	44 59%	35 57%	128 62%	60 63%	74 58%	29 63%	96 61%	19 73%	16 76% v	16 53%
User mean	\$177	\$187	\$166	\$161	\$150	\$214 dEG	\$164	\$170	\$198 K	\$174	\$140	\$181	\$165	\$185	\$174	\$172	\$194 R	\$141	\$178 v	\$188	\$209 v	\$130
Kitchen/bath/bed items																						
Buyers	95 35%	47 37%	48 34%	25 34%	23 41% g	30 41% g	17 26%	24 38%	33 31%	13 26%	25 51% IJ	65 34%	30 40%	22 36%	73 35%	38 40% R	49 39% R	8 17%	59 37% V	14 54% V	7 33%	6 20%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

175. Thinking about the past year and what you bought online, how much did you spend for each of the following

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
User mean	\$120	\$118	\$122	\$82	\$121	\$164 Dg	\$97	\$98	\$152 j	\$87	\$116	\$126	\$108	\$78	\$132 N	\$122	\$123	\$88	\$139 T	\$59	\$104	\$138 t
Printed textbooks																						
Buyers	148 55%	71 56%	77 54%	44 60%	31 55%	38 52%	35 53%	33 52%	57 54% j	19 38%	39 80% HIJ	92 48%	56 75% L	42 69% O	106 51%	54 57%	70 55%	24 52%	88 56%	15 58%	11 52%	19 63%
User mean	\$229	\$228	\$231	\$261 G	\$246	\$222	\$183	\$213	\$268 K	\$228	\$188	\$249 m	\$198	\$214	\$236	\$216	\$229	\$260	\$233 v	\$169	\$285 tv	\$180
Travel/airline tickets																						
Buyers	87 32%	37 29%	50 35%	15 21%	17 30%	27 37% D	28 42% D	23 37% J	31 29% J	7 14%	26 53% hIJ	54 28%	33 44% L	22 36%	65 31%	33 35% R	45 35% R	9 20%	52 33% U	9 35% U	2 10%	13 43% U
User mean	\$345	\$317	\$366	\$329	\$229	\$337	\$433 DEF	\$338	\$364	\$386	\$318	\$323	\$381	\$254	\$376 N	\$334	\$364	\$289	\$351 t	\$221	\$400	\$442 ST

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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Lowercase letters indicate significance at the 90% level.

STUDENT MONITOR® Spring 2018

## LEARNING MATERIALS SUMMARY

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Number of academic courses taken	4.7	4.6	4.8 B	4.7 G	4.8 G	4.7 g	4.5	5.1 IJK	4.6	4.7 K	4.4	4.6	4.9 L	4.8	4.7	4.8 qR	4.7 R	4.4	4.6	4.8 s	4.9 S	4.9 S
Number of required course materials	4.1	3.9	4.3 B	4.3 G	4.3 G	4.1	3.7	3.9	3.9	4.6 HIK	3.7	4.0	4.3 l	4.0	4.1	4.1	4.0	4.1	4.4 TuV	3.6	4.0 V	3.4
Number of required course materials acquired	2.6	2.5	2.7	2.8 G	2.6	2.6	2.3	2.0	2.5 H	3.2 HIK	2.4	2.4	2.9 L	3.0 O	2.4	2.6	2.4	3.1 PQ	2.8 V	2.4	2.6 V	1.9
Number of required course materials acquired with financial aid	1.4	1.2	1.6 B	1.5 g	1.5	1.4	1.1	0.5	1.0 H	2.6 HIK	1.2 H	1.4	1.2	1.8 O	1.2	1.5	1.2	1.4	1.3	1.7 V	1.4	1.1
Number of required course materials borrowed	0.7	0.7	0.6	0.6	0.6	0.8	0.7	1.0 IJK	0.5	0.7	0.5	0.6	0.8 L	0.5	0.7 N	0.7 R	0.7 R	0.4	0.5	1.2 Suv	0.7	0.8
Number of required course materials shared	0.6	0.6	0.5	0.5	0.6 g	0.7 G	0.4	0.7 I	0.4	0.6	0.6	0.5	0.6	0.6	0.5	0.7 QR	0.5	0.4	0.5 V	1.1 SUV	0.4 V	0.2
New textbooks purchased																						
Incidence	52%	46%	58% B	60% EG	50%	55% G	43%	54%	47%	48%	69% HIJ	48%	62% L	64% O	48%	55%	49%	53%	53%	62% V	52%	44%
Units																						
Total mean	1.4	1.2	1.6 B	1.6 E	1.2	1.6 E	1.3	1.1	1.2	1.6 HI	2.0 HI	1.3	1.7 L	1.7 O	1.3	1.4	1.4	1.3	1.4	1.3	1.7	1.4
User mean	2.7	2.6	2.7	2.6	2.4	2.9 E	3.0 E	2.0	2.6 H	3.3 HIk	2.9 H	2.7	2.7	2.6	2.8	2.6	2.9 pR	2.4	2.6 t	2.2	3.3 ST	3.3 T
Spending																						

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

## LEARNING MATERIALS SUMMARY

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total mean	\$121	\$101	\$139 B	\$147 EG	\$110	\$125	\$101	\$106	\$104	\$136 hI	\$159 HI	\$114	\$138 L	\$135	\$116	\$126	\$108	\$140	\$123 v	\$120	\$147 V	\$91
User mean	\$232	\$219	\$241	\$246	\$221	\$226	\$233	\$198	\$220	\$284 HIK	\$231 h	\$237	\$221	\$210	\$241 N	\$231	\$219	\$265 q	\$233	\$194	\$282 sTV	\$209
Used textbooks purchased																						
Incidence	54%	48%	60% B	58% G	58% G	54%	46%	51%	54%	54%	59%	54%	55%	60% O	52%	58% Q	47%	59% Q	53% u	64% SU	42%	58% u
Units																						
Total mean	1.4	1.2	1.5 B	1.3	1.6 g	1.4	1.2	1.0	1.4 H	1.7 Hi	1.4 H	1.3	1.5	1.6 O	1.3	1.5 Q	1.2	1.6 Q	1.4 U	1.4 U	0.9	1.2
User mean	2.6	2.5	2.6	2.3	2.7 d	2.6	2.6	2.0	2.6 H	3.1 HIK	2.4 h	2.5	2.7	2.7	2.5	2.6	2.5	2.6	2.7 TUV	2.3	2.2	2.1
Spending																						
Total mean	\$81	\$63	\$97 B	\$84	\$92 g	\$75	\$70	\$56	\$83 H	\$95 H	\$83 H	\$80	\$83	\$98 O	\$74	\$77	\$73	\$113 PQ	\$87 V	\$70	\$71	\$57
User mean	\$149	\$131	\$162 B	\$146	\$160	\$140	\$150	\$111	\$155 H	\$175 HK	\$141 h	\$148	\$152	\$162	\$144	\$132	\$153 p	\$190 PQ	\$166 TV	\$109	\$169 TV	\$100
Rented print textbooks																						
Incidence	40%	36%	43% b	40%	44%	38%	37%	41% K	43% K	41% K	29%	39%	42%	31%	43% N	47% Q	31%	43% Q	43%	39%	44%	36%
Units																						
Total mean	1.0	1.0	1.1	1.0	1.2	1.0	1.0	1.0 k	1.1 K	1.2 K	0.7	1.0	1.1	0.8	1.1 N	1.2 Q	0.9	1.0	1.1	1.0	1.0	1.0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

## LEARNING MATERIALS SUMMARY

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
User mean	2.6	2.7	2.6	2.5	2.7	2.5	2.8	2.4	2.6	2.9 HiK	2.4	2.6	2.6	2.6	2.6	2.6	2.9 pR	2.2	2.5	2.7	2.4	2.9
Spending																						
Total mean	\$48	\$44	\$52	\$46	\$57	\$46	\$44	\$44	\$51 K	\$57 hK	\$32	\$48	\$50	\$40	\$52 n	\$55 Q	\$41	\$48	\$52	\$47	\$54	\$48
User mean	\$122	\$121	\$123	\$116	\$129	\$119	\$122	\$107	\$120	\$139 Hik	\$112	\$124	\$118	\$126	\$121	\$117	\$135 pr	\$111	\$121	\$119	\$123	\$136
eTextbooks, Unlimited access																						
Incidence	16%	18%	15%	17%	14%	14%	20%	18%	15%	14%	21%	16%	17%	17%	16%	16%	14%	24% pQ	15%	14%	17%	13%
Units																						
Total mean	0.3	0.3	0.2	0.3	0.2	0.2	0.4 EF	0.3 J	0.3 J	0.2	0.4 J	0.3	0.3	0.3	0.3	0.3	0.3	0.4 p	0.3	0.2	0.4	0.2
User mean	1.8	1.8	1.7	1.7	1.5	1.6	2.1 Ef	1.8 J	2.1 J	1.2	1.8 j	1.7	1.8	1.6	1.8	1.6	2.0 p	1.7	1.7	1.4	2.2 t	1.5
Spending																						
Total mean	\$21	\$23	\$18	\$19	\$17	\$18	\$28 ef	\$20	\$24 J	\$14	\$25 j	\$20	\$21	\$19	\$21	\$19	\$18	\$34 PQ	\$20	\$13	\$29	\$13
User mean	\$127	\$131	\$122	\$112	\$122	\$124	\$145 d	\$112	\$160 HJK	\$99	\$120	\$128	\$123	\$111	\$133 n	\$116	\$133	\$140	\$129 T	\$98	\$171 Tv	\$102
eTextbooks, Limited access																						
Incidence	15%	15%	14%	19% Eg	11%	16% e	13%	16% j	14%	10%	21% J	15%	13%	12%	16%	15%	14%	17%	17% TUV	10%	8%	10%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

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## LEARNING MATERIALS SUMMARY

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Units																						
Total mean	0.2	0.2	0.2	0.3 G	0.2	0.3 g	0.2	0.2 j	0.2 j	0.1	0.3 J	0.2	0.2	0.2	0.2	0.3	0.2	0.2	0.3 Uv	0.2	0.1	0.1
User mean	1.6	1.6	1.5	1.6 g	1.8 G	1.6 G	1.2	1.5	1.7	1.4	1.5	1.6	1.5	1.6	1.5	1.7 R	1.6 R	1.1	1.5	1.6	1.2	1.5
Spending																						
Total mean	\$10	\$10	\$9	\$12 G	\$8	\$12 G	\$6	\$9	\$11 J	\$6	\$15 hJ	\$11 M	\$7	\$7	\$10 n	\$9	\$10	\$9	\$11 TU	\$5	\$4	\$9
User mean	\$65	\$67	\$64	\$64 g	\$76 G	\$71 G	\$49	\$53	\$74 Hj	\$55	\$74 Hj	\$70 M	\$53	\$58	\$68	\$62	\$75 R	\$52	\$63	\$51	\$48	\$91 u
Online homework solutions																						
Incidence	15%	12%	17% b	18%	12%	16%	14%	15%	19% J	10%	14%	16%	12%	14%	15%	15%	15%	13%	17%	14%	10%	13%
Units																						
Total mean	0.2	0.2	0.3 b	0.3	0.2	0.2	0.2	0.2	0.3 HJ	0.1	0.3	0.3 M	0.2	0.2	0.3 N	0.2	0.2	0.2	0.3 U	0.3	0.1	0.2
User mean	1.5	1.5	1.6	1.6	1.7 f	1.4	1.4	1.2	1.6 H	1.4	2.0 h	1.6 M	1.3	1.1	1.7 N	1.5	1.6	1.4	1.5	1.9	1.2	1.5
Spending																						
Total mean	\$8	\$6	\$9 B	\$9	\$7	\$9	\$6	\$5	\$11 HJ	\$4	\$9	\$9 M	\$4	\$5	\$9 N	\$7	\$9	\$7	\$9 U	\$8	\$4	\$6
User mean	\$52	\$46	\$55	\$51	\$56	\$55	\$44	\$35	\$58 HJ	\$43	\$65 h	\$57 M	\$34	\$35	\$57 N	\$47	\$57	\$52	\$52	\$60	\$42	\$49

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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Lowercase letters indicate significance at the 90% level.



STUDENT MONITOR® Spring 2018

176. How many of your classes used OER instead of a textbook you would otherwise have bought or rented this term?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	758 100	370 100	388 100	186 100	199 100	193 100	180 100	168 100	298 100	170 100	122 100	561 100	197 100	179 100	579 100	336 100	305 100	117 100	414 100	95 100	61 100	70 100
None	649 86%	313 85%	336 87%	148 80%	173 87% d	168 87% d	160 89% D	148 88%	261 88%	140 82%	100 82%	482 86%	167 85%	135 75%	514 89% N	282 84% R	282 92% PR	85 73%	362 87% t	75 79%	57 93% sT	63 90% T
1 or more	109 14%	57 15%	52 13%	38 20% efG	26 13%	25 13%	20 11%	20 12%	37 12%	30 18%	22 18%	79 14%	30 15%	44 25% O	65 11%	54 16% Q	23 8%	32 27% PQ	52 13% u	20 21% sUV	4 7%	7 10%
1	57 8%	26 7%	31 8%	14 8%	16 8%	13 7%	14 8%	12 7%	13 4%	20 12% I	12 10% i	40 7%	17 9%	24 13% O	33 6%	30 9% Q	12 4%	15 13% Q	27 7% U	9 9% U	1 2%	4 6%
2	30 4%	17 5%	13 3%	15 8% EfG	5 3%	7 4%	3 2%	4 2%	12 4%	8 5%	6 5%	22 4%	8 4%	7 4%	23 4%	14 4%	8 3%	8 7% q	12 3%	6 6%	0 0%	3 4%
3	14 2%	9 2%	5 1%	4 2%	4 2%	4 2%	2 1%	1 1%	8 3% hj	1 1%	4 3%	11 2%	3 2%	7 4% o	7 1%	4 1%	3 1%	7 6% PQ	9 2%	2 2%	3 5%	0 0%
More than 3	8 1%	5 1%	3 1%	5 3% ef	1 1%	1 1%	1 1%	3 2%	4 1%	1 1%	0 0%	6 1%	2 1%	6 3% O	2 *%	6 2%	0 0%	2 2%	4 1%	3 3%	0 0%	0 0%
Total mean	0.3	0.3	0.2	0.4 EFG	0.2	0.2	0.2	0.2	0.3	0.3	0.3	0.3	0.3	0.5 O	0.2	0.3 Q	0.1	0.5 PQ	0.2 suV	0.4	0.2	0.1
User mean	1.8	1.9	1.6	2.1 eG	1.6	1.7	1.5	1.8	2.1 Jk	1.4	1.6	1.8	1.7	1.9	1.7	1.8	1.6	1.9	1.8	2.0	2.5	1.4

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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Lowercase letters indicate significance at the 90% level.

STUDENT MONITOR® Spring 2018

## 177. How many OER textbooks did you use this term?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	761 100	371 100	390 100	186 100	199 100	195 100	181 100	170 100	299 100	170 100	122 100	562 100	199 100	181 100	580 100	336 100	307 100	118 100	414 100	97 100	61 100	70 100
None	672 88%	328 88%	344 88%	161 87%	174 87%	173 89%	164 91%	154 91%	274 92%	137 81%	107 88%	496 88%	176 88%	148 82%	524 90%	297 88%	288 94%	87 74%	368 89%	81 84%	57 93%	63 90%
								J	J		j				N	R	PR				T	
1 or more	89 12%	43 12%	46 12%	25 13%	25 13%	22 11%	17 9%	16 9%	25 8%	33 19%	15 12%	66 12%	23 12%	33 18%	56 10%	39 12%	19 6%	31 26%	46 11%	16 16%	4 7%	7 10%
										HIk				O		Q		PQ		U		
1	50 7%	25 7%	25 6%	13 7%	13 7%	11 6%	13 7%	10 6%	10 3%	20 12%	10 8%	37 7%	13 7%	24 13%	26 4%	27 8%	11 4%	12 10%	27 7%	12 12%	0 0%	4 6%
										hI	i			O		Q		Q				
2	22 3%	11 3%	11 3%	7 4%	8 4%	4 2%	3 2%	3 2%	8 3%	9 5%	2 2%	15 3%	7 4%	4 2%	18 3%	8 2%	2 1%	12 10%	9 2%	2 2%	1 2%	3 4%
										hk						q		PQ				
3	14 2%	6 2%	8 2%	4 2%	3 2%	6 3%	1 1%	2 1%	6 2%	3 2%	3 2%	11 2%	3 2%	4 2%	10 2%	3 1%	5 2%	6 5%	9 2%	1 1%	3 5%	0 0%
						g											P					
More than 3	3 *%	1 *%	2 1%	1 1%	1 1%	1 1%	0 0%	1 1%	1 *%	1 1%	0 0%	3 1%	0 0%	1 1%	2 *%	1 *%	1 *%	1 1%	1 *%	1 1%	0 0%	0 0%
Total mean	0.2	0.2	0.2	0.2 g	0.2	0.2	0.1	0.2	0.2	0.3 HI	0.2	0.2	0.2	0.3 o	0.2	0.2	0.1	0.5 PQ	0.2	0.2	0.2	0.1
User mean	1.7	1.6	1.7	1.7 g	1.7 g	1.9 G	1.3	1.6	1.9	1.6	1.5	1.7	1.6	1.5	1.8 n	1.4	1.8	1.9 P	1.7	1.4	2.8 STV	1.4

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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Lowercase letters indicate significance at the 90% level.

STUDENT MONITOR® Spring 2018

## 178. (HAND CARD) Where did you acquire OER textbooks?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	92 100	45 100	47 100	25 100	27 100	23 100	17 100	16 100	25 100	33 100	18 100	69 100	23 100	33 100	59 100	41 100	20 100	31 100	48 100	16 100	4 100	7 100
OpenStax	16 17%	8 18%	8 17%	5 20%	6 22% g	4 17%	1 6%	1 6%	3 12%	10 30% Hik	2 11%	14 20%	2 9%	9 27% o	7 12%	8 20%	3 15%	5 16%	10 21%	2 12%	0 0	0 0
Lumen Learning	15 16%	9 20%	6 13%	2 8%	7 26% d	3 13%	3 18%	4 25%	2 8%	5 15%	4 22%	11 16%	4 17%	5 15%	10 17%	9 22% R	4 20%	2 6%	6 12%	2 12%	1 25%	0 0
BookBoon	12 13%	5 11%	7 15%	3 12%	5 19%	3 13%	1 6%	4 25%	0 0	7 21% k	1 6%	8 12%	4 17%	6 18%	6 10%	8 20% r	2 10%	2 6%	6 12%	5 31%	0 0	0 0
OER Commons	9 10%	7 16% c	2 4%	1 4%	2 7%	2 9%	4 24% d	2 12%	1 4%	3 9%	3 17%	7 10%	2 9%	4 12%	5 8%	5 12%	3 15%	1 3%	4 8%	1 6%	0 0	0 0
Other	9 10%	4 9%	5 11%	1 4%	3 11%	5 22% d	0 0	1 6%	2 8%	1 3%	5 28% hiJ	8 12%	1 4%	1 3%	8 14% N	3 7%	3 15%	3 10%	5 10%	0 0	0 0	2 29%
Merlot II	7 8%	4 9%	3 6%	0 0	3 11%	0 0	4 24%	3 19%	0 0	4 12%	0 0	4 6%	3 13%	0 0	7 12%	1 2%	0 0	6 19% P	4 8%	0 0	0 0	0 0
Don't know	36 39%	16 36%	20 43%	13 52% eG	8 30%	11 48% g	4 24%	1 6%	17 68% HJ	6 18%	12 67% HJ	29 42%	7 30%	8 24%	28 47% N	14 34%	10 50%	12 39%	19 40%	6 38%	3 75%	5 71% s

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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Lowercase letters indicate significance at the 90% level.

STUDENT MONITOR® Spring 2018

179. (HAND CARD) TOP 2 BOX SUMMARY - How much do you agree with these statements about OER course materials or textbooks? (Among all)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	773 100	375 100	398 100	190 100	198 100	198 100	187 100	166 100	298 100	188 100	121 100	569 100	204 100	190 100	583 100	345 100	314 100	114 100	418 100	99 100	63 100	70 100
Using OER materials is more appealing than purchasing or renting an eTextbook	287 37%	136 36%	151 38%	71 37%	77 39%	76 38%	63 34%	60 36%	125 42%	54 29%	48 40%	205 36%	82 40%	77 41%	210 36%	122 35%	107 34%	58 51%	152 36%	34 34%	27 43%	24 34%
The quality of an OER textbook is just as good or better than an eTextbook	184 24%	75 20%	109 28%	49 26%	48 24%	50 25%	37 20%	44 27%	63 21%	38 20%	39 32%	138 24%	46 23%	49 26%	135 23%	85 25%	60 19%	39 34%	94 23%	26 27%	13 21%	18 26%
			B						J		IJ					q		PQ				

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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STUDENT MONITOR® Spring 2018

179. (HAND CARD) TOP 2 BOX SUMMARY - How much do you agree with these statements about OER course materials or textbooks? (Used OER textbooks this term)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
User OER textbooks this term	86 100	40 100	46 100	25 100	22 100	22 100	17 100	13 100	25 100	33 100	15 100	66 100	20 100	33 100	53 100	39 100	19 100	28 100	46 100	16 100	4 100	7 100
Using OER materials is more appealing than purchasing or renting an eTextbook	69 80%	30 75%	39 85%	21 84%	18 82%	17 77%	13 76%	13 100% IJ	20 80%	23 70%	13 87%	50 76%	19 95% L	29 88%	40 75%	29 74%	17 89%	23 82%	33 72%	13 81%	3 75%	7 100% St
The quality of an OER textbook is just as good or better than an eTextbook	59 69%	26 67%	33 72%	21 84% E	9 41%	15 71% E	14 82% E	11 85% j	17 71%	20 61%	11 73%	45 68%	14 74%	24 73%	35 67%	24 63%	13 68%	22 79%	26 57%	12 80% s	3 75%	6 86% s

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

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179. (HAND CARD) How much do you agree with these statements about OER course materials or textbooks?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	773 100	375 100	398 100	190 100	198 100	198 100	187 100	166 100	298 100	188 100	121 100	569 100	204 100	190 100	583 100	345 100	314 100	114 100	418 100	99 100	63 100	70 100
Using OER materials is more appealing than purchasing or renting an eTextbook																						
TOP 2 BOX	287 37%	136 36%	151 38%	71 37%	77 39%	76 38%	63 34%	60 36%	125 42% J	54 29%	48 40% J	205 36%	82 40%	77 41%	210 36%	122 35%	107 34%	58 51% PQ	152 36%	34 34%	27 43%	24 34%
Strongly agree	145 19%	65 17%	80 20%	35 18%	33 17%	42 21%	35 19%	33 20% j	61 20% J	23 12%	28 23% J	107 19%	38 19%	37 19%	108 19%	50 14%	59 19%	36 32% PQ	82 20% T	11 11%	11 17%	14 20%
Somewhat agree	142 18%	71 19%	71 18%	36 19%	44 22% g	34 17%	28 15%	27 16%	64 21%	31 16%	20 17%	98 17%	44 22%	40 21%	102 17%	72 21% q	48 15%	22 19%	70 17%	23 23%	16 25%	10 14%
Neither agree nor disagree	377 49%	182 49%	195 49%	96 51%	96 48%	89 45%	96 51%	88 53% i	132 44% Ik	103 55%	54 45%	276 49%	101 50%	91 48%	286 49%	176 51% R	157 50% R	44 39%	208 50%	53 54% u	25 40%	39 56% u
Somewhat disagree	47 6%	26 7%	21 5%	10 5%	12 6% f	5 3%	20 11% dF	2 1%	20 7% H	15 8% H	10 8% H	40 7% M	7 3%	15 8%	32 5%	17 5%	24 8%	6 5%	24 6% U	6 6%	1 2%	2 3%
Strongly disagree	62 8%	31 8%	31 8%	13 7%	13 7%	28 14% DEG	8 4%	16 10%	21 7%	16 9%	9 7%	48 8%	14 7%	7 4%	55 9% N	30 9%	26 8%	6 5%	34 8%	6 6%	10 16% t	5 7%
The quality of an OER textbook is just as good or better than an eTextbook																						
TOP 2 BOX	184 24%	75 20%	109 27% B	49 26%	48 24%	50 25%	37 20%	44 27%	63 21%	38 20%	39 32% IJ	138 24%	46 23%	49 26%	135 23%	85 25% q	60 19%	39 34% pQ	94 22%	26 26%	13 21%	18 26%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

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179. (HAND CARD) How much do you agree with these statements about OER course materials or textbooks?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Strongly agree	75 10%	27 7%	48 12% B	16 8%	17 9%	21 11%	21 11%	17 10%	18 6%	17 9%	23 19% HIJ	61 11% m	14 7%	22 12%	53 9%	25 7%	30 10%	20 18% PQ	43 10% U	6 6%	2 3%	7 10%
Somewhat agree	109 14%	48 13%	61 15%	33 17% G	31 16% G	29 15% g	16 9%	27 16%	45 15%	21 11%	16 13%	77 14%	32 16%	27 14%	82 14%	60 17% Q	30 10%	19 17% q	51 12%	20 20% s	11 17%	11 16%
Neither agree nor disagree	467 60%	234 62%	233 59%	116 61%	118 60%	115 58%	118 63%	104 63%	183 61%	115 61%	65 54%	333 59%	134 66% l	115 61%	352 60%	205 59%	203 65% R	59 52%	261 62%	58 59%	42 67%	39 56%
Somewhat disagree	59 8%	35 9% c	24 6%	14 7% f	18 9% F	6 3%	21 11% F	7 4%	30 10% HK	18 10% HK	4 3%	47 8%	12 6%	18 9%	41 7%	30 9%	21 7%	8 7%	31 7%	9 9%	0 0%	6 9%
Strongly disagree	59 8%	30 8%	29 7%	11 6%	12 6%	26 13% DEG	10 5%	11 7%	20 7%	15 8%	13 11%	50 9% M	9 4%	6 3%	53 9% N	21 6%	30 10% p	8 7%	31 7%	5 5%	8 13%	7 10%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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180. (HAND CARD) How many of each of these items have you downloaded or streamed from a file sharing sources this term?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	879 100	419 100	460 100	208 100	237 100	233 100	201 100	176 100	326 100	244 100	133 100	629 100	250 100	238 100	641 100	389 100	355 100	135 100	446 100	113 100	79 100	86 100
Unlicensed music																						
None	757 86%	352 84%	405 88% b	178 86%	209 88%	203 87%	167 83%	149 85% k	300 92% HJK	206 84% k	102 77%	543 86%	214 86%	189 79%	568 89% N	344 88% R	304 86%	109 81%	380 85%	96 85%	68 86%	82 95% STU
1 or more	57 6%	33 8%	24 5%	14 7%	18 8%	13 6%	12 6%	19 11% Ij	12 4%	14 6%	12 9% I	32 5%	25 10% L	26 11% O	31 5%	22 6%	24 7%	11 8%	28 6% u	11 10% U	2 3%	0 0%
Total mean	0.2	0.2	0.2	0.2	0.2 f	0.1	0.3	0.2	0.1	0.3 I	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.4 q	0.2 UV	0.2 V	0.1	0.0
User mean	16.3	13.1	20.2 B	12.8	10.5	16.6	24.7 DE	9.2	17.3 h	14.0	25.5 HJ	19.3 M	9.4	14.3	17.7	13.9	20.6 R	12.7	16.5 t	9.0	25.0 t	30.0 t
Unlicensed movies																						
None	709 81%	330 79%	379 82%	169 81%	201 85% fg	182 78%	157 78%	133 76%	278 85% HK	197 81%	101 76%	509 81%	200 80%	189 79%	520 81%	311 80%	292 82%	106 79%	340 76%	98 87% S	71 90% S	72 84% s
1 or more	170 19%	89 21%	81 18%	39 19%	36 15%	51 22% e	44 22% e	43 24% I	48 15%	47 19%	32 24% I	120 19%	50 20%	49 21%	121 19%	78 20%	63 18%	29 21%	106 24% TUV	15 13%	8 10%	14 16%
Total mean	1.5	1.4	1.5	1.6	1.5	1.3	1.5	1.3	0.9	1.9 I	2.3 I	1.6	1.2	1.8	1.3	1.4	1.2	2.1	1.7	1.0	1.0	1.8
User mean	7.5	6.8	8.4	8.6	9.6	5.8	6.8	5.2	6.2	9.6 Hi	9.5 h	8.2	6.0	8.9	7.0	7.2	6.9	9.7	7.0	7.2	9.5	11.0
Unlicensed TV shows																						

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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180. (HAND CARD) How many of each of these items have you downloaded or streamed from a file sharing sources this term?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
None	747 85%	359 86%	388 84%	173 83%	206 87%	196 84%	172 86%	141 80%	294 90% HJK	204 84%	108 81%	538 86%	209 84%	197 83%	550 86%	330 85%	305 86%	112 83%	368 83%	95 84%	75 95% STV	72 84%
1 or more	132 15%	60 14%	72 16%	35 17%	31 13%	37 16%	29 14%	35 20% I	32 10%	40 16% I	25 19% I	91 14%	41 16%	41 17%	91 14%	59 15%	50 14%	23 17%	78 17% U	18 16% U	4 5%	14 16% U
Total mean	1.2	1.2	1.3	1.9 eg	0.9	1.3	0.9	1.0	0.7	1.8 I	1.7	1.3	1.0	1.3	1.2	1.2	1.0	2.1 q	1.6 T	0.5	0.8	2.2 T
User mean	8.2	8.0	8.4	11.5 eg	6.5	8.0	6.4	5.2	7.2	11.1 H	9.2	9.2	6.0	7.8	8.4	7.7	6.9	12.3 q	9.1 T	3.4	16.2	13.5 T

Unlicensed eBooks for  
leisure reading

None	810 92%	388 93%	422 92%	191 92%	220 93%	214 92%	185 92%	161 91%	311 95% J	215 88%	123 92%	579 92%	231 92%	215 90%	595 93%	355 91%	333 94%	122 90%	405 91%	101 89%	76 96% St	81 94%
1 or more	69 8%	31 7%	38 8%	17 8%	17 7%	19 8%	16 8%	15 9%	15 5%	29 12% I	10 8%	50 8%	19 8%	23 10%	46 7%	34 9%	22 6%	13 10%	41 9% U	12 11% u	3 4%	5 6%
Total mean	0.5	0.6	0.5	0.7	0.7	0.5	0.3	0.2	0.3	0.9 HI	1.0	0.6	0.3	0.3	0.6	0.6	0.6	0.5	0.7 u	1.0	0.2	0.4
User mean	7.0	8.2	6.0	8.4	10.1	5.8	3.6	2.5	5.6	7.8 H	13.5	8.1	4.0	3.4	8.8 N	6.4	9.2	4.7	7.1	9.8	5.0	6.6

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

STUDENT MONITOR® Spring 2018

## 181. How many assigned unlicensed eTextbooks did you download or stream this term?

	On																Off	At	Cau	Afr	Hisp	Asian
	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	Campus	Campus	Home	asian	Amer	anic	Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	741	354	387	185	191	190	175	166	293	161	121	549	192	177	564	332	296	113	405	96	61	67
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
None	663	316	347	171	170	165	157	144	274	135	110	499	164	152	511	295	270	98	354	86	57	65
	89%	89%	90%	92%	89%	87%	90%	87%	94%	84%	91%	91%	85%	86%	91%	89%	91%	87%	87%	90%	93%	97%
				f					HJ		j	m								s	ST	
1 or more	78	38	40	14	21	25	18	22	19	26	11	50	28	25	53	37	26	15	51	10	4	2
	11%	11%	10%	8%	11%	13%	10%	13%	6%	16%	9%	9%	15%	14%	9%	11%	9%	13%	13%	10%	7%	3%
						d		I		Ik			l						uV	V		
1	38	19	19	9	10	11	8	12	7	14	5	22	16	17	21	17	12	9	25	6	0	0
	5%	5%	5%	5%	5%	6%	5%	7%	2%	9%	4%	4%	8%	10%	4%	5%	4%	8%	6%	6%	0	0
								I		I			L	O								
2	23	9	14	3	8	8	4	10	6	6	1	12	11	6	17	14	5	4	13	3	2	1
	3%	3%	4%	2%	4%	4%	2%	6%	2%	4%	1%	2%	6%	3%	3%	4%	2%	4%	3%	3%	3%	1%
								IK		k			L			q						
3	14	9	5	2	1	6	5	0	6	3	5	13	1	2	12	5	7	2	11	1	1	1
	2%	3%	1%	1%	1%	3%	3%	0	2%	2%	4%	2%	1%	1%	2%	2%	2%	2%	3%	1%	2%	1%
						e	e					M										
More than 3	3	1	2	0	2	0	1	0	0	3	0	3	0	0	3	1	2	0	2	0	1	0
	*%	*%	1%	0	1%	0	1%	0	0	2%	0	1%	0	0	1%	*%	1%	0	*%	0	2%	0
Total mean	0.2	0.2	0.2	0.1	0.2	0.2	0.2	0.2	0.1	0.3	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.1
						D				I									V			
User mean	1.8	1.8	1.8	1.5	1.9	1.8	2.0	1.5	1.9	1.9	2.0	2.0	1.5	1.4	2.0	1.8	2.0	1.5	1.8	1.5	3.0	2.5
									H			M			N							

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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Lowercase letters indicate significance at the 90% level.

STUDENT MONITOR® Spring 2018

## 182. (HAND CARD) Why did you do this?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	88 100	45 100	43 100	14 100	25 100	30 100	19 100	22 100	24 100	28 100	14 100	59 100	29 100	26 100	62 100	42 100	29 100	17 100	56 100	10 100	6 100	4 100
Save money	48 55%	22 49%	26 60%	8 57%	14 56%	18 60%	8 42%	8 36%	15 62% h	15 54%	10 71% H	37 63% M	11 38%	6 23%	42 68% N	20 48%	21 72% PR	7 41%	30 54%	4 40%	3 50%	4 100% STU
Curiosity	21 24%	12 27%	9 21%	3 21%	9 36% G	7 23%	2 11%	6 27%	6 25%	4 14%	5 36%	14 24%	7 24%	8 31%	13 21%	13 31%	5 17%	3 18%	13 23%	4 40%	1 17%	0 0
There's nothing wrong with using these materials	19 22%	7 16%	12 28%	2 14%	7 28%	5 17%	5 26%	0 0	2 8%	12 43% I	5 36% i	17 29% M	2 7%	2 8%	17 27% N	5 12%	10 34% P	4 24%	16 29% t	1 10%	2 33%	0 0
Recommendation by a friend/classmate	18 20%	12 27%	6 14%	4 29%	5 20%	6 20%	3 16%	5 23%	3 12%	7 25%	3 21%	11 19%	7 24%	8 31%	10 16%	9 21%	4 14%	5 29%	11 20%	2 20%	3 50%	1 25%
To share with classmates or upload online	16 18%	8 18%	8 19%	0 0	6 24%	3 10%	7 37% F	0 0	2 8%	7 25% i	7 50% I	16 27%	0 0	1 4%	15 24% N	6 14%	8 28%	2 12%	15 27%	0 0	0 0	0 0
Recommendation by instructor	14 16%	9 20%	5 12%	3 21%	5 20% f	1 3%	5 26% F	8 36% IJ	1 4%	2 7%	3 21%	7 12%	7 24%	6 23%	8 13%	11 26% Q	1 3%	2 12%	9 16%	0 0	2 33%	0 0
To use a different format or device for a textbook I already bought	5 6%	2 4%	3 7%	0 0	2 8%	0 0	3 16%	0 0	1 4%	4 14%	0 0	5 8%	0 0	0 0	5 8%	2 5%	1 3%	2 12%	5 9%	0 0	0 0	0 0
Recommendation by parent	2 2%	2 4%	0 0	0 0	1 4%	0 0	1 5%	0 0	1 4%	1 4%	0 0	2 3%	0 0	0 0	2 3%	0 0	1 3%	1 6%	1 2%	0 0	1 17%	0 0
Other	6 7%	5 11% c	1 2%	0 0	3 12%	3 10%	0 0	0 0	2 8%	1 4%	3 21%	6 10%	0 0	0 0	6 10%	2 5%	2 7%	2 12%	3 5%	0 0	2 33%	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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STUDENT MONITOR® Spring 2018

## 183. How much would you have spent per textbook if you had actually bought the materials?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	79 100	39 100	40 100	14 100	22 100	24 100	19 100	22 100	19 100	27 100	11 100	51 100	28 100	25 100	54 100	38 100	26 100	15 100	52 100	10 100	4 100	2 100
Nothing	10 13%	7 18%	3 8%	0 0	2 9%	7 29% eG	1 5%	3 14%	6 32%	0 0	1 9%	6 12%	4 14%	1 4%	9 17% N	8 21%	2 8%	0 0	5 10%	3 30%	0 0	0 0
Something	69 87%	32 82%	37 92%	14 100% F	20 91% f	17 71%	18 95% F	19 86%	13 68%	27 100% hI	10 91%	45 88%	24 86%	24 96% O	45 83%	30 79%	24 92%	15 100% P	47 90%	7 70%	4 100% ST	2 100% ST
Total mean	\$108	\$94	\$121	\$75	\$125	\$108	\$110	\$69	\$95	\$161 HK	\$75	\$135 M	\$58	\$63	\$128 N	\$74	\$154 P	\$111	\$130 T	\$41	\$178	\$60
User mean	\$123	\$115	\$130	\$75	\$137 d	\$153 d	\$116 d	\$80	\$139	\$161 HK	\$82	\$152 M	\$68	\$66	\$154 N	\$94	\$167 P	\$111	\$144	\$58	\$178	\$60

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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184. (HAND CARD) An eTextbook is a digital version of a printed textbook that also includes interactive features to help study. Which one of these statements applies to you?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	826 100	392 100	434 100	193 100	222 100	218 100	193 100	170 100	300 100	234 100	122 100	588 100	238 100	220 100	606 100	370 100	334 100	122 100	434 100	105 100	78 100	84 100
I bought or rented an eTextbook in the past	313 38%	149 38%	164 38%	55 28%	78 35%	95 44%	85 44%	60 35%	92 31%	96 41%	65 53%	219 37%	94 39%	71 32%	242 40%	126 34%	149 45%	38 31%	169 39%	22 21%	34 44%	38 45%
						De	De			I	HIJ				N		PR		T	T	T	
I bought or rented an eTextbook I'm currently using	145 18%	64 16%	81 19%	32 17%	35 16%	48 22%	30 16%	29 17%	66 22%	30 13%	20 16%	114 19%	31 13%	33 15%	112 18%	56 15%	57 17%	32 26%	83 19%	15 14%	16 21%	11 13%
						eg			J			M						PQ				
I haven't bought or rented an eTextbook but I have heard of them	286 35%	145 37%	141 32%	92 48%	87 39%	57 26%	50 26%	67 39%	99 33%	87 37%	33 27%	195 33%	91 38%	79 36%	207 34%	145 39%	101 30%	40 33%	161 37%	38 36%	18 23%	28 33%
						eFG	FG	K		K						Q			U	U		
I haven't heard of eTextbooks	82 10%	34 9%	48 11%	14 7%	22 10%	18 8%	28 15%	14 8%	43 14%	21 9%	4 3%	60 10%	22 9%	37 17%	45 7%	43 12%	27 8%	12 10%	21 5%	30 29%	10 13%	7 8%
							DF	k	HjK	K				O					SUV	S		

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

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## 185. (HAND CARD) Which of these eTextbook features are you using?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	148 100	66 100	82 100	32 100	37 100	49 100	30 100	29 100	66 100	30 100	23 100	117 100	31 100	33 100	115 100	58 100	58 100	32 100	85 100	15 100	16 100	11 100
Homework assessments	95 64%	42 64%	53 65%	24 75% g	25 68%	30 61%	16 53%	13 45%	46 70% H	21 70% H	15 65%	80 68% M	15 48%	18 55%	77 67%	34 59%	37 64%	24 75%	55 65%	8 53%	14 88% ST	7 64%
Assigned test prep tools	61 41%	22 33%	39 48% b	20 62% EFG	13 35%	21 43% g	7 23%	9 31%	30 45%	11 37%	11 48%	51 44%	10 32%	8 24%	53 46% N	26 45%	21 36%	14 44%	32 38%	6 40%	7 44%	10 91% STU
Offline reading	59 40%	19 29%	40 49% B	11 34%	13 35%	24 49%	11 37%	8 28%	23 35%	22 73% HIK	6 26%	44 38%	15 48%	17 52%	42 37%	19 33%	20 34%	20 62% PQ	36 42% V	7 47% V	6 38% v	1 9%
Concept videos, examples	56 38%	24 36%	32 39%	11 34%	17 46% g	20 41%	8 27%	8 28%	24 36%	15 50% h	9 39%	46 39%	10 32%	10 30%	46 40%	23 40%	22 38%	11 34%	36 42% v	4 27%	6 38%	2 18%
Unassigned test prep tools	34 23%	13 20%	21 26%	12 38% eF	7 19%	7 14%	8 27%	3 10%	17 26% H	9 30% h	5 22%	28 24%	6 19%	7 21%	27 23%	14 24%	8 14%	12 38% Q	19 22% T	1 7%	5 31% t	5 45% T
Two way communication with instructor	16 11%	5 8%	11 13%	3 9%	5 14%	7 14% g	1 3%	2 7%	2 3%	8 27% HI	4 17% i	15 13% M	1 3%	1 3%	15 13% N	6 10%	5 9%	5 16%	10 12%	2 13%	1 6%	0 0
Text to speech (reads texts or questions to you out loud)	16 11%	4 6%	12 15% b	4 12%	3 8%	5 10%	4 13%	1 3%	4 6%	10 33% HIK	1 4%	14 12%	2 6%	4 12%	12 10%	4 7%	6 10%	6 19%	11 13%	1 7%	1 6%	0 0
Other	5 3%	4 6%	1 1%	0 0	3 8%	2 4%	0 0	0 0	2 3%	0 0	3 13%	5 4%	0 0	0 0	5 4%	3 5%	2 3%	0 0	3 4%	0 0	0 0	0 0
None of these	16 11%	9 14%	7 9%	1 3%	7 19% D	4 8%	4 13%	7 24% IJ	3 5%	1 3%	5 22% iJ	12 10%	4 13%	1 3%	15 13% N	7 12%	9 16%	0 0	10 12%	1 7%	1 6%	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

STUDENT MONITOR® Spring 2018

186. (USE SAME CARD) Which of these eTextbook features would you definitely use if they were available?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	824 100	390 100	434 100	194 100	221 100	216 100	193 100	170 100	299 100	234 100	121 100	586 100	238 100	220 100	604 100	369 100	333 100	122 100	432 100	104 100	78 100	84 100
Homework assessments	418 51%	187 48%	231 53%	97 50%	103 47%	120 56%	98 51%	78 46%	153 51%	129 55%	58 48%	295 50%	123 52%	119 54%	299 50%	171 46%	182 55%	65 53%	241 56%	47 45%	51 65%	31 37%
						e				h							P		tV		TV	
Offline reading	371 45%	154 39%	217 50%	85 44%	100 45%	96 44%	90 47%	65 38%	128 43%	118 50%	60 50%	245 42%	126 53%	103 47%	268 44%	170 46%	142 43%	59 48%	187 43%	34 33%	50 64%	43 51%
			B							Hi	h		L						T		STv	T
Concept videos, examples	368 45%	159 41%	209 48%	73 38%	116 52%	98 45%	81 42%	63 37%	132 44%	124 53%	49 40%	251 43%	117 49%	103 47%	265 44%	163 44%	149 45%	56 46%	198 46%	37 36%	46 59%	34 40%
			B		DG					HIK			l						t		STV	
Assigned test prep tools	338 41%	140 36%	198 46%	78 40%	95 43%	86 40%	79 41%	50 29%	110 37%	129 55%	49 40%	232 40%	106 45%	93 42%	245 41%	159 43%	126 38%	53 43%	188 44%	31 30%	41 53%	44 52%
			B					h		HIK	h								T		T	T
Two way communication with instructor	247 30%	107 27%	140 32%	58 30%	54 24%	58 27%	77 40%	44 26%	77 26%	84 36%	42 35%	183 31%	64 27%	56 25%	191 32%	108 29%	93 28%	46 38%	142 33%	24 23%	20 26%	30 36%
						DEF				HI	i				n			pq	T		t	
Unassigned test prep tools	246 30%	101 26%	145 33%	59 30%	67 30%	64 30%	56 29%	36 21%	82 27%	96 41%	32 26%	169 29%	77 32%	67 30%	179 30%	116 31%	90 27%	40 33%	127 29%	20 19%	32 41%	31 37%
			B							HIK									T		sT	T
Text to speech (reads texts or questions to you outloud)	162 20%	70 18%	92 21%	29 15%	51 23%	30 14%	52 27%	21 12%	50 17%	61 26%	30 25%	115 20%	47 20%	53 24%	109 18%	67 18%	60 18%	35 29%	94 22%	18 17%	9 12%	15 18%
					DF		DF			HI	Hi			o				PQ	U			
Other	8 1%	3 1%	5 1%	3 2%	1 *	1 *	3 2%	1 1%	2 1%	1 *	4 3%	8 1%	0 0	0 0	8 1%	3 1%	5 2%	0 0	7 2%	1 1%	0 0	0 0
										j												
None of these	170 21%	91 23%	79 18%	38 20%	50 23%	35 16%	47 24%	44 26%	58 19%	50 21%	18 15%	125 21%	45 19%	43 20%	127 21%	77 21%	72 22%	21 17%	82 19%	29 28%	9 12%	16 19%
		c			f		F	K											u	sU		

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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## 187. (HAND CARD) Why did you buy or rent an eTextbook?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	458 100	214 100	244 100	86 100	115 100	142 100	115 100	88 100	158 100	126 100	86 100	335 100	123 100	103 100	355 100	182 100	206 100	70 100	252 100	37 100	50 100	49 100
My professor required it	186 41%	84 39%	102 42%	37 43%	46 40%	57 40%	46 40%	31 35%	88 56%	38 30%	29 34%	152 45%	34 28%	21 20%	165 46%	78 43%	87 42%	21 30%	113 45%	14 38%	21 42%	22 45%
Don't have to carry a book	147 32%	68 32%	79 32%	35 41%	39 34%	40 28%	33 29%	34 39%	43 27%	44 35%	26 30%	109 33%	38 31%	31 30%	116 33%	62 34%	63 31%	22 31%	86 34%	13 35%	15 30%	17 35%
Instant access	131 29%	52 24%	79 32%	32 37%	32 28%	34 24%	33 29%	19 22%	35 22%	53 42%	24 28%	86 26%	45 37%	39 38%	92 26%	46 25%	65 32%	20 29%	64 25%	8 22%	24 48%	18 37%
Less expensive than a printed textbook	119 26%	52 24%	67 27%	22 26%	31 27%	29 20%	37 32%	30 34%	49 31%	16 13%	24 28%	84 25%	35 28%	13 13%	106 30%	44 24%	61 30%	14 20%	59 23%	10 27%	15 30%	13 27%
Don't have to return rental	111 24%	50 23%	61 25%	29 34%	21 18%	34 24%	27 23%	17 19%	42 27%	27 21%	25 29%	86 26%	25 20%	31 30%	80 23%	43 24%	49 24%	19 27%	58 23%	11 30%	14 28%	9 18%
Easier to find things with Search	94 21%	39 18%	55 23%	22 26%	17 15%	21 15%	34 30%	24 27%	35 22%	18 14%	17 20%	68 20%	26 21%	12 12%	82 23%	34 19%	47 23%	13 19%	58 23%	8 22%	11 22%	6 12%
Access to the online and other research sources	91 20%	33 15%	58 24%	27 31%	18 16%	19 13%	27 23%	15 17%	36 23%	20 16%	20 23%	74 22%	17 14%	14 14%	77 22%	34 19%	44 21%	13 19%	49 19%	6 16%	10 20%	9 18%
My professor recommended it	87 19%	37 17%	50 20%	23 27%	21 18%	20 14%	23 20%	22 25%	28 18%	22 17%	15 17%	68 20%	19 15%	10 10%	77 22%	29 16%	41 20%	17 24%	57 23%	3 8%	10 20%	9 18%
Don't have to sell my book back	84 18%	28 13%	56 23%	24 28%	19 17%	21 15%	20 17%	14 16%	35 22%	21 17%	14 16%	58 17%	26 21%	20 19%	64 18%	28 15%	38 18%	18 26%	40 16%	12 32%	12 24%	7 14%
More convenient than a printed textbook	80 17%	25 12%	55 23%	18 21%	19 17%	21 15%	22 19%	17 19%	30 19%	21 17%	12 14%	55 16%	25 20%	10 10%	70 20%	24 13%	46 22%	10 14%	49 19%	10 27%	9 18%	4 8%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.



(Continued)  
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187. (HAND CARD) Why did you buy or rent an eTextbook?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Good for the environment	78 17%	31 14%	47 19%	20 23% F	22 19%	17 12%	19 17%	14 16%	25 16%	23 18%	16 19%	62 19%	16 13%	11 11%	67 19% N	24 13%	39 19%	15 21%	43 17% t	3 8%	10 20% t	15 31% sT
Access to animations and other interactive materials	72 16%	30 14%	42 17%	21 24% Fg	19 17%	16 11%	16 14%	22 25% IJ	17 11%	17 13%	16 19%	51 15%	21 17%	18 17%	54 15%	28 15%	33 16%	11 16%	38 15% U	8 22% U	3 6%	9 18% u
I couldn't find a free copy of the eTextbook	51 11%	17 8%	34 14% B	8 9%	7 6%	21 15% E	15 13% e	5 6%	27 17% HJ	9 7%	10 12%	45 13% M	6 5%	1 1%	50 14% N	15 8%	33 16% PR	3 4%	24 10% u	4 11%	2 4%	12 24% StU
Easier to write papers and cite sources	49 11%	16 7%	33 14% B	15 17% eF	10 9% f	5 4%	19 17% eF	4 5%	22 14% H	11 9%	12 14% H	41 12% M	8 7%	6 6%	43 12% N	16 9%	20 10%	13 19% pq	21 8%	6 16%	8 16%	6 12%
I like to try new technology	49 11%	21 10%	28 11%	15 17% EF	9 8%	9 6%	16 14% F	8 9%	18 11%	10 8%	13 15%	43 13% M	6 5%	6 6%	43 12% N	15 8%	24 12%	10 14%	22 9%	2 5%	9 18% t	4 8%
My friend or classmate recommended it	37 8%	19 9%	18 7%	11 13% EF	5 4%	6 4%	15 13% EF	3 3%	18 11% H	10 8%	6 7%	32 10% M	5 4%	3 3%	34 10% N	16 9%	14 7%	7 10%	18 7%	3 8%	7 14%	0 0
My parent recommended it	22 5%	10 5%	12 5%	7 8% F	9 8% F	2 1%	4 3%	5 6%	11 7%	6 5%	0 0	22 7%	0 0	1 1%	21 6% N	5 3%	10 5%	7 10% p	12 5%	1 3%	3 6%	3 6%
Other	13 3%	9 4%	4 2%	0 0	4 3%	3 2%	6 5%	2 2%	4 3%	3 2%	4 5%	11 3%	2 2%	0 0	13 4%	5 3%	2 1%	6 9% Q	6 2%	1 3%	0 0	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

STUDENT MONITOR® Spring 2018

## 188. (HAND CARD) Why haven't you bought or rented an eTextbook?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	286 100	145 100	141 100	92 100	88 100	56 100	50 100	66 100	99 100	87 100	34 100	196 100	90 100	78 100	208 100	146 100	100 100	40 100	161 100	38 100	18 100	28 100
Don't like reading on a screen for a long period of time	78 27%	32 22%	46 33% B	21 23%	20 23%	22 39% DE	15 30%	24 36% J	27 27% J	12 14%	15 44% iJ	51 26%	27 30%	12 15%	66 32% N	34 23%	38 38% PR	6 15%	46 29%	7 18%	3 17%	14 50% STU
Prefer printed textbooks	73 26%	38 26%	35 25%	23 25%	22 25%	19 34% g	9 18%	11 17%	36 36% HJK	20 23%	6 18%	59 30% M	14 16%	18 23%	55 26%	27 18%	33 33% P	13 32% p	47 29% V	9 24%	6 33%	4 14%
Easier to take notes with printed textbooks	46 16%	18 12%	28 20% b	8 9%	14 16%	15 27% D	9 18%	14 21% J	16 16%	8 9%	8 24% j	30 15%	16 18%	12 15%	34 16%	25 17%	16 16%	5 12%	28 17%	5 13%	3 17%	6 21%
Get distracted by other things	45 16%	27 19%	18 13%	8 9%	11 12%	16 29% DE	10 20% d	14 21% J	17 17% J	6 7%	8 24% J	31 16%	14 16%	4 5%	41 20% N	15 10%	23 23% P	7 18%	27 17% tv	3 8%	3 17%	2 7%
Prefer to rent printed textbooks	43 15%	22 15%	21 15%	13 14%	16 18% G	11 20% G	3 6%	11 17%	15 15%	8 9%	9 26% J	30 15%	13 14%	5 6%	38 18% N	23 16%	15 15%	5 12%	29 18% v	6 16%	4 22%	2 7%
No buy back option	43 15%	25 17%	18 13%	13 14%	11 12%	14 25% eG	5 10%	7 11%	10 10%	21 24% HI	5 15%	29 15%	14 16%	11 14%	32 15%	29 20% Q	9 9%	5 12%	24 15%	4 11%	5 28%	3 11%
Not available	37 13%	15 10%	22 16%	12 13%	18 20% FG	4 7%	3 6%	3 5%	4 4%	27 31% HIK	3 9%	19 10%	18 20% L	17 22% O	20 10%	31 21% QR	5 5%	1 2%	23 14% T	2 5%	0 0%	5 18%
Easier to highlight printed textbooks	36 13%	12 8%	24 17% B	7 8%	7 8%	11 20% De	11 22% DE	9 14% j	18 18% J	4 5%	5 15%	27 14%	9 10%	12 15%	24 12%	19 13%	11 11%	6 15%	20 12%	4 11%	4 22%	4 14%
Too expensive	35 12%	23 16% c	12 9%	8 9%	12 14%	10 18%	5 10%	3 5%	20 20% HJ	8 9%	4 12%	33 17% M	2 2%	5 6%	30 14% N	11 8%	17 17% P	7 18%	21 13%	5 13%	1 6%	3 11%
Don't like the PDF format	31 11%	19 13%	12 9%	8 9%	11 12%	9 16% g	3 6%	8 12%	9 9%	5 6%	9 26% hIJ	23 12%	8 9%	8 10%	23 11%	13 9%	13 13%	5 12%	19 12%	2 5%	1 6%	4 14%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

(Continued)  
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## 188. (HAND CARD) Why haven't you bought or rented an eTextbook?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Prefer to buy used textbooks	31 11%	17 12%	14 10%	9 10%	7 8%	9 16%	6 12%	3 5%	14 14% H	9 10%	5 15%	28 14% M	3 3%	5 6%	26 12% n	10 7%	16 16% P	5 12%	20 12%	7 18%	0 0	2 7%
Don't have unlimited access to an eTextbook	26 9%	14 10%	12 9%	8 9% g	9 10% G	8 14% G	1 2%	0 0	11 11%	6 7%	9 26% iJ	20 10%	6 7%	10 13%	16 8%	13 9%	11 11%	2 5%	17 11%	3 8%	0 0	1 4%
Traditional printed textbooks are more convenient to buy	23 8%	14 10%	9 6%	8 9% E	1 1%	8 14% E	6 12% E	1 2%	13 13% H	6 7% h	3 9%	23 12%	0 0	2 3%	21 10% N	11 8%	9 9%	3 8%	9 6%	2 5%	1 6%	1 4%
Prefer to buy new textbooks	20 7%	8 6%	12 9%	5 5%	4 5%	9 16% dEG	2 4%	1 2%	11 11% Hj	4 5%	4 12% h	19 10% M	1 1%	4 5%	16 8%	9 6%	9 9%	2 5%	11 7% s	7 18%	0 0	0 0
Don't own a tablet	17 6%	8 6%	9 6%	2 2%	6 7%	7 12% D	2 4%	5 8%	6 6%	3 3%	3 9%	17 9%	0 0	2 3%	15 7% n	7 5%	9 9% r	1 2%	8 5%	3 8%	0 0	3 11%
Instructor doesn't allow students to use one	7 2%	3 2%	4 3%	0 0	1 1%	1 2%	5 10% Ef	6 9% J	0 0	1 1%	0 0	4 2%	3 3%	2 3%	5 2%	4 3%	3 3%	0 0	3 2%	0 0	1 6%	3 11%
Prefer to buy access to the online homework solution	6 2%	4 3%	2 1%	1 1%	2 2%	3 5%	0 0	0 0	3 3%	0 0	3 9%	6 3%	0 0	0 0	6 3%	4 3%	2 2%	0 0	4 2%	0 0	0 0	1 4%
Don't own a laptop	5 2%	3 2%	2 1%	2 2%	2 2%	0 0	1 2%	3 5%	2 2%	0 0	0 0	2 1%	3 3%	3 4%	2 1%	2 1%	1 1%	2 5%	2 1%	1 3%	0 0	1 4%
Other	14 5%	10 7%	4 3%	6 7%	3 3%	3 5%	2 4%	2 3%	3 3%	6 7%	3 9%	14 7%	0 0	2 3%	12 6%	5 3%	6 6%	3 8%	11 7%	2 5%	0 0	0 0
Don't know	43 15%	23 16%	20 14%	19 21% F	11 12%	5 9%	8 16%	15 23% i	12 12%	11 13%	5 15%	27 14%	16 18%	12 15%	31 15%	29 20% Qr	10 10%	4 10%	23 14%	6 16%	3 17%	5 18%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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Lowercase letters indicate significance at the 90% level.

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## 189. (HAND CARD) How do you prefer to read your eTextbook?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	147 100	66 100	81 100	32 100	37 100	48 100	30 100	29 100	66 100	30 100	22 100	117 100	30 100	32 100	115 100	57 100	58 100	32 100	84 100	15 100	16 100	11 100
Offline on my own device	43 29%	15 23%	28 35%	15 47% Efg	7 19%	13 27%	8 27%	11 38% K	19 29% k	10 33% k	3 14%	31 26%	12 40%	14 44% o	29 25%	20 35%	14 24%	9 28%	22 26%	5 33%	4 25% STU	8 73%
Online and offline relatively equally	37 25%	15 23%	22 27%	8 25%	11 30%	13 27%	5 17%	5 17%	12 18%	14 47% HI	6 27%	30 26%	7 23%	8 25%	29 25%	17 30%	11 19%	9 28%	20 24%	6 40% uV	2 12%	1 9%
Online	36 24%	15 23%	21 26%	6 19%	6 16%	14 29%	10 33%	4 14%	20 30% hJ	4 13%	8 36% hj	30 26%	6 20%	5 16%	31 27%	9 16%	17 29% p	10 31%	21 25%	2 13%	9 56% STV	2 18%
I don't read it	31 21%	21 32% C	10 12%	3 9%	13 35% Df	8 17%	7 23%	9 31% J	15 23% J	2 7%	5 23%	26 22%	5 17%	5 16%	26 23%	11 19%	16 28% r	4 12%	21 25% U	2 13%	1 6%	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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Lowercase letters indicate significance at the 90% level.

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190. (HAND CARD) Which of these do you use to read eTextbooks most often?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	119 100	47 100	72 100	29 100	26 100	41 100	23 100	20 100	51 100	28 100	20 100	94 100	25 100	27 100	92 100	48 100	43 100	28 100	65 100	13 100	15 100	11 100
Laptop	87 73%	34 72%	53 74%	21 72%	19 73%	31 76%	16 70%	16 80%	39 76%	16 57%	16 80%	71 76%	16 64%	15 56%	72 78%	37 77%	33 77%	17 61%	48 74%	7 54%	12 80%	10 91%
								j	j		j				N							sT
Tablet	17 14%	3 6%	14 19%	3 10%	5 19%	5 12%	4 17%	2 10%	3 6%	8 29%	4 20%	11 12%	6 24%	7 26%	10 11%	6 12%	7 16%	4 14%	10 15%	3 23%	0 0	0 0
			B							hI				o								
Desktop	7 6%	6 13%	1 1%	2 7%	1 4%	4 10%	0 0	0 0	6 12%	1 4%	0 0	6 6%	1 4%	2 7%	5 5%	2 4%	0 0	5 18%	3 5%	2 15%	1 7%	1 9%
		C																P				
Smartphone	6 5%	4 9%	2 3%	3 10%	1 4%	1 2%	1 4%	2 10%	2 4%	2 7%	0 0	4 4%	2 8%	3 11%	3 3%	3 6%	2 5%	1 4%	4 6%	1 8%	0 0	0 0
Other	2 2%	0 0	2 3%	0 0	0 0	0 0	2 9%	0 0	1 2%	1 4%	0 0	2 2%	0 0	0 0	2 2%	0 0	1 2%	1 4%	0 0	0 0	2 13%	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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## 191. (HAND CARD) How likely are you to buy or rent an eTextbook next term? (Exclusive of Seniors)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Exclusive of Seniors	679 100	318 100	361 100	208 100	238 100	233 100	0 0	132 100	250 100	193 100	104 100	489 100	190 100	187 100	492 100	339 100	242 100	98 100	349 100	94 100	60 100	63 100
TOP 2 BOX	271 40%	106 33%	165 46%	87 42%	89 37%	95 41%	0 0	45 34%	96 38%	88 46%	42 40%	193 39%	78 41%	65 35%	206 42%	125 37%	99 41%	47 48%	146 42%	23 24%	37 62%	32 51%
			B							H					n			p	T		ST	T
Very likely	82 12%	33 10%	49 14%	35 17%	26 11%	21 9%	0 0	18 14%	29 12%	25 13%	10 10%	61 12%	21 11%	18 10%	64 13%	36 11%	25 10%	21 21%	48 14%	7 7%	7 12%	5 8%
			eF															PQ	t			
Somewhat likely	189 28%	73 23%	116 32%	52 25%	63 26%	74 32%	0 0	27 20%	67 27%	63 33%	32 31%	132 27%	57 30%	47 25%	142 29%	89 26%	74 31%	26 27%	98 28%	16 17%	30 50%	27 43%
			B							H	h								T		ST	ST
Neither likely nor unlikely	148 22%	88 28%	60 17%	45 22%	57 24%	46 20%	0 0	33 25%	59 24%	40 21%	16 15%	108 22%	40 21%	42 22%	106 22%	82 24%	46 19%	20 20%	77 22%	24 26%	11 18%	9 14%
			C					k	k											v		
Somewhat unlikely	82 12%	39 12%	43 12%	26 12%	30 13%	26 11%	0 0	15 11%	22 9%	29 15%	16 15%	54 11%	28 15%	26 14%	56 11%	58 17%	20 8%	4 4%	43 12%	15 16%	4 7%	8 13%
										I	i					QR			u			
Very unlikely	131 19%	61 19%	70 19%	35 17%	46 19%	50 21%	0 0	33 25%	52 21%	27 14%	19 18%	95 19%	36 19%	38 20%	93 19%	55 16%	57 24%	19 19%	70 20%	26 28%	7 12%	12 19%
								J	j								P		u	U		

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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## 192. (HAND CARD) TOP 2 BOX SUMMARY - How much do you agree with each of these statements about eTextbooks?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	146 100	65 100	81 100	31 100	37 100	48 100	30 100	28 100	66 100	30 100	22 100	116 100	30 100	32 100	114 100	57 100	58 100	31 100	84 100	15 100	16 100	11 100
I prefer the feel of paper and seeing physical progress through the material with a printed textbook than an eTextbook	82 57%	30 46%	52 65% B	19 61%	21 57%	24 51%	18 60%	14 50%	41 62% J	10 33%	17 81% HiJ	68 59%	14 47%	14 44%	68 60% n	33 58%	33 58%	16 52%	41 49%	7 47%	15 94% ST	11 100% ST
It's valuable to see notes from my instructor included in an eTextbook	79 55%	28 44%	51 65% B	22 71% eG	18 50%	26 57%	13 43%	9 32%	43 65% Hj	13 45%	14 70% Hj	66 58%	13 43%	15 47%	64 58%	33 59%	31 54%	15 50%	38 46%	9 60%	14 88% St	9 90% St
Access to additional study tools and interactive media with a rented eTextbook is more important than the limited time aspect of rented eTextbooks	75 51%	23 35%	52 64% B	19 61% e	15 41%	26 54%	15 50%	9 32%	35 53% h	21 70% Hk	10 45%	64 55% m	11 37%	12 38%	63 55% n	32 56%	29 50%	14 45%	44 52%	7 47%	9 56%	7 64%
Buying an eTextbook by the chapter rather than buying the entire eTextbook appeals to me	67 46%	25 38%	42 52% b	17 55%	15 41%	22 46%	13 45%	12 43%	25 38%	18 62% I	12 55%	54 47%	13 43%	10 31%	57 50% N	32 56% r	24 41%	11 37%	39 47%	5 33%	7 44%	9 82% STU
I prefer to study with an eTextbook than a printed textbook	46 32%	17 26%	29 36%	14 45% fg	13 35%	12 25%	7 23%	3 11%	17 26% h	15 50% HI	11 50% HI	39 34%	7 23%	7 22%	39 34%	21 37%	17 29%	8 26%	24 29%	4 27%	5 31%	7 64% STu
Studying with an eTextbook requires less time than studying with a printed textbook	43 30%	19 29%	24 30%	8 26%	11 30%	13 28%	11 37%	6 21%	11 17%	16 53% HI	10 48% hI	39 34% M	4 13%	6 19%	37 33% n	13 23%	19 33%	11 35%	24 29% V	4 27%	9 56% StV	1 9%
Studying with an eTextbook is a more enjoyable experience than studying with a printed textbook	37 26%	18 28%	19 24%	9 29%	12 32%	10 21%	6 20%	0 0	14 21%	16 53% I	7 33%	33 29% M	4 13%	6 19%	31 27%	17 30%	12 21%	8 26%	19 23%	6 40% V	5 31%	1 9%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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192. (HAND CARD) TOP 2 BOX SUMMARY - How much do you agree with each of these statements about eTextbooks?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
I prefer the feel of paper and seeing physical progress through the material with a printed textbook than an eTextbook	37 26%	16 25%	21 26%	9 29%	8 22%	16 34% G	4 13%	4 14%	12 18%	13 43% HI	8 38% hi	30 26%	7 23%	11 34%	26 23%	19 33% r	13 23%	5 16%	18 22%	10 67% SU	4 25%	0 0
It is hard to collaborate with other students if I'm using an eTextbook	35 24%	12 18%	23 29%	8 27%	10 27%	10 21%	7 23%	2 7%	14 21% h	9 30% H	10 48% HI	30 26%	5 17%	5 16%	30 27%	16 29%	14 25%	5 16%	18 22% U	2 13%	1 6% STU	6 55%
It's easier for my parents to pay for a printed textbook than an eTextbook	35 24%	11 17%	24 31% B	6 19%	7 19%	12 27%	10 33%	3 11%	11 17%	10 33% Hi	11 52% HI	28 25%	7 23%	10 31%	25 23%	12 21%	17 31%	6 19%	18 22%	6 40% V	4 25%	1 9%
It's more difficult to use financial aid to pay for an eTextbook	29 20%	8 13%	21 26% B	5 16%	7 21%	9 19%	8 27%	4 14%	6 10%	12 40% HI	7 33% I	25 22%	4 13%	7 22%	22 20%	13 23%	11 19%	5 18%	18 22% U	5 33% U	1 6%	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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## 192. (HAND CARD) How much do you agree with each of these statements about eTextbooks?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	146 100	65 100	81 100	31 100	37 100	48 100	30 100	28 100	66 100	30 100	22 100	116 100	30 100	32 100	114 100	57 100	58 100	31 100	84 100	15 100	16 100	11 100
Access to additional study tools and interactive media with a rented eTextbook is more important than the limited time aspect of rented eTextbooks																						
TOP 2 BOX	75 51%	23 35%	52 64%	19 61%	15 41%	26 54%	15 50%	9 32%	35 53%	21 70%	10 45%	64 55%	11 37%	12 38%	63 55%	32 56%	29 50%	14 45%	44 52%	7 47%	9 56%	7 64%
Strongly agree	23 16%	7 11%	16 20%	5 16%	3 8%	9 19%	6 20%	7 25%	9 14%	5 17%	2 9%	20 17%	3 10%	4 12%	19 17%	10 18%	7 12%	6 19%	13 15%	2 13%	6 38%	0 0
Somewhat agree	52 36%	16 25%	36 44%	14 45%	12 32%	17 35%	9 30%	2 7%	26 39%	16 53%	8 36%	44 38%	8 27%	8 25%	44 39%	22 39%	22 38%	8 26%	31 37%	5 33%	3 19%	7 64%
Neither agree nor disagree	40 27%	24 37%	16 20%	7 23%	16 43%	11 23%	6 20%	2 7%	22 33%	8 27%	8 36%	33 28%	7 23%	8 25%	32 28%	12 21%	16 28%	12 39%	25 30%	3 20%	3 19%	4 36%
Somewhat disagree	25 17%	17 26%	8 10%	5 16%	6 16%	8 17%	6 20%	14 50%	6 9%	1 3%	4 18%	16 14%	9 30%	10 31%	15 13%	10 18%	12 21%	3 10%	10 12%	5 33%	4 25%	0 0
Strongly disagree	6 4%	1 2%	5 6%	0 0	0 0	3 6%	3 10%	3 11%	3 5%	0 0	0 0	3 3%	3 10%	2 6%	4 4%	3 5%	1 2%	2 6%	5 6%	0 0	0 0	0 0

Buying an eTextbook by the chapter rather than buying the entire eTextbook appeals to me

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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192. (HAND CARD) How much do you agree with each of these statements about eTextbooks?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
TOP 2 BOX	67 46%	25 38%	42 52%	17 55%	15 41%	22 46%	13 43%	12 43%	25 38%	18 60% I	12 55%	54 47%	13 43%	10 31%	57 50% N	32 56% r	24 41%	11 35%	39 46%	5 33%	7 44%	9 82% STU
Strongly agree	24 16%	10 15%	14 17%	3 10%	9 24% d	8 17%	4 13%	8 29% I	6 9%	6 20%	4 18%	16 14%	8 27%	5 16%	19 17%	15 26% QR	6 10%	3 10%	18 21% U	2 13%	1 6%	0 0
Somewhat agree	43 29%	15 23%	28 35%	14 45% E	6 16%	14 29%	9 30%	4 14%	19 29% h	12 40% H	8 36% h	38 33% M	5 17%	5 16%	38 33% N	17 30%	18 31%	8 26%	21 25%	3 20%	6 38%	9 82% STU
Neither agree nor disagree	50 34%	27 42% c	23 28%	8 26%	19 51% DfG	15 31%	8 27%	8 29%	28 42% j	7 23%	7 32%	42 36%	8 27%	10 31%	40 35%	13 23%	22 38% p	15 48% P	35 42% Tv	2 13%	5 31%	2 18%
Somewhat disagree	18 12%	9 14%	9 11%	4 13%	1 3%	6 12% e	7 23% E	6 21% i	5 8%	4 13%	3 14%	12 10%	6 20%	6 19%	12 11%	9 16%	7 12%	2 6%	7 8%	4 27%	3 19%	0 0
Strongly disagree	10 7%	4 6%	6 7%	2 6%	2 5%	5 10%	1 3%	2 7%	8 12%	0 0	0 0	7 6%	3 10%	6 19% O	4 4%	3 5%	5 9%	2 6%	2 2%	4 27% S	1 6%	0 0
I prefer to study with an eTextbook than a printed textbook																						
TOP 2 BOX	46 32%	17 26%	29 36%	14 45% fg	13 35%	12 25%	7 23%	3 11%	17 26% h	15 50% HI	11 50% HI	39 34%	7 23%	7 22%	39 34%	21 37%	17 29%	8 26%	24 29%	4 27%	5 31%	7 64% STu
Strongly agree	9 6%	4 6%	5 6%	5 16% efg	1 3%	2 4%	1 3%	3 11%	1 2%	4 13% i	1 5%	8 7%	1 3%	1 3%	8 7%	8 14% r	0 0	1 3%	6 7%	2 13%	0 0	0 0
Somewhat agree	37 25%	13 20%	24 30%	9 29%	12 32%	10 21%	6 20%	0 0	16 24%	11 37%	10 45% i	31 27%	6 20%	6 19%	31 27%	13 23%	17 29%	7 23%	18 21%	2 13%	5 31%	7 64% STu

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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192. (HAND CARD) How much do you agree with each of these statements about eTextbooks?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Neither agree nor disagree	41 28%	25 38% C	16 20%	7 23%	13 35%	13 27%	8 27%	1 4%	27 41% HK	10 33% Hk	3 14%	35 30%	6 20%	12 38%	29 25%	13 23%	16 28%	12 39%	28 33% U	5 33%	2 12%	0 0
Somewhat disagree	28 19%	11 17%	17 21%	7 23% e	3 8%	9 19%	9 30% E	10 36% IJ	10 15%	3 10%	5 23%	23 20%	5 17%	6 19%	22 19%	13 23%	9 16%	6 19%	12 14%	3 20%	7 44% SV	1 9%
Strongly disagree	31 21%	12 18%	19 23%	3 10%	8 22%	14 29% D	6 20%	14 50% IJK	12 18% j	2 7%	3 14%	19 16%	12 40% L	7 22%	24 21%	10 18%	16 28%	5 16%	20 24%	3 20%	2 12%	3 27%
It is hard to collaborate with other students if I'm using an eTextbook																						
TOP 2 BOX	35 24%	12 18%	23 28%	8 26%	10 27%	10 21%	7 23%	2 7%	14 21% H	9 30% H	10 45% HI	30 26%	5 17%	5 16%	30 26%	16 28%	14 24%	5 16%	18 21% U	2 13%	1 6%	6 55% STU
Strongly agree	11 8%	6 9%	5 6%	3 10%	4 11%	2 4%	2 7%	0 0	3 5%	4 13%	4 18%	10 9%	1 3%	1 3%	10 9%	8 14% Qr	2 3%	1 3%	7 8%	2 13%	0 0	0 0
Somewhat agree	24 16%	6 9%	18 22% B	5 16%	6 16%	8 17%	5 17%	2 7%	11 17%	5 17%	6 27% h	20 17%	4 13%	4 12%	20 18%	8 14%	12 21%	4 13%	11 13%	0 0	1 6%	6 55% SU
Neither agree nor disagree	54 37%	29 45% c	25 31%	10 32%	19 51% fg	16 33%	9 30%	6 21%	30 45% H	11 37%	7 32%	42 36%	12 40%	16 50% o	38 33%	17 30%	23 40%	14 45%	31 37%	9 60% sV	7 44%	2 18%
Somewhat disagree	46 32%	22 34%	24 30%	10 32%	7 19%	15 31%	14 47% E	19 68% IJK	17 26%	6 20%	4 18%	35 30%	11 37%	8 25%	38 33%	20 35%	17 29%	9 29%	27 32%	3 20%	8 50% t	3 27%
Strongly disagree	9 6%	2 3%	7 9%	2 6%	1 3%	6 12% e	0 0	0 0	5 8%	4 13%	0 0	8 7%	1 3%	3 9%	6 5%	3 5%	3 5%	3 10%	6 7%	1 7%	0 0	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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192. (HAND CARD) How much do you agree with each of these statements about eTextbooks?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Studying with an eTextbook is a more enjoyable experience than studying with a printed textbook																						
TOP 2 BOX	37 25%	18 28%	19 23%	9 29%	12 32%	10 21%	6 20%	0 0	14 21%	16 53% I	7 32%	33 28% M	4 13%	6 19%	31 27%	17 30%	12 21%	8 26%	19 23%	6 40% V	5 31%	1 9%
Strongly agree	9 6%	4 6%	5 6%	4 13%	2 5%	2 4%	1 3%	0 0	2 3%	6 20% Ik	1 5%	8 7%	1 3%	2 6%	7 6%	4 7%	2 3%	3 10%	4 5%	2 13%	1 6%	0 0
Somewhat agree	28 19%	14 22%	14 17%	5 16%	10 27%	8 17%	5 17%	0 0	12 18%	10 33%	6 27%	25 22% m	3 10%	4 12%	24 21%	13 23%	10 17%	5 16%	15 18%	4 27%	4 25%	1 9%
Neither agree nor disagree	59 40%	27 42%	32 40%	12 39%	18 49%	16 33%	13 43%	15 54% JK	33 50% JK	6 20%	5 23%	47 41%	12 40%	10 31%	49 43%	20 35%	25 43%	14 45%	38 45%	4 27%	6 38%	4 36%
Somewhat disagree	29 20%	15 23%	14 17%	8 26%	4 11%	8 17%	9 30% e	9 32% I	7 11%	6 20%	7 32% I	21 18%	8 27%	11 34% O	18 16%	14 25%	9 16%	6 19%	14 17%	4 27%	4 25%	2 18%
Strongly disagree	20 14%	5 8%	15 19% B	2 6%	3 8%	13 27% DEG	2 7%	4 14%	12 18% j	2 7%	2 9%	14 12%	6 20%	5 16%	15 13%	6 11%	11 19%	3 10%	12 14%	1 7%	1 6%	4 36% tu

Studying with an eTextbook requires less time than studying with a printed textbook

TOP 2 BOX	43 29%	19 29%	24 30%	8 26%	11 30%	13 27%	11 37%	6 21%	11 17%	16 53% HI	10 45% hI	39 34% M	4 13%	6 19%	37 32% n	13 23%	19 33%	11 35%	24 29% v	4 27%	9 56% StV	1 9%
-----------	-----------	-----------	-----------	----------	-----------	-----------	-----------	----------	-----------	-----------------	-----------------	----------------	----------	----------	----------------	-----------	-----------	-----------	----------------	----------	-----------------	---------

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

192. (HAND CARD) How much do you agree with each of these statements about eTextbooks?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Strongly agree	8 5%	6 9% c	2 2%	3 10%	3 8%	2 4%	0 0	0 0	0 0	3 10%	5 23%	8 7%	0 0	2 6%	6 5%	6 11% Q	1 2%	1 3%	4 5%	2 13%	0 0	0 0
Somewhat agree	35 24%	13 20%	22 27%	5 16%	8 22%	11 23%	11 37% d	6 21%	11 17%	13 43% hI	5 23%	31 27% m	4 13%	4 12%	31 27% N	7 12%	18 31% P	10 32% P	20 24%	2 13%	9 56% STV	1 9%
Neither agree nor disagree	50 34%	26 40%	24 30%	11 35%	17 46% g	14 29%	8 27%	8 29%	31 47% hJK	6 20%	5 23%	39 34%	11 37%	9 28%	41 36%	20 35%	19 33%	11 35%	31 37%	4 27%	4 25%	4 36%
Somewhat disagree	32 22%	15 23%	17 21%	11 35% E	4 11%	10 21%	7 23%	9 32%	14 21%	5 17%	4 18%	25 22%	7 23%	11 34% o	21 18%	16 28%	11 19%	5 16%	16 19%	6 40% u	2 12%	4 36%
Strongly disagree	20 14%	5 8%	15 19% B	1 3%	5 14%	10 21% D	4 13%	5 18%	10 15%	3 10%	2 9%	12 10%	8 27% 1	6 19%	14 12%	8 14%	8 14%	4 13%	12 14%	1 7%	1 6%	2 18%
It's valuable to see notes from my instructor included in an eTextbook																						
TOP 2 BOX	79 54%	28 43%	51 63% B	22 71% eG	18 49%	26 54%	13 43%	9 32%	43 65% HJ	13 43%	14 64% H	66 57%	13 43%	15 47%	64 56%	33 58%	31 53%	15 48%	38 45%	9 60%	14 88% St	9 82% S
Strongly agree	19 13%	7 11%	12 15%	7 23% G	6 16% g	5 10%	1 3%	4 14%	9 14%	3 10%	3 14%	16 14%	3 10%	5 16%	14 12%	11 19% Q	4 7%	4 13%	9 11%	4 27%	3 19%	0 0
Somewhat agree	60 41%	21 32%	39 48% B	15 48%	12 32%	21 44%	12 40%	5 18%	34 52% Hj	10 33%	11 50% H	50 43%	10 33%	10 31%	50 44%	22 39%	27 47%	11 35%	29 35%	5 33%	11 69% ST	9 82% ST
Neither agree nor disagree	47 32%	28 43% C	19 23%	5 16%	17 46% D	14 29%	11 37% d	12 43% K	21 32%	10 33%	4 18%	36 31%	11 37%	8 25%	39 34%	15 26%	22 38%	10 32%	35 42% tU	3 20%	2 12%	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

192. (HAND CARD) How much do you agree with each of these statements about eTextbooks?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Somewhat disagree	13 9%	7 11%	6 7%	4 13%	0 0	4 8%	5 17%	6 21%	0 0	5 17%	2 9%	9 8%	4 13%	6 19% o	7 6%	7 12%	4 7%	2 6%	6 7%	3 20%	0 0	1 9%
Strongly disagree	4 3%	1 2%	3 4%	0 0	1 3%	2 4%	1 3%	1 4%	2 3%	1 3%	0 0	2 2%	2 7%	3 9%	1 1%	1 2%	0 0	3 10%	3 4%	0 0	0 0	0 0
I prefer the feel of paper and seeing physical progress through the material with a printed textbook than an eTextbook																						
TOP 2 BOX	82 56%	30 46%	52 64% B	19 61%	21 57%	24 50%	18 60%	14 50%	41 62% J	10 33%	17 77% HJ	68 59%	14 47%	14 44%	68 60%	33 58%	33 57%	16 52%	41 49%	7 47%	15 94% ST	11 100% ST
Strongly agree	34 23%	10 15%	24 30% B	14 45% EFg	4 11%	9 19%	7 23%	4 14%	19 29% hJ	3 10%	8 36% hJ	30 26% m	4 13%	6 19%	28 25%	16 28%	11 19%	7 23%	12 14%	5 33%	7 44% S	7 64% S
Somewhat agree	48 33%	20 31%	28 35%	5 16%	17 46% D	15 31%	11 37% d	10 36%	22 33%	7 23%	9 41%	38 33%	10 33%	8 25%	40 35%	17 30%	22 38%	9 29%	29 35% T	2 13%	8 50% T	4 36%
Neither agree nor disagree	38 26%	22 34% c	16 20%	7 23%	9 24%	17 35% g	5 17%	7 25%	17 26% K	12 40% K	2 9%	30 26%	8 27%	9 28%	29 25%	12 21%	16 28%	10 32%	26 31% U	7 47% U	1 6%	0 0
Somewhat disagree	17 12%	11 17% c	6 7%	4 13%	3 8%	4 8%	6 20%	6 21% i	4 6%	5 17%	2 9%	12 10%	5 17%	5 16%	12 11%	8 14% r	8 14% r	1 3%	10 12%	1 7%	0 0	0 0
Strongly disagree	8 5%	2 3%	6 7%	1 3%	4 11%	2 4%	1 3%	1 4%	4 6%	3 10%	0 0	5 4%	3 10%	4 12%	4 4%	4 7%	0 0	4 13%	6 7%	0 0	0 0	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

192. (HAND CARD) How much do you agree with each of these statements about eTextbooks?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
I'm interested paying for monthly access to an eTextbook over the course of a term for an eTextbook like a music or video streaming subscription																						
TOP 2 BOX	37 25%	16 25%	21 26%	9 29%	8 22%	16 33% G	4 13%	4 14%	12 18%	13 43% HI	8 36% h	30 26%	7 23%	11 34%	26 23%	19 33% r	13 22%	5 16%	18 21%	10 67% SU	4 25%	0 0
Strongly agree	9 6%	5 8%	4 5%	4 13%	2 5%	2 4%	1 3%	1 4%	3 5%	4 13%	1 5%	8 7%	1 3%	4 12%	5 4%	5 9%	2 3%	2 6%	3 4%	5 33% S	0 0	0 0
Somewhat agree	28 19%	11 17%	17 21%	5 16%	6 16%	14 29% G	3 10%	3 11%	9 14%	9 30% hi	7 32% hi	22 19%	6 20%	7 22%	21 18%	14 25% r	11 19%	3 10%	15 18%	5 33%	4 25%	0 0
Neither agree nor disagree	55 38%	27 42%	28 35%	12 39%	21 57% FG	12 25%	10 33%	7 25%	29 44% h	10 33%	9 41%	49 42% M	6 20%	10 31%	45 39%	15 26%	25 43% p	15 48% P	37 44% TU	3 20%	3 19%	6 55% tU
Somewhat disagree	31 21%	13 20%	18 22%	7 23% e	3 8%	10 21% e	11 37% E	11 39% JK	15 23% J	2 7%	3 14%	19 16%	12 40% L	5 16%	26 23%	16 28% r	11 19%	4 13%	14 17%	2 13%	5 31%	4 36%
Strongly disagree	22 15%	9 14%	13 16%	3 10%	5 14%	9 19%	5 17%	6 21% k	10 15% k	5 17%	1 5%	17 15%	5 17%	6 19%	16 14%	7 12%	8 14%	7 23%	14 17%	0 0	4 25%	1 9%
It's easier for my parents to pay for a printed textbook than an eTextbook																						
TOP 2 BOX	35 24%	11 17%	24 30% b	6 19%	7 19%	12 25%	10 33%	3 11%	11 17%	10 33% Hi	11 50% HI	28 24%	7 23%	10 31%	25 22%	12 21%	17 29%	6 19%	18 21%	6 40% V	4 25%	1 9%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

192. (HAND CARD) How much do you agree with each of these statements about eTextbooks?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Strongly agree	11 8%	6 9%	5 6%	3 10%	3 8%	4 8%	1 3%	1 4%	2 3%	2 7%	6 27% HIj	10 9%	1 3%	1 3%	10 9%	5 9%	4 7%	2 6%	5 6%	3 20%	1 6%	1 9%
Somewhat agree	24 16%	5 8%	19 23% B	3 10%	4 11%	8 17%	9 30% De	2 7%	9 14%	8 27% H	5 23%	18 16%	6 20%	9 28% o	15 13%	7 12%	13 22%	4 13%	13 15%	3 20%	3 19%	0 0
Neither agree nor disagree	63 43%	37 57% C	26 32%	12 39%	21 57% G	20 42%	10 33%	11 39%	35 53% J	9 30%	8 36%	51 44%	12 40%	11 34%	52 46%	24 42%	23 40%	16 52%	37 44%	6 40%	9 56%	5 45%
Somewhat disagree	23 16%	11 17%	12 15%	9 29% eF	4 11%	5 10%	5 17%	8 29% Jk	11 17%	2 7%	2 9%	15 13%	8 27%	6 19%	17 15%	12 21% R	10 17% R	1 3%	11 13%	3 20%	0 0	5 45% S
Strongly disagree	22 15%	6 9%	16 20% b	4 13%	5 14%	8 17%	5 17%	6 21%	7 11%	9 30% I	0 0	19 16%	3 10%	5 16%	17 15%	9 16%	5 9%	8 26% Q	15 18%	0 0	3 19%	0 0
It's more difficult to use financial aid to pay for an eTextbook																						
TOP 2 BOX	29 20%	8 12%	21 26% B	5 16%	7 19%	9 19%	8 27%	4 14%	6 9%	12 40% HI	7 32% I	25 22%	4 13%	7 22%	22 19%	13 23%	11 19%	5 16%	18 21% U	5 33% U	1 6%	0 0
Strongly agree	7 5%	2 3%	5 6%	2 6%	2 5%	1 2%	2 7%	1 4%	1 2%	4 13% i	1 5%	7 6%	0 0	1 3%	6 5%	3 5%	0 0	4 13%	6 7%	1 7%	0 0	0 0
Somewhat agree	22 15%	6 9%	16 20% b	3 10%	5 14%	8 17%	6 20%	3 11%	5 8%	8 27% I	6 27% I	18 16%	4 13%	6 19%	16 14%	10 18% R	11 19% R	1 3%	12 14%	4 27%	1 6%	0 0
Neither agree nor disagree	78 53%	39 60%	39 48%	22 71% G	20 54% g	26 54% g	10 33%	14 50%	44 67% Jk	10 33%	10 45%	61 53%	17 57%	14 44%	64 56%	30 53%	31 53%	17 55%	45 54%	6 40%	10 62%	9 82% ST

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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(Continued)  
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192. (HAND CARD) How much do you agree with each of these statements about eTextbooks?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Somewhat disagree	15 10%	10 15% c	5 6%	4 13%	2 5%	3 6%	6 20% ef	6 21% i	5 8%	2 7%	2 9%	11 9%	4 13%	5 16%	10 9%	7 12%	8 14%	0 0	7 8%	3 20%	1 6%	0 0
Strongly disagree	20 14%	5 8%	15 19% B	0 0	5 14%	9 19%	6 20%	4 14%	8 12%	6 20%	2 9%	15 13%	5 17%	6 19%	14 12%	7 12%	7 12%	6 19%	10 12%	1 7%	4 25%	2 18%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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193. (HAND CARD) How likely would you be to buy your required eTextbooks by paying for them when you pay your tuition and course fees if you were to receive a substantial discount for them?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	823 100	390 100	433 100	194 100	221 100	217 100	191 100	169 100	299 100	233 100	122 100	587 100	236 100	217 100	606 100	369 100	332 100	122 100	431 100	104 100	78 100	84 100
TOP 2 BOX	389 47%	176 45%	213 49%	89 46%	105 48%	113 52%	82 43%	82 49%	150 50%	86 37%	71 58%	282 48%	107 45%	73 34%	316 52%	166 45%	159 48%	64 52%	224 52%	36 35%	32 41%	46 55%
Very likely	136 17%	58 15%	78 18%	34 18%	38 17%	46 21%	18 9%	30 18%	56 19%	28 12%	22 18%	100 17%	36 15%	28 13%	108 18%	56 15%	55 17%	25 20%	80 19%	9 9%	15 19%	10 12%
Somewhat likely	253 31%	118 30%	135 31%	55 28%	67 30%	67 31%	64 34%	52 31%	94 31%	58 25%	49 40%	182 31%	71 30%	45 21%	208 34%	110 30%	104 31%	39 32%	144 33%	27 26%	17 22%	36 43%
Neither likely nor unlikely	207 25%	102 26%	105 24%	60 31%	56 25%	55 25%	36 19%	34 20%	77 26%	70 30%	26 21%	152 26%	55 23%	70 32%	137 23%	99 27%	83 25%	25 20%	99 23%	27 26%	30 38%	17 20%
Somewhat unlikely	90 11%	35 9%	55 13%	22 11%	27 12%	18 8%	23 12%	19 11%	32 11%	34 15%	5 4%	49 8%	41 17%	36 17%	54 9%	56 15%	25 8%	9 7%	38 9%	22 21%	5 6%	9 11%
Very unlikely	137 17%	77 20%	60 14%	23 12%	33 15%	31 14%	50 26%	34 20%	40 13%	43 18%	20 16%	104 18%	33 14%	38 18%	99 16%	48 13%	65 20%	24 20%	70 16%	19 18%	11 14%	12 14%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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STUDENT MONITOR® Spring 2018

## 194. What percent discount do you think is substantial?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	373 100	166 100	207 100	86 100	99 100	110 100	78 100	76 100	145 100	83 100	69 100	273 100	100 100	69 100	304 100	158 100	154 100	61 100	216 100	35 100	32 100	43 100
1% to 10%	21 6%	10 6%	11 5%	6 7%	6 6%	6 5%	3 4%	8 11% k	6 4%	5 6%	2 3%	9 3%	12 12% L	8 12% o	13 4%	10 6% Q	2 1%	9 15% pQ	7 3%	4 11%	3 9%	0 0
11% to 20%	71 19%	27 16%	44 21%	21 24% G	18 18%	23 21% g	9 12%	17 22% Jk	37 26% JK	9 11%	8 12%	54 20%	17 17%	10 14%	61 20%	27 17%	28 18%	16 26%	42 19%	5 14%	12 38% STv	8 19%
21% to 25%	30 8%	11 7%	19 9%	12 14% ef	6 6%	7 6%	5 6%	15 20% IJK	6 4%	6 7%	3 4%	23 8%	7 7%	8 12%	22 7%	20 13% QR	9 6% r	1 2%	25 12% TV	1 3%	0 0	1 2%
More than 25%	251 67%	118 71%	133 64%	47 55%	69 70% D	74 67% d	61 78% Df	36 47%	96 66% H	63 76% H	56 81% HI	187 68%	64 64%	43 62%	208 68%	101 64%	115 75% PR	35 57%	142 66%	25 71%	17 53%	34 79% sU
Total mean	37	38 c	35	34	37	36	40 D	30	34 h	42 HI	42 HI	37	35	35	37	36	39 R	32	36	37	35	40

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

STUDENT MONITOR® Spring 2018

195. (HAND CARD) If a required eTextbook were available to buy by paying with your tuition and course fees, how important is it that you have an opportunity to opt out of the buy?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	825 100	390 100	435 100	193 100	222 100	217 100	193 100	170 100	299 100	234 100	122 100	588 100	237 100	220 100	605 100	370 100	333 100	122 100	433 100	104 100	78 100	84 100
TOP 2 BOX	444 54%	203 52%	241 55%	101 52%	111 50%	127 59%	105 54%	100 59%	168 56%	91 39%	85 70%	313 53%	131 55%	104 47%	340 56%	171 46%	201 60%	72 59%	257 59%	40 38%	42 54%	43 51%
Very important	231 28%	101 26%	130 30%	47 24%	68 31%	66 30%	50 26%	49 29%	82 27%	48 21%	52 43%	167 28%	64 27%	59 27%	172 28%	84 23%	106 32%	41 34%	143 33%	18 17%	18 23%	16 19%
Somewhat important	213 26%	102 26%	111 26%	54 28%	43 19%	61 28%	55 28%	51 30%	86 29%	43 18%	33 27%	146 25%	67 28%	45 20%	168 28%	87 24%	95 29%	31 25%	114 26%	22 21%	24 31%	27 32%
Neither important nor unimportant	205 25%	85 22%	120 28%	65 34%	49 22%	50 23%	41 21%	25 15%	85 28%	73 31%	22 18%	156 27%	49 21%	63 29%	142 23%	109 29%	71 21%	25 20%	95 22%	32 31%	27 35%	16 19%
Somewhat unimportant	91 11%	46 12%	45 10%	16 8%	39 18%	16 7%	20 10%	19 11%	21 7%	47 20%	4 3%	55 9%	36 15%	32 15%	59 10%	60 16%	18 5%	13 11%	39 9%	21 20%	3 4%	14 17%
Not at all important	85 10%	56 14%	29 7%	11 6%	23 10%	24 11%	27 14%	26 15%	25 8%	23 10%	11 9%	64 11%	21 9%	21 10%	64 11%	30 8%	43 13%	12 10%	42 10%	11 11%	6 8%	11 13%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

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STUDENT MONITOR® Spring 2018

196. (USE SAME CARD) If a required eTextbook were available to buy by paying with your tuition and course fees, how important is it that PRINT version of the eTextbook is available?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	825 100	391 100	434 100	194 100	220 100	218 100	193 100	170 100	299 100	234 100	122 100	587 100	238 100	220 100	605 100	371 100	332 100	122 100	432 100	105 100	78 100	84 100
TOP 2 BOX	420 51%	191 49%	229 53%	91 47%	115 52%	118 54%	96 50%	94 55%	159 53%	88 38%	79 65%	295 50%	125 53%	98 45%	322 53%	174 47%	174 52%	72 59%	249 58%	33 31%	35 45%	40 48%
								J	J		IJ				N			P	TUV	t	T	
Very important	209 25%	96 25%	113 26%	49 25%	55 25%	52 24%	53 27%	40 24%	80 27%	44 19%	45 37%	152 26%	57 24%	57 26%	152 25%	69 19%	96 29%	44 36%	132 31%	18 17%	17 22%	16 19%
								J	J		HIJ						P	P	TuV			
Somewhat important	211 26%	95 24%	116 27%	42 22%	60 27%	66 30%	43 22%	54 32%	79 26%	44 19%	34 28%	143 24%	68 29%	41 19%	170 28%	105 28%	78 23%	28 23%	117 27%	15 14%	18 23%	24 29%
						Dg		J	J		j				N				T			T
Neither important nor unimportant	228 28%	99 25%	129 30%	75 39%	52 24%	56 26%	45 23%	33 19%	92 31%	76 32%	27 22%	167 28%	61 26%	72 33%	156 26%	113 30%	85 26%	30 25%	110 25%	36 34%	28 36%	19 23%
				EFG					Hk	HK				o					sv	sv		
Somewhat unimportant	97 12%	49 13%	48 11%	17 9%	34 15%	24 11%	22 11%	17 10%	25 8%	46 20%	9 7%	65 11%	32 13%	34 15%	63 10%	56 15%	31 9%	10 8%	40 9%	26 25%	4 5%	14 17%
					D					HIK				o		QR			SU		sU	
Not at all important	80 10%	52 13%	28 6%	11 6%	19 9%	20 9%	30 16%	26 15%	23 8%	24 10%	7 6%	60 10%	20 8%	16 7%	64 11%	28 8%	42 13%	10 8%	33 8%	10 10%	11 14%	11 13%
		C					Def	IK									P					

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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STUDENT MONITOR® Spring 2018

## 200. (HAND CARD) Which one format or device do you prefer for the following course related activities?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	822 100	389 100	433 100	194 100	219 100	216 100	193 100	167 100	300 100	234 100	121 100	587 100	235 100	220 100	602 100	371 100	332 100	119 100	432 100	105 100	78 100	84 100
Reading/studying textbooks																						
Desktop	37 5%	20 5%	17 4%	18 9% EG	4 2%	11 5% eg	4 2%	13 8% Jk	13 4%	7 3%	4 3%	26 4%	11 5%	15 7% o	22 4%	15 4%	14 4%	8 7%	16 4% v	12 11% SUV	2 3%	1 1%
Laptop	411 50%	188 48%	223 52%	88 45%	108 49%	118 55% d	97 50%	95 57% J	179 60% J	61 26%	76 63% J	304 52%	107 46%	84 38%	327 54% N	185 50% R	179 54% R	47 39%	229 53% T	44 42%	34 44%	47 56% t
Fullsize tablet	38 5%	17 4%	21 5%	12 6% f	10 5%	6 3%	10 5%	6 4%	15 5%	8 3%	9 7%	30 5%	8 3%	14 6%	24 4%	18 5%	15 5%	5 4%	20 5% U	4 4%	1 1%	3 4%
Small tablet	17 2%	6 2%	11 3%	6 3%	4 2%	3 1%	4 2%	4 2%	6 2%	7 3%	0 0	12 2%	5 2%	7 3%	10 2%	5 1%	4 1%	8 7% PQ	10 2%	2 2%	4 5%	0 0
Smartphone	21 3%	14 4% c	7 2%	3 2%	9 4%	6 3%	3 2%	1 1%	12 4% H	5 2%	3 2%	17 3%	4 2%	7 3%	14 2%	11 3%	5 2%	5 4%	12 3%	3 3%	1 1%	0 0
No preference, prefer digital to print	75 9%	29 7%	46 11%	16 8%	25 11% F	13 6%	21 11% f	13 8%	30 10%	23 10%	9 7%	53 9%	22 9%	14 6%	61 10% n	27 7%	34 10%	14 12%	42 10%	11 10%	4 5%	5 6%
No preference	222 27%	115 30%	107 25%	51 26%	59 27%	58 27%	54 28%	35 21%	45 15%	123 53% HIK	19 16%	144 25%	78 33% L	79 36% O	143 24%	109 29%	81 24%	32 27%	103 24%	29 28%	32 41% St	28 33% s

Reading/studying other  
course materials like  
articles or other  
assigned reading

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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(Continued)  
STUDENT MONITOR® Spring 2018

200. (HAND CARD) Which one format or device do you prefer for the following course related activities?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Desktop	37 5%	20 5%	17 4%	12 6% E	4 2%	11 5% e	10 5% e	12 7%	13 4%	8 3%	4 3%	28 5%	9 4%	13 6%	24 4%	12 3%	17 5%	8 7%	18 4% u	8 8% U	1 1%	3 4%
Laptop	446 54%	215 55%	231 53%	106 55%	112 51%	124 57%	104 54%	110 66% J	192 64% J	64 27%	80 66% J	320 55%	126 54%	96 44%	350 58% N	210 57% R	185 56% R	51 43%	241 56% T	46 44%	38 49%	54 64% TU
Fullsize tablet	28 3%	12 3%	16 4%	7 4%	8 4%	8 4%	5 3%	3 2%	9 3%	7 3%	9 7% Hij	22 4%	6 3%	8 4%	20 3%	12 3%	12 4%	4 3%	18 4% uv	2 2%	1 1%	1 1%
Small tablet	25 3%	10 3%	15 3%	9 5% Ef	2 1%	3 1%	11 6% EF	4 2%	9 3% k	11 5% K	1 1%	18 3%	7 3%	12 5% O	13 2%	8 2%	8 2%	9 8% PQ	13 3%	5 5%	6 8%	0 0
Smartphone	30 4%	16 4%	14 3%	4 2%	11 5% d	9 4%	6 3%	1 1%	15 5% H	10 4% H	4 3%	27 5% M	3 1%	6 3%	24 4%	13 4%	9 3%	8 7%	19 4%	6 6%	2 3%	2 2%
No preference, prefer digital to print	69 8%	30 8%	39 9%	22 11% fG	23 11% fg	13 6%	11 6%	12 7%	27 9%	20 9%	10 8%	50 9%	19 8%	13 6%	56 9% n	25 7%	29 9%	15 13% p	36 8% V	12 11% V	5 6%	3 4%
No preference	183 22%	84 22%	99 23%	34 18%	58 26% D	48 22%	43 22%	25 15%	34 11%	111 47% HIK	13 11%	119 20%	64 27% L	70 32% O	113 19%	91 25% r	71 21%	21 18%	85 20%	25 24%	25 32% S	21 25%

#### Taking notes in class

Desktop	18 2%	8 2%	10 2%	7 4%	4 2%	3 1%	4 2%	7 4% j	8 3%	3 1%	0 0	11 2%	7 3%	10 5% O	8 1%	11 3% Q	3 1%	4 3%	6 1%	9 9% SV	0 0	1 1%
Laptop	426 52%	190 49%	236 55%	102 53%	115 53%	109 50%	100 52%	111 66% IJ	165 55% J	66 28%	84 69% IJ	312 53%	114 49%	89 40%	337 56% N	192 52% r	184 55% R	50 42%	232 54% T	38 36%	38 49% t	53 63% Tu
Fullsize tablet	36 4%	23 6% C	13 3%	11 6% g	9 4%	12 6% g	4 2%	7 4%	13 4%	7 3%	9 7% j	30 5% m	6 3%	11 5%	25 4%	17 5%	15 5%	4 3%	16 4%	13 12% S	0 0	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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(Continued)  
STUDENT MONITOR® Spring 2018

200. (HAND CARD) Which one format or device do you prefer for the following course related activities?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Small tablet	20 2%	8 2%	12 3%	5 3%	2 1%	6 3%	7 4% e	4 2%	7 2%	8 3% k	1 1%	13 2%	7 3%	12 5% O	8 1%	8 2%	6 2%	6 5%	11 3%	6 6% uv	1 1%	1 1%
Smartphone	19 2%	15 4% C	4 1%	3 2%	9 4% f	3 1%	4 2%	2 1%	8 3%	9 4% h	0 0	14 2%	5 2%	7 3%	12 2%	8 2%	5 2%	6 5% q	13 3%	3 3%	2 3%	0 0
No preference, prefer digital to print	69 8%	40 10% c	29 7%	20 10% F	27 12% F	7 3%	15 8% F	10 6%	24 8%	29 12% HiK	6 5%	47 8%	22 9%	14 6%	55 9%	34 9%	25 8%	10 8%	35 8%	7 7%	4 5%	9 11%
No preference	230 28%	103 26%	127 29%	46 24%	51 23%	75 35% DE	58 30%	23 14%	74 25% Hk	112 48% HIK	21 17%	159 27%	71 30%	75 34% O	155 26%	100 27%	93 28%	37 31%	115 27%	29 28%	33 42% STV	20 24%

Doing problem sets

Desktop	34 4%	24 6% C	10 2%	12 6%	7 3%	7 3%	8 4%	7 4%	10 3%	15 6% K	2 2%	21 4%	13 6%	18 8% O	16 3%	13 4%	12 4%	9 8%	14 3%	9 9% suv	2 3%	2 2%
Laptop	388 47%	176 45%	212 49%	98 51%	100 46%	100 46%	90 47%	90 54% J	159 53% J	58 25%	81 67% HIJ	289 49% m	99 42%	86 39%	302 50% N	175 47% r	168 51% R	45 38%	214 50% T	40 38%	34 44%	47 56% T
Fullsize tablet	24 3%	13 3%	11 3%	8 4%	5 2%	8 4%	3 2%	9 5% i	6 2%	6 3%	3 2%	15 3%	9 4%	6 3%	18 3%	13 4%	8 2%	3 3%	10 2%	7 7% su	1 1%	0 0
Small tablet	22 3%	13 3%	9 2%	7 4% e	2 1%	6 3%	7 4% e	4 2%	11 4% K	6 3%	1 1%	16 3%	6 3%	13 6% O	9 1%	12 3%	6 2%	4 3%	11 3%	9 9% SU	1 1%	0 0
Smartphone	16 2%	13 3% C	3 1%	2 1%	7 3%	3 1%	4 2%	1 1%	7 2%	8 3% H	0 0	11 2%	5 2%	4 2%	12 2%	5 1%	6 2%	5 4%	10 2%	2 2%	1 1%	0 0
No preference, prefer digital to print	89 11%	39 10%	50 12%	16 8%	40 18% DFG	12 6%	21 11% f	15 9%	36 12%	28 12%	10 8%	63 11%	26 11%	12 5%	77 13% N	40 11%	34 10%	15 13%	45 10%	11 10%	7 9%	12 14%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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(Continued)  
STUDENT MONITOR® Spring 2018

200. (HAND CARD) Which one format or device do you prefer for the following course related activities?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
No preference	245 30%	110 28%	135 31%	51 26%	57 26%	80 37% DE	57 30%	41 25%	70 23%	111 47% HIK	23 19%	169 29%	76 32%	79 36% O	166 28%	111 30%	97 29%	37 31%	125 29%	26 25%	32 41% STv	23 27%
Keeping track of assignments, due dates and scheduling																						
Desktop	24 3%	18 5% C	6 1%	9 5% e	3 1%	7 3%	5 3%	10 6% JK	8 3%	4 2%	2 2%	14 2%	10 4%	13 6% O	11 2%	10 3%	7 2%	7 6%	10 2%	8 8% SUV	1 1%	1 1%
Laptop	359 44%	163 42%	196 45%	83 43%	105 48% g	96 44%	75 39%	91 54% J	140 47% J	56 24%	72 60% IJ	261 44%	98 42%	80 36%	279 46% N	165 44% R	155 47% R	39 33%	195 45% T	34 32%	29 37%	43 51% Tu
Fullsize tablet	25 3%	12 3%	13 3%	4 2%	7 3%	9 4%	5 3%	5 3%	10 3%	7 3%	3 2%	21 4% m	4 2%	5 2%	20 3%	7 2%	15 5% P	3 3%	11 3%	7 7%	0 0%	2 2%
Small tablet	19 2%	12 3%	7 2%	8 4% g	5 2%	4 2%	2 1%	6 4%	7 2%	4 2%	2 2%	11 2%	8 3%	12 5% O	7 1%	9 2%	4 1%	6 5% q	9 2%	5 5%	4 5%	0 0%
Smartphone	152 18%	67 17%	85 20%	41 21% E	28 13%	41 19% e	42 22% E	26 16%	75 25% HJ	28 12%	23 19% j	112 19%	40 17%	35 16%	117 19%	70 19%	63 19%	19 16%	89 21%	19 18%	16 21%	12 14%
No preference, prefer digital to print	55 7%	25 6%	30 7%	16 8% F	18 8% F	7 3%	14 7% f	7 4%	24 8% h	18 8%	6 5%	42 7%	13 6%	10 5%	45 7% n	21 6%	22 7%	12 10%	26 6%	11 10%	5 6%	0 0%
No preference	188 23%	92 24%	96 22%	33 17%	53 24% d	52 24% d	50 26% D	22 13%	36 12%	117 50% HIK	13 11%	126 21%	62 26%	65 30% O	123 20%	89 24%	66 20%	33 28% q	92 21%	21 20%	23 29%	26 31% st

Research for class

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

200. (HAND CARD) Which one format or device do you prefer for the following course related activities?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Desktop	48 6%	32 8% C	16 4%	16 8% E	7 3%	11 5%	14 7% e	13 8% K	16 5%	16 7% K	3 2%	35 6%	13 6%	19 9% o	29 5%	14 4%	22 7% p	12 10% P	25 6%	8 8%	3 4%	3 4%
Laptop	542 66%	243 62%	299 69% B	133 69%	141 64%	138 64%	130 67%	128 77% J	234 78% J	79 34%	101 83% J	397 68%	145 62%	117 53%	425 71% N	239 64%	228 69%	75 63%	296 69% T	54 51%	52 67% T	65 77% sT
Fullsize tablet	16 2%	10 3%	6 1%	2 1%	6 3% g	7 3% G	1 1%	6 4% i	3 1%	3 1%	4 3%	11 2%	5 2%	5 2%	11 2%	6 2%	10 3%	0 0	7 2%	4 4%	0 0	0 0
Small tablet	15 2%	7 2%	8 2%	5 3% e	1 *% e	5 2% e	4 2%	4 2%	6 2%	4 2%	1 1%	10 2%	5 2%	9 4% O	6 1%	10 3% Q	2 1%	3 3%	9 2%	6 6%	0 0	0 0
Smartphone	22 3%	12 3%	10 2%	1 1%	8 4% D	5 2%	8 4% D	2 1%	8 3%	11 5% HK	1 1%	19 3% m	3 1%	5 2%	17 3%	11 3% r	10 3% r	1 1%	16 4%	3 3%	1 1%	0 0
No preference, prefer digital to print	46 6%	21 5%	25 6%	15 8% G	15 7% g	10 5%	6 3%	5 3%	17 6%	16 7% h	8 7%	36 6%	10 4%	12 5%	34 6%	20 5%	17 5%	9 8%	19 4%	14 13% SU	2 3%	0 0
No preference	131 16%	64 16%	67 15%	22 11%	40 18% D	39 18% d	30 16%	8 5%	15 5%	105 45% HIK	3 2%	77 13%	54 23% L	53 24% O	78 13%	71 19% Q	41 12%	19 16%	59 14%	16 15%	19 24% S	16 19%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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STUDENT MONITOR® Spring 2018

## 201. (HAND CARD) Thinking about each of these course related activities, when do you most typically do them?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	820 100	388 100	432 100	193 100	219 100	215 100	193 100	167 100	299 100	232 100	122 100	585 100	235 100	220 100	600 100	368 100	333 100	119 100	432 100	105 100	77 100	84 100
Reading																						
Early morning	65 8%	27 7%	38 9%	15 8%	18 8%	14 7%	18 9%	10 6%	32 11% hk	16 7%	7 6%	54 9% M	11 5%	20 9%	45 8%	23 6%	31 9%	11 9%	24 6%	14 13% S	8 10%	8 10%
During the day	274 33%	119 31%	155 36%	63 33%	74 34%	75 35%	62 32%	47 28%	76 25%	107 46% HIk	44 36% I	182 31%	92 39%	89 40% L	185 31% O	123 33%	107 32%	44 37%	140 32%	37 35%	24 31%	39 46% SU
Evening	261 32%	134 35%	127 29%	67 35%	71 32%	70 33%	53 27%	67 40% iJk	97 32%	61 26%	36 30%	181 31%	80 34%	62 28%	199 33%	124 34%	104 31%	33 28%	157 36% TUV	26 25%	18 23%	19 23%
Night	170 21%	78 20%	92 21%	31 16%	51 23% d	48 22%	40 21%	36 22% J	78 26% J	31 13%	25 20% j	127 22%	43 18%	41 19%	129 22%	77 21%	70 21%	23 19%	89 21%	22 21%	21 27%	14 17%
Only on weekends	23 3%	12 3%	11 3%	8 4% EF	2 1%	2 1%	11 6% EF	4 2%	6 2%	10 4%	3 2%	19 3%	4 2%	1 *%	22 4% N	11 3%	6 2%	6 5%	15 3%	2 2%	0 0%	2 2%
Never	27 3%	18 5% C	9 2%	9 5% e	3 1%	6 3%	9 5% e	3 2%	10 3%	7 3%	7 6% h	22 4%	5 2%	7 3%	20 3%	10 3%	15 5% r	2 2%	7 2%	4 4%	6 8% S	2 2%
Homework																						
Early morning	39 5%	14 4%	25 6%	12 6%	11 5%	9 4%	7 4%	9 5%	19 6% J	5 2%	6 5%	32 5% m	7 3%	12 5%	27 4%	14 4%	22 7% pR	3 3%	11 3%	12 11% S	5 6%	0 0%
During the day	258 31%	110 28%	148 34% b	53 27%	67 31%	84 39% DeG	54 28%	48 29% K	93 31% K	95 41% HIK	22 18%	178 30%	80 34%	79 36%	179 30%	123 33%	98 29%	37 31%	133 31%	32 30%	27 35%	34 40% s

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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(Continued)  
STUDENT MONITOR® Spring 2018

201. (HAND CARD) Thinking about each of these course related activities, when do you most typically do them?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Evening	329 40%	154 40%	175 41%	91 47% F	90 41% f	70 33%	78 40% f	69 41%	109 36%	87 38%	64 52% hIJ	237 41%	92 39%	84 38%	245 41%	146 40%	133 40%	50 42%	181 42%	42 40%	26 34%	37 44%
Night	161 20%	87 22% c	74 17%	31 16%	48 22%	47 22%	35 18%	38 23% J	65 22% J	33 14%	25 20%	112 19%	49 21%	40 18%	121 20%	74 20%	66 20%	21 18%	91 21%	17 16%	16 21%	13 15%
Only on weekends	15 2%	8 2%	7 2%	4 2%	2 1%	1 *	8 4% EF	3 2%	5 2%	5 2%	2 2%	12 2%	3 1%	2 1%	13 2%	8 2%	3 1%	4 3%	10 2%	1 1%	0 0	0 0
Never	15 2%	13 3% C	2 *	1 1%	1 *	3 1%	10 5% DEF	0 0	7 2%	5 2%	3 2%	12 2%	3 1%	2 1%	13 2%	1 *	11 3% P	3 3%	4 1%	1 1%	3 4%	0 0

Collaborate with other students

Early morning	25 3%	13 3%	12 3%	11 6% EG	3 1%	8 4%	3 2%	8 5%	9 3%	6 3%	2 2%	18 3%	7 3%	7 3%	18 3%	15 4% q	6 2%	4 3%	11 3%	5 5%	2 3%	4 5%
During the day	358 44%	157 40%	201 47% b	95 49% eG	90 41%	103 48% G	70 36%	61 37%	123 41%	109 47% H	65 53% HI	267 46% m	91 39%	95 43%	263 44%	150 41%	149 45%	59 50% p	201 47% TV	37 35%	46 60% STV	26 31%
Evening	276 34%	140 36%	136 31%	49 25%	81 37% D	67 31%	79 41% DF	72 43% IJK	94 31%	73 31%	37 30%	181 31%	95 40% L	82 37%	194 32%	130 35% R	118 35% R	28 24% U	141 33% U	31 30%	15 19%	50 60% STU
Night	86 10%	38 10%	48 11%	18 9%	31 14% G	25 12% g	12 6%	18 11%	41 14% J	16 7%	11 9%	54 9%	32 14% l	20 9%	66 11%	45 12%	30 9%	11 9%	45 10% v	19 18% sv	8 10% v	2 2%
Only on weekends	42 5%	15 4%	27 6%	13 7% F	10 5%	5 2%	14 7% F	7 4%	15 5% K	18 8% K	2 2%	37 6% M	5 2%	10 5%	32 5%	22 6% q	11 3%	9 8%	22 5% V	11 10% suV	3 4%	1 1%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

201. (HAND CARD) Thinking about each of these course related activities, when do you most typically do them?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Never	32 4%	24 6% C	8 2%	7 4%	4 2%	7 3%	14 7% Ef	1 1%	17 6% H	9 4% H	5 4% h	27 5% m	5 2%	6 3%	26 4%	6 2%	18 5% P	8 7% P	12 3%	2 2%	3 4%	1 1%
Writing papers																						
Early morning	37 5%	19 5%	18 4%	9 5%	11 5%	10 5%	7 4%	6 4%	21 7% hJk	6 3%	4 3%	29 5%	8 3%	7 3%	30 5%	16 4%	16 5%	5 4%	17 4%	12 11% SU	2 3%	0 0%
During the day	165 20%	71 18%	94 22%	48 25% E	32 15%	49 23% E	36 19%	39 23% K	67 22% K	42 18%	17 14%	134 23% M	31 13%	33 15%	132 22% N	78 21%	59 18%	28 24%	88 20%	22 21%	12 16%	18 21%
Evening	317 39%	166 43% C	151 35%	84 44% F	90 41% f	70 33%	73 38%	67 40% I	90 30% hIk	113 49%	47 39%	218 37%	99 42%	94 43%	223 37%	146 40%	121 36%	50 42%	176 41% TU	32 30%	19 25%	42 50% TU
Night	244 30%	103 27%	141 33% b	40 21% D	75 34% D	69 32% D	60 31% D	47 28% j	104 35% J	48 21%	45 37% J	157 27%	87 37% L	77 35% o	167 28%	104 28%	112 34% R	28 24%	119 28%	35 33%	39 51% STV	21 25%
Only on weekends	41 5%	20 5%	21 5%	11 6%	9 4%	8 4%	13 7%	7 4%	9 3%	18 8% I	7 6%	33 6%	8 3%	8 4%	33 6%	21 6%	13 4%	7 6%	25 6% v	3 3%	2 3%	2 2%
Never	13 2%	7 2%	6 1%	1 1%	1 *% DE	7 3% DE	4 2%	0 0%	7 2%	5 2%	1 1%	12 2% M	1 *%	1 *%	12 2% N	2 1%	11 3% P	0 0%	6 1%	1 1%	3 4%	0 0%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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202. (HAND CARD) Adaptive Learning Resources are digital course materials that adapt to the learning needs of students. Knewton and ALEXS are examples for Adaptive Learning Resources. Which of these statements about Adaptive Learning Resources applies to you?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	823 100	391 100	432 100	191 100	221 100	218 100	193 100	169 100	298 100	235 100	121 100	586 100	237 100	218 100	605 100	368 100	333 100	122 100	433 100	102 100	78 100	84 100
I've never used them	395 48%	182 47%	213 49%	86 45%	107 48%	111 51%	91 47%	97 57%	162 54%	69 29%	67 55%	277 47%	118 50%	97 44%	298 49%	169 46%	177 53%	49 40%	222 51%	49 48%	28 36%	40 48%
								J	J		J						pR		U	u		
They helped me learn faster	72 9%	39 10%	33 8%	11 6%	20 9%	18 8%	23 12%	13 8%	23 8%	18 8%	18 15%	57 10%	15 6%	21 10%	51 8%	23 6%	32 10%	17 14%	34 8%	3 3%	11 14%	2 2%
							D				hIJ	m						P	TV		TV	
They helped me learn better	85 10%	42 11%	43 10%	23 12%	14 6%	26 12%	22 11%	9 5%	29 10%	18 8%	29 24%	68 12%	17 7%	21 10%	64 11%	29 8%	38 11%	18 15%	47 11%	7 7%	13 17%	6 7%
				E		E	e		h		HIJ	M						P			Tv	
They improved my grade in the course	49 6%	25 6%	24 6%	10 5%	16 7%	7 3%	16 8%	7 4%	11 4%	17 7%	14 12%	39 7%	10 4%	13 6%	36 6%	28 8%	14 4%	7 6%	29 7%	2 2%	3 4%	1 1%
					f		F			i	HI					q			TV			
I'd like to use them again	56 7%	22 6%	34 8%	18 9%	12 5%	13 6%	13 7%	8 5%	10 3%	22 9%	16 13%	44 8%	12 5%	12 6%	44 7%	29 8%	20 6%	7 6%	33 8%	3 3%	5 6%	2 2%
										hI	HI								TV			
None of these	271 33%	130 33%	141 33%	63 33%	80 36%	65 30%	63 33%	44 26%	94 32%	116 49%	17 14%	196 33%	75 32%	78 36%	193 32%	131 36%	103 31%	37 30%	127 29%	40 39%	34 44%	33 39%
								K	K	HIK									s	S	S	s

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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203. Some schools provide the option to be billed for eTextbooks or adaptive learning materials as part of the term bill. The digital course materials can be accessed via a Learning Management System like Blackboard. Did you acquire any of this term's course materials this way?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	821 100	388 100	433 100	193 100	219 100	217 100	192 100	168 100	298 100	234 100	121 100	584 100	237 100	219 100	602 100	369 100	331 100	121 100	431 100	103 100	78 100	84 100
Yes	62 8%	30 8%	32 7%	12 6%	13 6%	23 11% e	14 7%	14 8%	20 7%	14 6%	14 12% j	44 8%	18 8%	22 10%	40 7%	30 8%	24 7%	8 7%	34 8% V	14 14% UV	3 4%	2 2%
No	759 92%	358 92%	401 93%	181 94%	206 94% f	194 89%	178 93%	154 92%	278 93%	220 94% k	107 88%	540 92%	219 92%	197 90%	562 93%	339 92%	307 93%	113 93%	397 92%	89 86%	75 96% T	82 98% ST

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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## 204. (HAND CARD) Which one of these best describes your decision to take the course?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	66 100	33 100	33 100	12 100	15 100	25 100	14 100	15 100	22 100	14 100	15 100	48 100	18 100	21 100	45 100	30 100	28 100	8 100	37 100	14 100	3 100	2 100
Being billed for digital course materials as part of my term bill was one of many factors in my decision to take the course	26 39%	14 42%	12 36%	2 17%	7 47% d	9 36%	8 57% D	7 47%	7 32%	5 36%	7 47%	21 44%	5 28%	8 38%	18 40%	11 37%	10 36%	5 62%	14 38%	3 21%	1 33%	2 100% STU
Being billed for digital course materials as part of my term bill was NOT part of my decision to take the course	23 35%	10 30%	13 39%	6 50%	5 33%	8 32%	4 29%	4 27%	11 50%	4 29%	4 27%	16 33%	7 39%	3 14%	20 44% N	9 30%	12 43%	2 25%	15 41%	5 36%	1 33%	0 0
Being billed for digital course materials as part of my term bill was the major factor in my decision to take the course	17 26%	9 27%	8 24%	4 33%	3 20%	8 32%	2 14%	4 27%	4 18%	5 36%	4 27%	11 23%	6 33%	10 48% O	7 16%	10 33%	6 21%	1 12%	8 22%	6 43%	1 33%	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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## 209. How many academic courses are you taking this term at this school?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	800 100	377 100	423 100	187 100	212 100	211 100	190 100	162 100	291 100	234 100	113 100	572 100	228 100	209 100	591 100	361 100	325 100	114 100	424 100	96 100	78 100	84 100
3	83 10%	42 11%	41 10%	14 7%	20 9%	15 7%	34 18% DEF	6 4%	29 10% H	21 9% H	27 24% HIJ	65 11%	18 8%	28 13%	55 9%	33 9%	34 10%	16 14%	47 11% UV	9 9% U	1 1%	3 4%
4	236 30%	122 32% c	114 27%	50 27%	50 24%	80 38% DEg	56 29%	31 19%	107 37% HJ	62 26% h	36 32% H	186 33% M	50 22%	51 24%	185 31% n	82 23%	106 33% P	48 42% Pq	136 32%	24 25%	28 36%	22 26%
5	338 42%	164 44%	174 41%	95 51% FG	104 49% FG	76 36%	63 33%	78 48% iK	115 40% K	114 49% IK	31 27%	242 42%	96 42%	79 38%	259 44%	181 50% QR	120 37%	37 32%	179 42%	41 43%	28 36%	43 51% U
6	129 16%	47 12%	82 19%	26 14% B	33 16%	34 16%	36 19%	44 27% IJK	32 11%	37 16%	16 14%	72 13%	57 25% L	45 22% O	84 14%	57 16% R	62 19% R	10 9%	55 13%	19 20%	21 27% S	14 17%
More than 6	14 2%	2 1%	12 3% B	2 1%	5 2%	6 3% g	1 1%	3 2%	8 3%	0 0	3 3%	7 1%	7 3%	6 3%	8 1%	8 2%	3 1%	3 3%	7 2%	3 3%	0 0	2 2%
Mean	4.7	4.6	4.8 B	4.7 G	4.8 G	4.7 g	4.5	5.1 IJK	4.6	4.7 K	4.4	4.6	4.9 L	4.8	4.7	4.8 qR	4.7 R	4.4	4.6	4.8 s	4.9 S	4.9 S

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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210. What's the total number of course materials including print textbooks, eTextbooks or online homework solutions that were required for these academic courses?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total Answering	823 100	390 100	433 100	193 100	222 100	218 100	190 100	170 100	298 100	233 100	122 100	587 100	236 100	217 100	606 100	371 100	332 100	120 100	431 100	105 100	78 100	84 100
None	46 6%	27 7%	19 4%	6 3%	10 5%	10 5%	20 11% DEF	7 4%	22 7%	10 4%	7 6%	36 6%	10 4%	7 3%	39 6% N	18 5%	20 6%	8 7%	15 3%	10 10% SU	2 3%	4 5%
1	35 4%	20 5%	15 3%	7 4%	8 4%	11 5%	9 5%	8 5%	13 4%	5 2%	9 7% J	25 4%	10 4%	13 6%	22 4%	17 5%	9 3%	9 8% q	13 3%	5 5%	2 3%	5 6%
2	64 8%	32 8%	32 7%	17 9%	12 5%	22 10% e	13 7%	14 8%	26 9%	12 5%	12 10%	54 9% M	10 4%	12 6%	52 9%	32 9% R	29 9% R	3 2%	32 7%	10 10%	5 6%	8 10%
3	149 18%	77 20%	72 17%	36 19%	46 21%	33 15%	34 18%	40 24% J	61 20% J	25 11%	23 19% J	111 19%	38 16%	41 19%	108 18%	77 21% Q	50 15%	22 18%	69 16%	20 19%	13 17%	30 36% STU
4	172 21%	85 22%	87 20%	35 18%	45 20%	54 25% d	38 20%	33 19%	52 17%	57 24% I	30 25%	113 19%	59 25% l	71 33% O	101 17%	63 17%	82 25% P	27 22%	97 23% V	19 18%	27 35% STV	11 13%
5	145 18%	58 15%	87 20% B	43 22% eG	34 15%	43 20% g	25 13%	25 15% K	45 15% K	67 29% HIK	8 7%	104 18%	41 17%	31 14%	114 19%	60 16%	58 17%	27 22%	80 19% V	25 24% V	19 24% V	9 11%
6	70 9%	22 6%	48 11% B	15 8%	19 9%	14 6%	22 12% f	20 12%	22 7%	19 8%	9 7%	47 8%	23 10%	14 6%	56 9%	36 10%	24 7%	10 8%	41 10%	9 9%	4 5%	8 10%
More than 6	91 11%	43 11%	48 11%	23 12% g	32 14% G	23 11%	13 7%	8 5%	35 12% H	36 15% H	12 10%	62 11%	29 12%	23 11%	68 11%	48 13% q	30 9%	13 11%	60 14% TUV	4 4%	3 4%	1 1%
Mean	4.6	4.6	4.7	5.1	4.8 g	4.4	4.3	4.5	4.6	4.6	5.1	4.6	4.7	4.2	4.8 N	4.5	5.0 R	4.2	4.7 T	3.9	4.5	4.3

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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211. In total, how many of these required course materials did you actually buy, rent, borrow, or receive with your financial aid for these courses?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total Answering	815 100	384 100	431 100	190 100	218 100	217 100	190 100	168 100	297 100	228 100	122 100	581 100	234 100	217 100	598 100	367 100	328 100	120 100	427 100	101 100	78 100	84 100
None	275 34%	140 36%	135 31%	55 29%	83 38% Df	65 30%	72 38% df	75 45% IJK	101 34% j	62 27%	37 30%	204 35%	71 30%	48 22%	227 38% N	127 35% R	118 36% R	30 25%	144 34%	33 33%	21 27%	28 33%
1	40 5%	20 5%	20 5%	10 5%	9 4%	11 5%	10 5%	5 3%	16 5%	9 4%	10 8% h	33 6% m	7 3%	15 7%	25 4%	22 6% q	10 3%	8 7%	18 4%	6 6%	6 8%	4 5%
2	88 11%	36 9%	52 12%	20 11%	16 7%	25 12%	27 14% E	23 14% J	36 12% J	15 7%	14 11%	66 11%	22 9%	22 10%	66 11%	41 11%	37 11%	10 8%	40 9%	14 14% U	4 5%	18 21% SU
3	93 11%	52 14% c	41 10%	25 13%	25 11%	27 12%	16 8%	20 12%	34 11%	20 9%	19 16% j	69 12%	24 10%	26 12%	67 11%	46 13%	33 10%	14 12%	43 10%	17 17% s	10 13%	12 14%
4	105 13%	44 11%	61 14%	24 13%	22 10%	40 18% EG	19 10%	16 10%	29 10%	43 19% HI	17 14%	60 10%	45 19% L	53 24% O	52 9%	33 9%	53 16% P	19 16% p	50 12%	10 10%	23 29% STV	7 8%
5	97 12%	39 10%	58 13%	29 15% e	21 10%	25 12%	22 12%	12 7%	32 11% K	47 21% HIK	6 5%	71 12%	26 11%	28 13%	69 12%	39 11%	31 9%	27 22% PQ	60 14%	13 13%	10 13%	8 10%
6	30 4%	8 2%	22 5% B	8 4%	8 4%	8 4%	6 3%	4 2%	11 4%	10 4%	5 4%	24 4%	6 3%	4 2%	26 4% N	16 4%	11 3%	3 2%	18 4% uV	4 4%	1 1%	1 1%
More than 6	87 11%	45 12%	42 10%	19 10%	34 16% dFg	16 7%	18 9%	13 8%	38 13% h	22 10%	14 11%	54 9%	33 14% l	21 10%	66 11%	43 12%	35 11%	9 8%	54 13% TUVv	4 4%	3 4%	6 7%
Mean	3.0	3.0	3.0	3.6 g	2.9	2.9	2.6	2.3	3.0 H	3.2 H	3.5	2.9	3.2	3.1	2.9	2.8	3.2	3.1	3.0 t	2.5	3.0	2.7

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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## 212. How many required course materials did you acquire with your financial aid for these courses?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total Answering	804 100	381 100	423 100	188 100	218 100	214 100	184 100	168 100	293 100	226 100	117 100	572 100	232 100	213 100	591 100	364 100	321 100	119 100	424 100	101 100	76 100	84 100
None	505 63%	255 67%	250 59%	114 61%	140 64%	122 57%	129 70%	136 81%	209 71%	87 38%	73 62%	349 61%	156 67%	105 49%	400 68%	218 60%	219 68%	68 57%	281 66%	51 50%	44 58%	56 67%
		C					dF	IJK	Jk		J		1		N		PR		T		T	
1	41 5%	19 5%	22 5%	10 5%	10 5%	18 8%	3 2%	11 7%	12 4%	7 3%	11 9%	28 5%	13 6%	18 8%	23 4%	21 6%	7 2%	13 11%	20 5%	5 5%	3 4%	5 6%
				g	g	G					iJ			O		Q		pQ				
2	38 5%	20 5%	18 4%	10 5%	5 2%	17 8%	6 3%	5 3%	16 5%	12 5%	5 4%	29 5%	9 4%	11 5%	27 5%	21 6%	11 3%	6 5%	16 4%	10 10%	4 5%	2 2%
						EG														SV		
3	61 8%	28 7%	33 8%	14 7%	19 9%	9 4%	19 10%	6 4%	22 8%	22 10%	11 9%	53 9%	8 3%	19 9%	42 7%	35 10%	20 6%	6 5%	21 5%	15 15%	6 8%	9 11%
					f		F		h	H	h	M				qr			S			
4	62 8%	23 6%	39 9%	11 6%	12 6%	31 14%	8 4%	4 2%	12 4%	39 17%	7 6%	37 6%	25 11%	35 16%	27 5%	18 5%	35 11%	9 8%	27 6%	8 8%	17 22%	4 5%
			b			DEG				HIK			1	O			P			STV		
5	51 6%	20 5%	31 7%	14 7%	14 6%	11 5%	12 7%	3 2%	9 3%	37 16%	2 2%	41 7%	10 4%	12 6%	39 7%	21 6%	16 5%	14 12%	32 8%	6 6%	1 1%	7 8%
										HIK		m						pQ	U	u		U
6	21 3%	6 2%	15 4%	9 5%	2 1%	5 2%	5 3%	2 1%	8 3%	7 3%	4 3%	21 4%	0 0	3 1%	18 3%	13 4%	7 2%	1 1%	11 3%	5 5%	0 0	1 1%
			b	E												R						
More than 6	25 3%	10 3%	15 4%	6 3%	16 7%	1 *	2 1%	1 1%	5 2%	15 7%	4 3%	14 2%	11 5%	10 5%	15 3%	17 5%	6 2%	2 2%	16 4%	1 1%	1 1%	0 0
				F	dFG					HI						Qr			T			
Mean	1.4	1.2	1.6	1.5	1.5	1.4	1.1	0.5	1.0	2.6	1.2	1.4	1.2	1.8	1.2	1.5	1.2	1.4	1.3	1.7	1.4	1.1
			B	g					H	HIK	H			O					V			

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

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## 213. How many required course materials did you borrow from someone else for these courses?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total Answering	763 100	375 100	388 100	187 100	200 100	195 100	181 100	168 100	296 100	178 100	121 100	566 100	197 100	179 100	584 100	337 100	311 100	115 100	419 100	100 100	62 100	68 100
None	527 69%	254 68%	273 70%	140 75%	145 72%	126 65%	116 64%	96 57%	221 75%	128 72%	82 68%	407 72%	120 61%	120 67%	407 70%	230 68%	208 67%	89 77%	312 74%	49 49%	43 69%	45 66%
				FG	fg				H	H	h	M						PQ	T	T	T	
1	105 14%	49 13%	56 14%	19 10%	15 8%	35 18%	36 20%	20 12%	45 15%	17 10%	23 19%	78 14%	27 14%	39 22%	66 11%	43 13%	49 16%	13 11%	52 12%	25 25%	7 11%	9 13%
						DE	DE		j		J			O						SUV		
2	67 9%	43 11%	24 6%	17 9%	20 10%	14 7%	16 9%	30 18%	11 4%	13 7%	13 11%	39 7%	28 14%	12 7%	55 9%	40 12%	16 5%	11 10%	34 8%	7 7%	7 11%	6 9%
		C						IJK			I		L			Q						
3	23 3%	10 3%	13 3%	3 2%	12 6%	5 3%	3 2%	7 4%	4 1%	11 6%	1 1%	14 2%	9 5%	5 3%	18 3%	6 2%	16 5%	1 1%	9 2%	8 8%	1 2%	1 1%
					DfG			ik		IK							PR			SUV		
4	25 3%	10 3%	15 4%	2 1%	3 2%	11 6%	9 5%	12 7%	8 3%	5 3%	0 0	14 2%	11 6%	3 2%	22 4%	9 3%	15 5%	1 1%	7 2%	6 6%	1 2%	7 10%
						DE	De	Ij					l		n		R			s		SU
5	9 1%	6 2%	3 1%	3 2%	5 2%	1 1%	0 0	2 1%	4 1%	2 1%	1 1%	8 1%	1 1%	0 0	9 2%	4 1%	5 2%	0 0	3 1%	4 4%	0 0	0 0
6	4 1%	2 1%	2 1%	1 1%	0 0	2 1%	1 1%	1 1%	2 1%	1 1%	0 0	3 1%	1 1%	0 0	4 1%	4 1%	0 0	0 0	1 *	0 0	3 5%	0 0
																			*		s	
More than 6	3 *	1 *	2 1%	2 1%	0 0	1 1%	0 0	0 0	1 *	1 1%	1 1%	3 1%	0 0	0 0	3 1%	1 *	2 1%	0 0	1 *	1 1%	0 0	0 0
Mean	0.7	0.7	0.6	0.6	0.6	0.8	0.7	1.0 IJK	0.5	0.7	0.5	0.6	0.8 L	0.5	0.7 N	0.7 R	0.7 R	0.4	0.5	1.2 Suv	0.7	0.8

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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## 214. How many required course materials did you share with someone else for these courses?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	762 100	374 100	388 100	186 100	200 100	194 100	182 100	168 100	295 100	178 100	121 100	565 100	197 100	178 100	584 100	338 100	310 100	114 100	418 100	100 100	61 100	70 100
None	558 73%	271 72%	287 74%	140 75%	147 74%	134 69%	137 75%	113 67%	234 79% HJK	126 71%	85 70%	419 74%	139 71%	120 67%	438 75% n	234 69%	235 76% p	89 78% p	319 76% T	51 51%	44 72% T	63 90% STU
1	83 11%	40 11%	43 11%	20 11%	13 6%	28 14% E	22 12% e	19 11%	24 8%	23 13%	17 14% i	61 11%	22 11%	22 12%	61 10%	37 11%	33 11%	13 11%	38 9%	16 16% sv	11 18% sv	5 7%
2	59 8%	36 10% c	23 6%	17 9%	15 8%	11 6%	16 9%	15 9%	21 7%	16 9%	7 6%	43 8%	16 8%	23 13% O	36 6%	33 10% Q	17 5%	9 8%	28 7% V	17 17% SuV	5 8% v	1 1%
3	38 5%	11 3%	27 7% B	3 2%	22 11% DFG	7 4%	6 3%	13 8% I	9 3%	8 4%	8 7%	24 4%	14 7%	7 4%	31 5%	21 6%	17 5%	0 0	22 5% u	9 9% U	1 2%	0 0
4	15 2%	10 3%	5 1%	1 1%	2 1%	12 6% DE	0 0	5 3%	4 1%	4 2%	2 2%	11 2%	4 2%	5 3%	10 2%	7 2%	7 2%	1 1%	7 2%	4 4%	0 0	1 1%
5	7 1%	5 1%	2 1%	3 2%	1 *% g	2 1% G	1 1%	2 1%	3 1%	1 1%	1 1%	6 1%	1 1%	1 1%	6 1%	4 1%	1 *% QR	2 2%	3 1% V	2 2% SUV	0 0	0 0.2 V
6	1 *%	0 0	1 *%	1 1%	0 0	0 0	0 0	1 1%	0 0	0 0	0 0	0 0	1 1%	0 0	1 *% n	1 *% Q	0 0	0 0	1 *% T	0 0	0 0	0 0
More than 6	1 *%	1 *%	0 0	1 1%	0 0	0 0	0 0	0 0	0 0	0 0	1 1%	1 *%	0 0	0 0	1 *% n	1 *% Q	0 0	0 0	0 0	1 1% SUV	0 0	0 0
Mean	0.6	0.6	0.5	0.5	0.6 g	0.7 G	0.4	0.7 I	0.4	0.6	0.6	0.5	0.6	0.6	0.5	0.7 QR	0.5	0.4	0.5 V	1.1 SUV	0.4 V	0.2

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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## 215. (HAND CARD) Where do you typically go first to buy assigned course materials?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total Answering	822 100	389 100	433 100	194 100	222 100	216 100	190 100	168 100	297 100	235 100	122 100	586 100	236 100	220 100	602 100	367 100	334 100	121 100	432 100	105 100	76 100	84 100
Amazon	316 38%	161 41% c	155 36%	55 28%	92 41% D	96 44% D	73 38% D	85 51% iJ	123 41% J	56 24%	52 43% J	218 37%	98 42%	61 28%	255 42% N	113 31%	155 46% P	48 40% P	171 40% T	22 21%	34 45% T	41 49% T
Barnes&Noble.com	16 2%	7 2%	9 2%	6 3% F	5 2%	1 *%	4 2%	3 2%	6 2%	3 1%	4 3%	11 2%	5 2%	5 2%	11 2%	9 2%	4 1%	3 2%	6 1%	2 2%	2 3%	2 2%
Chegg	69 8%	35 9%	34 8%	18 9%	13 6%	21 10%	17 9%	16 10%	30 10%	15 6%	8 7%	53 9%	16 7%	20 9%	49 8%	40 11% R	28 8% R	1 1%	34 8% U	18 17% SUV	2 3%	6 7%
On campus bookstore	267 32%	114 29%	153 35% b	84 43% EFG	69 31%	62 29%	52 27%	49 29%	86 29%	90 38% hI	42 34%	179 31%	88 37% 1	90 41% O	177 29%	140 38% Q	90 27%	37 31%	146 34% V	37 35% V	29 38% V	17 20%
On campus bookstore's website	70 9%	30 8%	40 9%	18 9%	17 8%	19 9%	16 8%	7 4%	17 6%	38 16% HIK	8 7%	59 10% M	11 5%	23 10%	47 8%	36 10% Q	19 6%	15 12% Q	46 11% UV	10 10%	3 4%	4 5%
Off campus bookstore	45 5%	23 6%	22 5%	11 6%	7 3%	11 5%	16 8% E	2 1%	17 6% H	18 8% H	8 7% H	29 5%	16 7%	18 8% o	27 4%	11 3%	19 6% P	15 12% PQ	18 4%	6 6%	3 4%	8 10%
Other	39 5%	19 5%	20 5%	2 1%	19 9% DF	6 3%	12 6% Df	6 4%	18 6%	15 6%	0 0	37 6% M	2 1%	3 1%	36 6% N	18 5% R	19 6% R	2 2%	11 3%	10 10% S	3 4%	6 7%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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216. (HAND CARD) When do you usually acquire your course materials, including textbooks, eTextbooks or online homework solutions for a typical class?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	822 100	389 100	433 100	194 100	222 100	216 100	190 100	168 100	297 100	235 100	122 100	586 100	236 100	220 100	602 100	367 100	334 100	121 100	432 100	105 100	76 100	84 100
4 weeks or longer before the class starts	30 4%	10 3%	20 5%	14 7% FG	11 5% FG	3 1%	2 1%	9 5%	11 4%	6 3%	4 3%	24 4%	6 3%	8 4%	22 4%	16 4% Q	4 1% Q	10 8% Q	9 2%	9 9% S	3 4%	3 4%
1 to 3 weeks before the class starts	188 23%	109 28% C	79 18%	58 30% eG	48 22%	51 24% g	31 16%	27 16%	54 18%	80 34% HIK	27 22%	129 22%	59 25%	60 27% o	128 21%	88 24% q	63 19%	37 31% Q	100 23% V	31 30% V	16 21%	12 14%
On the first day of class	99 12%	50 13%	49 11%	35 18% EfG	19 9%	26 12%	19 10%	26 15% j	37 12%	22 9%	14 11%	72 12%	27 11%	34 15% o	65 11%	48 13%	34 10%	17 14%	60 14% tuV	9 9%	6 8%	5 6%
Within 1 week after the class starts	331 40%	133 34%	198 46% B	56 29%	97 44% D	96 44% D	82 43% D	58 35%	113 38%	97 41%	63 52% HIj	222 38%	109 46% L	91 41%	240 40%	136 37%	158 47% PR	37 31%	183 42% T	32 30%	33 43% t	36 43% t
1 to 3 weeks after the class starts	160 19%	77 20%	83 19%	29 15%	44 20%	37 17%	50 26% DF	46 27% JK	76 26% JK	26 11%	12 10%	126 22% M	34 14%	26 12%	134 22% N	72 20%	69 21%	19 16%	75 17%	23 22%	16 21%	26 31% S
4 weeks or longer after the class starts	14 2%	10 3% c	4 1%	2 1%	3 1%	3 1%	6 3%	2 1%	6 2%	4 2%	2 2%	13 2% M	1 *%	1 *%	13 2% N	7 2%	6 2%	1 1%	5 1%	1 1%	2 3%	2 2%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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## 217. (HAND CARD) TOP 2 BOX SUMMARY - When thinking about where to buy printed textbooks, how often do you do each the following?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	818 100	386 100	432 100	194 100	218 100	217 100	189 100	164 100	298 100	234 100	122 100	587 100	231 100	217 100	601 100	366 100	334 100	118 100	434 100	104 100	76 100	84 100
I use a trusted source to buy textbooks	430 53%	194 50%	236 55%	111 57%	96 44%	117 54%	106 57%	85 52%	162 55%	128 55%	55 46%	316 54%	114 49%	88 41%	342 57%	172 47%	189 57%	69 58%	238 55%	33 32%	56 75%	52 63%
				E		E	E								N		P	P	T		ST	T
I take the recommendations from my instructors	422 52%	195 51%	227 53%	114 59%	112 51%	85 40%	111 59%	80 49%	160 54%	114 49%	68 57%	306 52%	116 50%	107 49%	315 53%	188 52%	171 52%	63 53%	233 54%	45 43%	31 41%	43 51%
				F	F		F												TU			
I look for recommendations online	327 40%	133 35%	194 45%	94 48%	94 43%	83 38%	56 30%	43 26%	130 44%	105 45%	49 40%	227 39%	100 43%	89 41%	238 40%	150 41%	118 35%	59 50%	148 34%	40 38%	43 57%	42 50%
			B	FG	G		g		H	H	H							pQ			ST	S
I ask classmates or friends for recommendations	254 31%	120 31%	134 31%	67 35%	60 28%	67 31%	60 32%	54 33%	95 32%	64 27%	41 34%	186 32%	68 29%	58 27%	196 33%	121 33%	103 31%	30 25%	131 30%	31 30%	22 29%	27 32%
															n							

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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217. (HAND CARD) When thinking about where to buy printed textbooks, how often do you do each the following?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	818 100	386 100	432 100	194 100	218 100	217 100	189 100	164 100	298 100	234 100	122 100	587 100	231 100	217 100	601 100	366 100	334 100	118 100	434 100	104 100	76 100	84 100
I ask classmates or friends for recommendations																						
Never	203 25%	92 24%	111 26%	49 25%	43 20%	57 26%	54 29% E	39 24%	86 29% J	44 19%	34 28% j	158 27% M	45 19%	34 16%	169 28% N	68 19%	97 29% P	38 32% P	113 26% V	26 25% v	18 24%	12 14%
Sometimes	361 44%	174 45%	187 43%	78 40%	115 53% DFG	93 43%	75 40%	71 43%	117 39%	126 54% HIK	47 39%	243 41%	118 51% L	125 58% O	236 39%	177 48% Q	134 40%	50 42%	190 44%	47 45%	36 47% s	45 54% s
Most of the time	171 21%	87 23%	84 19%	46 24%	41 19%	43 20%	41 22%	37 23%	52 17%	51 22%	31 25% i	119 20%	52 23%	45 21%	126 21%	87 24% q	62 19%	22 19%	92 21%	21 20%	13 17%	14 17%
Always	83 10%	33 9%	50 12%	21 11%	19 9%	24 11%	19 10%	17 10% j	43 14% JK	13 6%	10 8%	67 11% M	16 7%	13 6%	70 12% N	34 9%	41 12% r	8 7%	39 9%	10 10%	9 12%	13 15%
I take the recommendations from my instructors																						
Never	101 12%	54 14%	47 11%	18 9%	25 11%	30 14%	28 15% d	27 16%	33 11%	26 11%	15 12%	75 13%	26 11%	21 10%	80 13%	41 11%	46 14%	14 12%	58 13% U	13 12%	5 7%	9 11%
Sometimes	290 35%	134 35%	156 36%	61 31%	81 37% G	98 45% DeG	50 26%	56 34%	104 35%	93 40% k	37 30%	202 34%	88 38%	89 41% O	201 33%	136 37%	113 34%	41 35%	138 32%	46 44% S	40 53% Sv	32 38%
Most of the time	261 32%	133 34%	128 30%	60 31%	74 34% f	56 26%	71 38% F	52 32%	96 32%	75 32%	38 31%	181 31%	80 35%	73 34%	188 31%	111 30%	106 32%	44 37%	144 33% T	22 21%	19 25%	34 40% TU

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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(Continued)  
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217. (HAND CARD) When thinking about where to buy printed textbooks, how often do you do each the following?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Always	161 20%	62 16%	99 23% B	54 28% EF	38 17%	29 13%	40 21% F	28 17%	64 21%	39 17%	30 25% j	125 21% m	36 16%	34 16%	127 21% n	77 21%	65 19%	19 16%	89 21% V	23 22% V	12 16%	9 11%
I look for recommendations online																						
Never	222 27%	111 29%	111 26%	44 23%	47 22%	58 27%	73 39% DEF	59 36% iJK	82 28%	51 22%	30 25%	166 28%	56 24%	47 22%	175 29% N	83 23%	107 32% P	32 27%	126 29% u	29 28%	15 20%	21 25%
Sometimes	268 33%	141 37% C	127 29%	56 29%	77 35%	76 35%	59 31%	61 37% i	86 29%	78 33%	43 35%	194 33%	74 32%	80 37%	188 31%	133 36% R	108 32% R	27 23%	159 37% UV	35 34%	18 24%	21 25%
Most of the time	230 28%	102 26%	128 30%	66 34% G	60 28%	62 29%	42 22%	34 21%	84 28% h	76 32% H	36 30% h	158 27%	72 31%	64 29%	166 28%	108 30%	88 26%	34 29%	109 25%	20 19%	31 41% ST	29 35% sT
Always	97 12%	31 8%	66 15% B	28 14% G	34 16% fG	21 10%	14 7%	9 5%	46 15% H	29 12% H	13 11%	69 12%	28 12%	25 12%	72 12%	42 11%	30 9%	25 21% PQ	39 9%	20 19% S	12 16%	13 15%
I use a trusted source to buy textbooks																						
Never	114 14%	65 17% C	49 11%	25 13%	27 12%	33 15%	29 15%	29 18% k	39 13%	33 14%	13 11%	77 13%	37 16%	37 17%	77 13%	40 11%	50 15%	24 20% P	64 15% UV	19 18% UV	4 5%	5 6%
Sometimes	270 33%	127 33%	143 33%	58 30%	95 44% DFG	66 30%	51 27%	50 30%	96 32%	73 31%	51 42% HiJ	190 32%	80 35%	92 42% O	178 30%	154 42% QR	91 27%	25 21%	131 30% U	52 50% SUV	15 20%	25 30%
Most of the time	237 29%	113 29%	124 29%	48 25%	53 24%	72 33% dE	64 34% DE	47 29% JK	104 35%	58 25%	28 23%	156 27%	81 35% L	57 26%	180 30%	85 23%	112 34% P	40 34% P	120 28% T	16 15%	43 57% STV	28 33% T

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

(Continued)  
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217. (HAND CARD) When thinking about where to buy printed textbooks, how often do you do each the following?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Always	193 24%	81 21%	112 26%	63 32%	43 20%	45 21%	42 22%	38 23%	58 19%	70 30%	27 22%	160 27%	33 14%	31 14%	162 27%	87 24%	77 23%	29 25%	118 27%	17 16%	13 17%	24 29%
			b	EFG					I			M			N				TU			Tu

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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## 218. What percentage of the printed textbooks you bought or rented were bought or rented online?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	880 100	420 100	460 100	208 100	238 100	233 100	201 100	176 100	326 100	245 100	133 100	630 100	250 100	238 100	642 100	389 100	356 100	135 100	447 100	113 100	79 100	86 100
None	365 41%	177 42%	188 41%	81 39%	97 41%	102 44%	85 42%	53 30%	120 37%	149 61% HIK	43 32%	272 43%	93 37%	119 50% O	246 38%	158 41%	152 43%	55 41%	175 39%	45 40%	39 49% sV	29 34%
Some	515 59%	243 58%	272 59%	127 61%	141 59%	131 56%	116 58%	123 70% J	206 63% J	96 39%	90 68% J	358 57%	157 63%	119 50%	396 62% N	231 59%	204 57%	80 59%	272 61% u	68 60%	40 51%	57 66% U
Total mean	36	35	37	33	37	35	39	40 J	41 J	25	37 J	35	39	23	41 N	34	39	34	37	34	32	48 STU
User mean	61	61	62	54	62 d	63 d	68 D	57	65 hK	64 k	55	61	61	47	66 N	58	67 PR	57	61	57	64	73 ST

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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## 219. Have you ever not taken or dropped a course because of the cost of the course materials?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	822 100	389 100	433 100	194 100	221 100	218 100	189 100	168 100	299 100	234 100	121 100	586 100	236 100	220 100	602 100	367 100	334 100	121 100	434 100	105 100	76 100	84 100
Yes	132 16%	64 16%	68 16%	22 11%	37 17%	40 18%	33 17% D	31 18%	42 14%	34 15%	25 21%	98 17%	34 14%	39 18%	93 15%	64 17%	48 14%	20 17%	78 18% UV	27 26% sUV	6 8%	2 2%
No	690 84%	325 84%	365 84%	172 89% Fg	184 83%	178 82%	156 83%	137 82%	257 86%	200 85%	96 79%	488 83%	202 86%	181 82%	509 85%	303 83%	286 86%	101 83%	356 82% t	78 74%	70 92% ST	82 98% ST

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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220. (HAND CARD) How much influence would the availability of OER materials have on your decision to take a particular course?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	821 100	388 100	433 100	193 100	221 100	217 100	190 100	168 100	298 100	233 100	122 100	587 100	234 100	217 100	604 100	367 100	334 100	120 100	434 100	105 100	76 100	84 100
TOP 2 BOX	234 29%	105 27%	129 30%	67 35% eG	58 26%	65 30%	44 23%	43 26%	82 28%	54 23%	55 45% HIJ	178 30%	56 24%	84 39% O	150 25%	114 31% Q	76 23%	44 37% Q	123 28%	37 35% u	18 24%	23 27%
Great influence	59 7%	20 5%	39 9% B	20 10% G	14 6%	17 8%	8 4%	15 9%	16 5%	13 6%	15 12% IJ	46 8%	13 6%	30 14% O	29 5%	36 10% QR	18 5%	5 4%	20 5%	16 15% SUV	3 4%	5 6%
Some influence	175 21%	85 22%	90 21%	47 24%	44 20%	48 22%	36 19%	28 17%	66 22%	41 18%	40 33% HIJ	132 22%	43 18%	54 25%	121 20%	78 21%	58 17%	39 32% PQ	103 24%	21 20%	15 20%	18 21%
Little influence	186 23%	93 24%	93 21%	39 20%	57 26%	49 23%	41 22%	40 24%	67 22%	42 18%	37 30% J	131 22%	55 24%	46 21%	140 23%	82 22%	73 22%	31 26%	111 26% Uv	22 21%	11 14%	14 17%
No influence	401 49%	190 49%	211 49%	87 45%	106 48%	103 47%	105 55% D	85 51% K	149 50% K	137 59% IK	30 25%	278 47%	123 53%	87 40%	314 52% N	171 47% r	185 55% PR	45 38%	200 46%	46 44%	47 62% ST	47 56% st

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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221. Of the course materials you bought this term, including print textbooks, eTextbooks, or online homework solutions, were there any you didn't use at all?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	821 100	387 100	434 100	194 100	221 100	217 100	189 100	166 100	298 100	235 100	122 100	586 100	235 100	220 100	601 100	368 100	332 100	121 100	432 100	105 100	76 100	83 100
Yes	338 41%	145 37%	193 44%	80 41%	86 39%	96 44%	76 40%	87 52%	135 45%	56 24%	60 49%	251 43%	87 37%	78 35%	260 43%	143 39%	152 46%	43 36%	187 43%	38 36%	24 32%	29 35%
			B					J	J		J				N		pR		U			
No	483 59%	242 63%	241 56%	114 59%	135 61%	121 56%	113 60%	79 48%	163 55%	179 76%	62 51%	335 57%	148 63%	142 65%	341 57%	225 61%	180 54%	78 64%	245 57%	67 64%	52 68%	54 65%
		C								HIK				O		q		Q			S	

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222. Regardless of their format, did you buy or rent all of your required course materials this term?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	810 100	381 100	429 100	193 100	212 100	215 100	190 100	168 100	292 100	228 100	122 100	577 100	233 100	217 100	593 100	361 100	333 100	116 100	432 100	101 100	76 100	76 100
Yes	575 71%	259 68%	316 74%	142 74%	157 74%	151 70%	125 66%	105 62%	198 68%	183 80%	89 73%	389 67%	186 80%	176 81%	399 67%	278 77%	205 62%	92 79%	299 69%	75 74%	57 75%	49 64%
			b	g	g					HI	h		L	O		Q		Q				
No	235 29%	122 32%	113 26%	51 26%	55 26%	64 30%	65 34%	63 38%	94 32%	45 20%	33 27%	188 33%	47 20%	41 19%	194 33%	83 23%	128 38%	24 21%	133 31%	26 26%	19 25%	27 36%
		c					de	Jk	J			M			N		PR					

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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## 223. (HAND CARD) Why didn't you buy or rent all of what was required?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	242 100	125 100	117 100	51 100	57 100	66 100	68 100	63 100	94 100	49 100	36 100	194 100	48 100	42 100	200 100	87 100	131 100	24 100	137 100	27 100	19 100	27 100
Too expensive	104 43%	44 35%	60 51% B	27 53% G	22 39%	32 48% g	23 34%	33 52% J	42 45% J	9 18%	20 56% J	88 45%	16 33%	16 38%	88 44%	43 49% r	54 41%	7 29%	53 39%	16 59% Su	6 32%	14 52%
I didn't need the book to get a good grade	91 38%	44 35%	47 40%	21 41%	19 33%	30 45% g	21 31%	20 32%	43 46% hJ	12 24%	16 44% j	78 40% m	13 27%	9 21%	82 41% N	29 33%	50 38%	12 50%	53 39%	9 33%	7 37%	8 30%
I didn't think I needed the book	78 32%	43 34%	35 30%	24 47% eFG	18 32%	18 27%	18 26%	19 30%	39 41% Jk	11 22%	9 25%	66 34%	12 25%	7 17%	71 36% N	27 31%	45 34%	6 25%	53 39% u	9 33%	4 21%	7 26%
I shared or traded the book with someone else	44 18%	29 23% C	15 13%	9 18%	12 21% F	5 8%	18 26% F	14 22% I	7 7%	13 27% I	10 28% I	32 16%	12 25%	10 24%	34 17%	17 20%	22 17%	5 21%	26 19%	4 15%	4 21%	4 15%
Professor doesn't use the book	35 14%	19 15%	16 14%	6 12%	6 11%	10 15%	13 19%	7 11%	15 16% j	3 6%	10 28% HJ	32 16% M	3 6%	3 7%	32 16% n	8 9%	22 17% p	5 21%	25 18% Tv	1 4%	4 21% t	2 7%
I found a free version of the book online	34 14%	20 16%	14 12%	11 22%	6 11%	8 12%	9 13%	6 10%	14 15%	8 16%	6 17%	30 15%	4 8%	3 7%	31 16% n	13 15%	17 13%	4 17%	18 13%	0 0	6 32% s	7 26%
I used library resources	34 14%	23 18% C	11 9%	4 8%	13 23% D	8 12%	9 13%	4 6%	15 16% H	11 22% H	4 11%	31 16% M	3 6%	3 7%	31 16% n	12 14%	19 15%	3 12%	17 12% t	1 4%	6 32% sTv	3 11%
I used online materials	33 14%	16 13%	17 15%	5 10%	8 14%	9 14%	11 16%	6 10%	8 9%	11 22% hI	8 22% i	30 15% M	3 6%	7 17%	26 13%	13 15%	18 14%	2 8%	21 15% V	3 11%	6 32% tv	1 4%
Textbook wasn't required	31 13%	21 17% c	10 9%	6 12%	9 16%	8 12%	8 12%	7 11%	13 14%	6 12%	5 14%	26 13%	5 10%	4 10%	27 14%	11 13%	17 13%	3 12%	16 12%	3 11%	5 26%	3 11%
I photocopied the pages I needed	27 11%	16 13%	11 9%	3 6%	8 14%	8 12%	8 12%	2 3%	4 4%	12 24% HI	9 25% HI	24 12%	3 6%	4 10%	23 12%	11 13%	13 10%	3 12%	16 12%	2 7%	5 26% t	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

(Continued)  
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223. (HAND CARD) Why didn't you buy or rent all of what was required?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Recommendation by friend/ classmate	19 8%	10 8%	9 8%	6 12%	6 11%	4 6%	3 4%	7 11% J	7 7%	1 2%	4 11%	14 7%	5 10%	2 5%	17 8%	11 13%	8 6%	0 0	14 10%	2 7%	3 16%	0 0
I received all or some of my textbooks as part of my financial aid	6 2%	2 2%	4 3%	1 2%	0 0	1 2%	4 6%	0 0	1 1%	3 6%	2 6%	6 3%	0 0	2 5%	4 2%	3 3%	1 1%	2 8%	4 3%	0 0	1 5%	0 0
My financial aid wasn't available	6 2%	3 2%	3 3%	1 2%	0 0	3 5%	2 3%	0 0	3 3%	2 4%	1 3%	5 3%	1 2%	0 0	6 3%	2 2%	2 2%	2 8%	2 1%	3 11%	1 5%	0 0
Other	7 3%	2 2%	5 4%	1 2%	3 5%	1 2%	2 3%	4 6%	0 0	3 6%	0 0	6 3%	1 2%	1 2%	6 3%	2 2%	4 3%	1 4%	6 4%	0 0	0 0	1 4%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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## 224. (HAND CARD) Did all of your academic courses require printed materials?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	810 100	382 100	428 100	191 100	221 100	212 100	186 100	168 100	290 100	230 100	122 100	575 100	235 100	214 100	596 100	359 100	331 100	120 100	427 100	101 100	76 100	82 100
No, instructor provided the materials I needed for 1 or more courses	164 20% c	88 23% c	76 18%	34 18%	49 22%	48 23%	33 18%	64 38% IJK	55 19% J	15 7%	30 25% J	117 20%	47 20%	32 15%	132 22% N	72 20%	73 22%	19 16%	82 19% t	13 13%	15 20%	31 38% STU
No, nothing was required either print or digital for 1 or more courses	233 29%	111 29%	122 29%	50 26%	64 29%	63 30%	56 30%	56 33% J	95 33% J	37 16%	45 37% J	170 30%	63 27%	56 26%	177 30%	84 23%	111 34% P	38 32% p	124 29%	23 23%	24 32%	19 23%
Yes, all of my courses required printed materials	429 53%	189 49%	240 56% b	108 57%	117 53%	104 49%	100 54%	57 34%	146 50% HK	179 78%	47 39% HIK	298 52%	131 56%	126 59% O	303 51%	211 59% Q	155 47%	63 52%	231 54% v	66 65% SUV	38 50%	35 43%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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Lowercase letters indicate significance at the 90% level.

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## 225. How many of your academic courses didn't require printed materials?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	363 100	177 100	186 100	80 100	96 100	106 100	81 100	103 100	137 100	51 100	72 100	261 100	102 100	89 100	274 100	143 100	169 100	51 100	194 100	32 100	38 100	44 100
None	19 5%	9 5%	10 5%	4 5%	8 8% G	6 6% g	1 1%	8 8%	5 4%	2 4%	4 6%	10 4%	9 9%	6 7%	13 5%	6 4%	11 7%	2 4%	11 6%	3 9%	1 3%	0 0
1	109 30%	52 29%	57 31%	17 21%	26 27%	44 42% DEG	22 27%	24 23%	38 28%	21 41% Hi	26 36% h	71 27%	38 37% l	36 40% o	73 27%	38 27%	56 33%	15 29%	65 34% V	13 41% V	10 26%	8 18%
2	102 28%	50 28%	52 28%	25 31%	28 29%	25 24%	24 30%	16 16%	57 42% HJ	7 14%	22 31% HJ	79 30%	23 23%	26 29%	76 28%	43 30%	42 25%	17 33%	48 25%	11 34%	12 32%	15 34%
3	74 20%	40 23%	34 18%	16 20%	21 22%	21 20%	16 20%	30 29% I	17 12%	13 25% i	14 19%	53 20%	21 21%	16 18%	58 21%	34 24%	28 17%	12 24%	45 23% T	3 9%	8 21%	8 18%
4	29 8%	16 9%	13 7%	9 11%	8 8%	6 6%	6 7%	11 11%	11 8%	3 6%	4 6%	27 10% M	2 2%	3 3%	26 9% N	12 8% R	16 9% R	1 2%	14 7%	1 3%	4 11%	6 14% t
More than 4	30 8%	10 6%	20 11% b	9 11% f	5 5%	4 4%	12 15% EF	14 14% iK	9 7%	5 10%	2 3%	21 8%	9 9%	2 2%	28 10% N	10 7%	16 9%	4 8%	11 6%	1 3%	3 8%	7 16% sT
Total mean	2.2	2.2	2.2	2.4 eF	2.1	1.9	2.5 eF	2.5 IK	2.1	2.2	1.9	2.3 M	2.0	1.8	2.3 N	2.3	2.2	2.1	2.1 T	1.7	2.3 T	2.8 ST
User mean	2.3	2.3	2.4	2.6 F	2.3 f	2.0	2.5 F	2.7 IJK	2.2	2.3	2.0	2.4	2.2	1.9	2.5 N	2.4	2.3	2.2	2.2 t	1.8	2.4 T	2.8 ST

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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## 226. (HAND CARD) What was required?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	336 100	163 100	173 100	76 100	83 100	98 100	79 100	93 100	130 100	48 100	65 100	246 100	90 100	79 100	257 100	132 100	155 100	49 100	177 100	28 100	37 100	44 100
A passcode that gave me access to all of the materials I needed	98 29%	39 24%	59 34%	28 37%	14 17%	40 41%	16 20%	22 24%	48 37%	17 35%	11 17%	79 32%	19 21%	26 33%	72 28%	40 30%	40 26%	18 37%	52 29%	10 36%	14 38%	11 25%
An eTextbook	78 23%	42 26%	36 21%	25 33%	19 23%	24 24%	10 13%	16 17%	27 21%	13 27%	22 34%	55 22%	23 26%	24 30%	54 21%	33 25%	34 22%	11 22%	48 27%	1 4%	7 19%	8 18%
Other	20 6%	14 9%	6 3%	4 5%	3 4%	7 7%	6 8%	8 9%	6 5%	0 0%	6 9%	17 7%	3 3%	1 1%	19 7%	4 3%	12 8%	4 8%	12 7%	0 0%	2 5%	3 7%
Nothing was required	176 52%	84 52%	92 53%	29 38%	55 66%	40 41%	52 66%	56 60%	66 51%	22 46%	32 49%	125 51%	51 57%	37 47%	139 54%	68 52%	88 57%	20 41%	87 49%	17 61%	17 46%	26 59%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

STUDENT MONITOR® Spring 2018

## 227. (HAND CARD) Which of these Learning Management Systems do you use?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	813 100	382 100	431 100	193 100	218 100	213 100	189 100	166 100	295 100	232 100	120 100	579 100	234 100	218 100	595 100	365 100	329 100	119 100	428 100	104 100	75 100	83 100
BlackBoard	320 39%	135 35%	185 43%	78 40%	91 42%	83 39%	68 36%	74 45%	84 28%	125 54%	37 31%	205 35%	115 49%	115 53%	205 34%	168 46%	107 33%	45 38%	161 38%	53 51%	40 53%	23 28%
			B					IK		hIK			L	O		Q			v	SV	SV	
Canvas	257 32%	131 34%	126 29%	59 31%	67 31%	69 32%	62 33%	98 59%	68 23%	56 24%	35 29%	199 34%	58 25%	40 18%	217 36%	112 31%	132 40%	13 11%	144 34%	21 20%	20 27%	39 47%
								IJK				M			N	R	PR		T			STU
Desire2Learn	91 11%	43 11%	48 11%	13 7%	29 13%	27 13%	22 12%	3 2%	40 14%	4 2%	44 37%	72 12%	19 8%	16 7%	75 13%	35 10%	35 11%	21 18%	42 10%	1 1%	9 12%	16 19%
					D	D	d		HJ		HIJ	m			N			Pq	T		T	ST
Moodle	39 5%	17 4%	22 5%	7 4%	9 4%	6 3%	17 9%	2 1%	26 9%	7 3%	4 3%	30 5%	9 4%	21 10%	18 3%	12 3%	16 5%	11 9%	21 5%	6 6%	2 3%	0 0
							DEF		HJK					O				P				
Sakai	27 3%	15 4%	12 3%	7 4%	9 4%	10 5%	1 1%	6 4%	19 6%	1 *	1 1%	23 4%	4 2%	2 1%	25 4%	12 3%	11 3%	4 3%	16 4%	3 3%	1 1%	2 2%
				G	G	G		Jk	JK			m			N							
Instructure	19 2%	15 4%	4 1%	4 2%	2 1%	6 3%	7 4%	5 3%	9 3%	4 2%	1 1%	18 3%	1 *	2 1%	17 3%	7 2%	9 3%	3 3%	11 3%	1 1%	5 7%	2 2%
		C					e		k			M			N						t	
Angel	14 2%	11 3%	3 1%	5 3%	2 1%	6 3%	1 1%	2 1%	3 1%	4 2%	5 4%	11 2%	3 1%	5 2%	9 2%	9 2%	3 1%	2 2%	8 2%	3 3%	0 0	0 0
		C				g																
Top Class	8 1%	4 1%	4 1%	1 1%	0 0	4 2%	3 2%	1 1%	4 1%	3 1%	0 0	6 1%	2 1%	3 1%	5 1%	2 1%	2 1%	4 3%	3 1%	0 0	3 4%	0 0
																		P				
Other	14 2%	3 1%	11 3%	2 1%	5 2%	6 3%	1 1%	0 0	13 4%	0 0	1 1%	14 2%	0 0	0 0	14 2%	3 1%	11 3%	0 0	7 2%	4 4%	1 1%	1 1%
			B			g			K								P					
I'm not familiar with the term Learning Management System	43 5%	15 4%	28 6%	14 7%	15 7%	9 4%	5 3%	10 6%	19 6%	10 4%	4 3%	28 5%	15 6%	13 6%	30 5%	17 5%	15 5%	11 9%	27 6%	4 4%	5 7%	0 0
			b	G	G																	

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

227. (HAND CARD) Which of these Learning Management Systems do you use?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
None of these	91 11%	54 14%	37 9%	21 11%	22 10%	22 10%	26 14%	5 3%	49 17%	25 11%	12 10%	75 13%	16 7%	19 9%	72 12%	26 7%	41 12%	24 20%	51 12%	10 10%	7 9%	7 8%
		C							HJk	H	H	M					P	Pq				

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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STUDENT MONITOR® Spring 2018

## 228. (HAND CARD) How often do you use it?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	676 100	310 100	366 100	160 100	180 100	181 100	155 100	146 100	229 100	197 100	104 100	479 100	197 100	181 100	495 100	320 100	272 100	84 100	347 100	89 100	63 100	79 100
Daily	501 74%	217 70%	284 78%	115 72%	140 78%	138 76%	108 70%	120 82%	185 81%	141 72%	55 53%	352 73%	149 76%	126 70%	375 76%	248 78%	206 76%	47 56%	252 73%	69 78%	48 76%	68 86%
			B		g			JK	JK	K						R	R					S
Weekly	125 18%	65 21%	60 16%	34 21%	28 16%	34 19%	29 19%	21 14%	30 13%	39 20%	35 34%	91 19%	34 17%	40 22%	85 17%	49 15%	48 18%	28 33%	68 20%	15 17%	11 17%	10 13%
										i	HIJ							PQ				
Occasionally	36 5%	21 7%	15 4%	6 4%	10 6%	6 3%	14 9%	3 2%	10 4%	10 5%	13 12%	26 5%	10 5%	10 6%	26 5%	14 4%	16 6%	6 7%	18 5%	4 4%	4 6%	1 1%
							dF				HIJ								V			
Rarely	14 2%	7 2%	7 2%	5 3%	2 1%	3 2%	4 3%	2 1%	4 2%	7 4%	1 1%	10 2%	4 2%	5 3%	9 2%	9 3%	2 1%	3 4%	9 3%	1 1%	0 0	0 0
																Q						

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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STUDENT MONITOR® Spring 2018

229. Not including financial aid or scholarships, what percent of the total cost of all of your course materials, not just textbooks, you bought or rented this term did you personally pay?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	739 100	360 100	379 100	181 100	192 100	191 100	175 100	163 100	290 100	171 100	115 100	549 100	190 100	171 100	568 100	324 100	303 100	112 100	409 100	91 100	57 100	69 100
Nothing	271 37%	149 41%	122 32%	64 35%	70 36%	60 31%	77 44%	60 37%	103 36%	82 48%	26 23%	215 39%	56 29%	37 22%	234 41%	124 38%	116 38%	31 28%	152 37%	24 26%	17 30%	39 57%
		C					dF	K	K	HIK		M			N	R	R		T		STU	
1% to 25%	95 13%	48 13%	47 12%	30 17%	20 10%	22 12%	23 13%	20 12%	29 10%	22 13%	24 21%	67 12%	28 15%	33 19%	62 11%	40 12%	31 10%	24 21%	50 12%	15 16%	5 9%	9 13%
				e							hIj			O				PQ				
26% to 50%	96 13%	44 12%	52 14%	18 10%	27 14%	37 19%	14 8%	14 9%	46 16%	11 6%	25 22%	79 14%	17 9%	26 15%	70 12%	39 12%	44 15%	13 12%	47 11%	17 19%	13 23%	5 7%
					g	DG			HJ		HJ	M							V	sV		
51% to 75%	34 5%	11 3%	23 6%	16 9%	8 4%	4 2%	6 3%	6 4%	11 4%	7 4%	10 9%	27 5%	7 4%	16 9%	18 3%	16 5%	12 4%	6 5%	15 4%	5 5%	3 5%	1 1%
			B	eFG					hi					O								
76% to 99%	19 3%	6 2%	13 3%	9 5%	1 1%	6 3%	3 2%	8 5%	7 2%	1 1%	3 3%	15 3%	4 2%	10 6%	9 2%	10 3%	7 2%	2 2%	11 3%	4 4%	0 0	0 0
				Eg		e		J	j					O								
100%	224 30%	102 28%	122 32%	44 24%	66 34%	62 32%	52 30%	55 34%	94 32%	48 28%	27 23%	146 27%	78 41%	49 29%	175 31%	95 29%	93 31%	36 32%	134 33%	26 29%	19 33%	15 22%
					D	d		k	k				L						v			
Mean	44	39	47	42	45	47	40	45	46	36	45	41	51	49	42	43	43	46	45	46	49	29
			B			g		j	J		j		L	O				V	V	V		

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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## 230. (HAND CARD) Who else helped to pay for them?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	468 100	211 100	257 100	115 100	125 100	126 100	102 100	103 100	187 100	86 100	92 100	334 100	134 100	136 100	332 100	203 100	184 100	81 100	255 100	67 100	39 100	33 100
Parent	313 67%	149 71%	164 64%	83 72%	82 66%	80 63%	68 67%	81 79%	119 64%	44 51%	69 75%	209 63%	104 78%	90 66%	223 67%	146 72%	123 67%	44 54%	164 64%	38 57%	28 72%	32 97%
								IJ	j		IJ		L			R	r				STU	
Financial aid	101 22%	41 19%	60 23%	25 22%	28 22%	23 18%	25 25%	10 10%	38 20%	32 37%	21 23%	89 27%	12 9%	34 25%	67 20%	32 16%	40 22%	29 36%	59 23%	14 21%	7 18%	6 18%
								H	H	HIK	H	M						PQ				
Scholarship	55 12%	26 12%	29 11%	12 10%	11 9%	22 17%	10 10%	9 9%	26 14%	8 9%	12 13%	43 13%	12 9%	16 12%	39 12%	23 11%	26 14%	6 7%	24 9%	10 15%	4 10%	8 24%
						Eg											r				s	
Relatives other than parents	35 7%	19 9%	16 6%	13 11%	8 6%	10 8%	4 4%	5 5%	17 9%	5 6%	8 9%	29 9%	6 4%	14 10%	21 6%	20 10%	10 5%	5 6%	22 9%	7 10%	3 8%	0 0
				G								m				q						
Other	70 15%	30 14%	40 16%	9 8%	21 17%	21 17%	19 19%	10 10%	34 18%	10 12%	16 17%	57 17%	13 10%	17 12%	53 16%	24 12%	35 19%	11 14%	35 14%	13 19%	9 23%	1 3%
					D	D	D		H			M					p		V	V	V	

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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## 231. (HAND CARD) Did you sell any of your textbooks at the end of last term?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	824 100	389 100	435 100	194 100	222 100	218 100	190 100	168 100	299 100	235 100	122 100	588 100	236 100	220 100	604 100	369 100	334 100	121 100	434 100	105 100	76 100	84 100
Yes, all of my textbooks	70 8%	39 10%	31 7%	12 6%	16 7%	23 11%	19 10%	15 9%	20 7%	22 9%	13 11%	47 8%	23 10%	21 10%	49 8%	30 8%	30 9%	10 8%	42 10% tV	5 5% v	5 7% v	1 1%
Yes, most of my textbooks	95 12%	47 12%	48 11%	13 7%	25 11%	32 15% D	25 13% D	23 14% K	42 14% K	23 10%	7 6%	69 12%	26 11%	25 11%	70 12%	37 10%	43 13%	15 12%	63 15% TUV	8 8% UV	2 3% ST	5 6%
Yes, some of my textbooks	221 27%	94 24%	127 29%	33 17%	62 28% D	70 32% D	56 29% D	60 36% IJ	70 23%	52 22%	39 32% iJ	149 25%	72 31%	55 25%	166 27%	93 25%	96 29%	32 26%	126 29% uv	36 34% UV	15 20% ST	17 20% ST
No, none of my textbooks	400 49%	193 50%	207 48%	116 60% EFG	110 50% f	90 41%	84 44%	69 41%	161 54% H	110 47%	60 49%	303 52% M	97 41%	98 45%	302 50%	189 51%	158 47%	53 44%	178 41%	49 47%	54 71% ST	57 68% ST
No, I was not in school last term	38 5%	16 4%	22 5%	20 10% EFG	9 4% f	3 1%	6 3%	1 1%	6 2%	28 12% HIK	3 2%	20 3%	18 8% L	21 10% O	17 3%	20 5% Q	7 2%	11 9% Q	25 6%	7 7%	0 0%	4 5%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

STUDENT MONITOR® Spring 2018

## 232. (HAND CARD) Who did you sell your textbooks to?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	386 100	180 100	206 100	58 100	103 100	125 100	100 100	98 100	132 100	97 100	59 100	265 100	121 100	101 100	285 100	160 100	169 100	57 100	231 100	49 100	22 100	23 100
On campus bookstore	149 39%	72 40%	77 37%	24 41%	36 35%	55 44%	34 34%	29 30%	38 29%	57 59%	25 42%	104 39%	45 37%	52 51%	97 34%	76 48%	45 27%	28 49%	95 41%	15 31%	8 36%	7 30%
										HIK	i			O		Q	Q	Q				
Another student	137 35%	45 25%	92 45%	20 34%	46 45%	31 25%	40 40%	33 34%	60 45%	28 29%	16 27%	92 35%	45 37%	28 28%	109 38%	57 36%	63 37%	17 30%	79 34%	31 63%	4 18%	6 26%
			B		F		F		hJK						N				u	SUV		
Friend/relative	81 21%	38 21%	43 21%	9 16%	18 17%	31 25%	23 23%	26 27%	28 21%	16 16%	11 19%	60 23%	21 17%	15 15%	66 23%	23 14%	51 30%	7 12%	47 20%	10 20%	6 27%	8 35%
								j						n		PR						
Off campus bookstore	77 20%	45 25%	32 16%	11 19%	19 18%	28 22%	19 19%	10 10%	34 26%	16 16%	17 29%	62 23%	15 12%	21 21%	56 20%	22 14%	40 24%	15 26%	57 25%	2 4%	4 18%	3 13%
		C							Hj		Hj	M				P	P	p	T			
Online bookstore	39 10%	24 13%	15 7%	3 5%	10 10%	16 13%	10 10%	12 12%	11 8%	10 10%	6 10%	27 10%	12 10%	8 8%	31 11%	13 8%	20 12%	6 11%	16 7%	3 6%	4 18%	1 4%
		c				d																
Other	6 2%	5 3%	1 *	1 2%	1 1%	1 1%	3 3%	5 5%	1 1%	0 0	0 0	6 2%	0 0	0 0	6 2%	0 0	5 3%	1 2%	5 2%	0 0	0 0	1 4%
		c						i														

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

STUDENT MONITOR® Spring 2018

## 233. (HAND CARD) Why didn't you sell your textbooks?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	402 100	195 100	207 100	116 100	110 100	91 100	85 100	69 100	159 100	111 100	63 100	306 100	96 100	95 100	307 100	189 100	160 100	53 100	177 100	47 100	54 100	58 100
I rented some or all of my textbooks	137 34%	66 34%	71 34%	32 28%	45 41% Df	26 29%	34 40% d	23 33%	52 33%	43 39%	19 30%	112 37% M	25 26%	16 17%	121 39% N	70 37% Q	43 27%	24 45% Q	62 35%	18 38%	13 24%	16 28%
Not convenient, too much of a hassle	106 26%	60 31% c	46 22%	30 26%	28 25%	23 25%	25 29%	21 30%	39 25%	24 22%	22 35% j	87 28% m	19 20%	16 17%	90 29% N	42 22%	55 34% PR	9 17%	61 34% TU	3 6%	9 17% t	24 41% TU
I keep all of my books	94 23%	42 22%	52 25%	36 31% EG	12 11%	32 35% EG	14 16%	20 29%	35 22%	28 25%	11 17%	61 20%	33 34% L	37 39% O	57 19%	42 22%	39 24%	13 25%	26 15%	18 38% SV	29 54% SV	10 17%
I pass them along to friends or relatives	71 18%	28 14%	43 21% b	22 19%	15 14%	14 15%	20 24% e	16 23%	24 15%	15 14%	16 25% ij	55 18%	16 17%	15 16%	56 18%	34 18%	28 18%	9 17%	34 19%	10 21%	6 11%	12 21%
Buyback prices are too low	54 13%	26 13%	28 14%	15 13%	16 15%	10 11%	13 15%	14 20% k	21 13%	13 12%	6 10%	48 16% M	6 6%	4 4%	50 16% N	25 13%	25 16% r	4 8%	32 18% V	5 11%	8 15%	5 9%
I can't sell my books because I receive them on scholarship	15 4%	10 5%	5 2%	1 1%	7 6% DF	1 1%	6 7% DF	0 0%	9 6%	3 3%	3 5%	13 4%	2 2%	5 5%	10 3%	6 3%	8 5%	1 2%	8 5%	0 0%	3 6%	0 0%
I donate my books to organizations	10 2%	8 4% C	2 1%	5 4%	1 1%	1 1%	3 4%	3 4%	4 3%	1 1%	2 3%	7 2%	3 3%	4 4%	6 2%	7 4%	3 2%	0 0%	3 2%	3 6%	0 0%	2 3%
Other	39 10%	17 9%	22 11%	12 10%	11 10%	9 10%	7 8%	1 1%	18 11% H	10 9% H	10 16% H	31 10%	8 8%	10 11%	29 9%	16 8%	18 11%	5 9%	15 8%	3 6%	4 7%	5 9%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

STUDENT MONITOR® Spring 2018

234. (HAND CARD) Which of the following offers to buy course materials would appeal to you?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	821 100	388 100	433 100	194 100	221 100	217 100	189 100	166 100	298 100	235 100	122 100	585 100	236 100	220 100	601 100	367 100	333 100	121 100	432 100	105 100	75 100	84 100
Coupon code for instant discount	519 63%	209 54%	310 72%	127 65%	141 64%	154 71%	97 51%	95 57%	201 67%	145 62%	78 64%	371 63%	148 63%	136 62%	383 64%	234 64%	208 62%	77 64%	260 60%	67 64%	64 85%	53 63%
			B	G	G	G			H												STV	
Free trial for online homework solution	291 35%	103 27%	188 43%	72 37%	71 32%	87 40%	61 32%	48 29%	112 38%	98 42%	33 27%	193 33%	98 42%	92 42%	199 33%	125 34%	118 35%	48 40%	138 32%	46 44%	43 57%	24 29%
			B			e			hK	HK			L	O						SV	StV	
Free trial for eTextbook	281 34%	112 29%	169 39%	57 29%	70 32%	89 41%	65 34%	33 20%	108 36%	97 41%	43 35%	197 34%	84 36%	83 38%	198 33%	117 32%	124 37%	40 33%	139 32%	36 34%	39 52%	29 35%
			B			DE			H	H	H										STV	
Other	8 1%	2 1%	6 1%	1 1%	0 0	4 2%	3 2%	0 0	2 1%	4 2%	2 2%	6 1%	2 1%	2 1%	6 1%	4 1%	4 1%	0 0	4 1%	0 0	1 1%	0 0
None of these	187 23%	114 29%	73 17%	36 19%	55 25%	37 17%	59 31%	42 25%	54 18%	69 29%	22 18%	141 24%	46 19%	45 20%	142 24%	83 23%	80 24%	24 20%	102 24%	17 16%	5 7%	26 31%
		C			F		DF	i		IK									tU	U		TU

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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STUDENT MONITOR® Spring 2018

## 235. (HAND CARD) TOP 2 BOX SUMMARY - How often do you do each of the following?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total Answering	821 100	387 100	434 100	193 100	218 100	218 100	192 100	167 100	298 100	235 100	121 100	586 100	235 100	219 100	602 100	369 100	334 100	118 100	434 100	104 100	78 100	84 100
When purchasing a new textbook, I consider the buy back value	52 6%	25 6%	27 6%	14 7%	16 7% f	8 4%	14 7%	5 3%	12 4%	24 10%	11 9% HI	46 8% M	6 3%	19 9%	33 6%	23 6%	17 5%	12 10% q	27 6% v	10 10% v	5 6%	2 2%
When considering renting, I compare the cost of renting to the cost of a new textbook less the buy back I'd receive	98 12%	39 10%	59 14%	18 9%	27 12%	27 12%	26 14%	17 10%	36 12%	24 10%	21 18% hj	74 13%	24 10%	29 13%	69 11%	40 11%	41 12%	17 15%	57 13%	12 12%	7 9%	7 8%
When considering buying an eTextbook, I compare the cost of the eTextbook to the cost of a new textbook less the buy back I'd receive	96 12%	32 8%	64 15% B	14 7%	25 11%	33 15% D	24 12% d	17 10%	25 8%	26 11%	28 24% HIJ	64 11%	32 14%	36 17% O	60 10%	30 8%	57 17% PR	9 8%	44 10%	8 8%	19 24% STV	9 11%
I know what textbooks or course materials are required before the first day of class	114 14%	38 10%	76 18% B	21 11%	33 15%	34 16%	26 14%	16 10%	34 11%	53 23% HIK	11 9%	74 13%	40 17% l	43 20% O	71 12%	43 12%	50 15%	21 18%	67 16% t	10 10%	17 22% TV	9 11%
I compare prices at local bookstores before I buy or rent a textbook or course materials	117 14%	38 10%	79 18% B	21 11%	28 13%	38 17% d	30 16%	11 7%	48 16% H	40 17% H	18 15% H	88 15%	29 13%	46 21% O	71 12%	33 9%	59 18% P	25 21% P	49 11%	19 18% s	22 29% S	15 19%
I compare prices online before I buy or rent a textbook or course materials	159 19%	57 15%	102 24% B	30 16%	44 20%	46 21%	39 20%	31 19% j	70 23% J	29 12%	29 24% J	114 20%	45 19%	41 19%	118 20%	60 16%	73 22% P	26 22% P	85 20%	21 20%	17 22%	20 24%
I wait until after the class starts before buying or renting any textbooks or course materials	184 23%	75 19%	109 25% B	40 21%	56 26%	42 19%	46 24%	39 23% j	77 26% J	38 16%	30 25% j	148 25% M	36 15%	37 17%	147 25% N	69 19%	81 24% p	34 29% P	110 26% T	15 14%	24 31% T	18 21%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.



(Continued)  
STUDENT MONITOR® Spring 2018

235. (HAND CARD) TOP 2 BOX SUMMARY - How often do you do each of the following?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
I don't compare prices and just buy or rent my textbooks or course materials from the most convenient source	50 6%	25 6%	25 6%	12 6%	17 8% F	7 3%	14 7% f	13 8% k	12 4%	21 9% IK	4 3%	33 6%	17 7%	18 8%	32 5%	23 6%	18 5%	9 8%	32 7%	6 6%	4 5%	4 5%
I wait until I'm certain I need the textbook before buying or renting it, even if it is later in the course	131 16%	50 13%	81 19% B	24 12%	36 17%	28 13%	43 22% DF	30 18% J	58 20% J	24 10%	19 16%	101 17% m	30 13%	36 16%	95 16%	46 12%	66 20% P	19 16%	82 19%	13 13%	11 14%	11 13%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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STUDENT MONITOR® Spring 2018

## 235. (HAND CARD) How often do you do each of the following?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	821 100	387 100	434 100	193 100	218 100	218 100	192 100	167 100	298 100	235 100	121 100	586 100	235 100	219 100	602 100	369 100	334 100	118 100	434 100	104 100	78 100	84 100
When purchasing a new textbook, I consider the buy back value																						
Never	227 28%	112 29%	115 26%	65 34% E	50 23%	61 28%	51 27%	34 20%	95 32% H	61 26%	37 31% h	182 31% M	45 19%	44 20%	183 30% N	95 26%	95 28%	37 31%	134 31% T	22 21%	21 27%	19 23%
Sometimes	364 44%	175 45%	189 44%	78 40%	103 47%	95 44%	88 46%	88 53% Jk	143 48% J	82 35%	51 42%	245 42%	119 51% L	103 47%	261 43%	173 47%	145 43%	46 39%	175 40%	59 57% SU	28 36%	44 52% SU
Most of the time	175 21%	74 19%	101 23%	36 19%	47 22%	53 24%	39 20%	38 23% i	47 16%	68 29% IK	22 18%	112 19%	63 27% L	53 24%	122 20%	76 21%	76 23%	23 19%	96 22% T	13 12%	24 31% T	19 23% t
Always	52 6%	25 6%	27 6%	14 7%	16 7% f	8 4%	14 7%	5 3%	12 4%	24 10% HI	11 9% Hi	46 8% M	6 3%	19 9%	33 5%	23 6%	17 5%	12 10% q	27 6% v	10 10% V	5 6%	2 2%

When considering renting, I compare the cost of renting to the cost of a new textbook less the buy back I'd receive

Never	151 18%	79 20%	72 17%	46 24% EF	31 14%	31 14%	43 22% EF	19 11%	59 20% H	54 23% Hk	19 16%	120 20% M	31 13%	29 13%	122 20% N	65 18%	59 18%	27 23%	89 21%	17 16%	14 18%	12 14%
Sometimes	323 39%	163 42%	160 37%	68 35%	103 47% DG	91 42% G	61 32%	78 47% IJ	111 37%	79 34%	55 45% J	226 39%	97 41%	91 42%	232 39%	156 42% r	128 38%	39 33%	157 36%	51 49% SU	26 33%	40 48% su
Most of the time	246 30%	103 27%	143 33% B	59 31%	57 26%	68 31%	62 32%	53 32% K	91 31% K	77 33% K	25 21%	165 28%	81 34% l	68 31%	178 30%	107 29%	105 31%	34 29%	128 29%	24 23%	31 40% sT	25 30%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

235. (HAND CARD) How often do you do each of the following?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Always	98 12%	39 10%	59 14%	18 9%	27 12%	27 12%	26 14%	17 10%	36 12%	24 10%	21 17% hj	74 13%	24 10%	29 13%	69 11%	40 11%	41 12%	17 14%	57 13%	12 12%	7 9%	7 8%
When considering buying an eTextbook, I compare the cost of the eTextbook to the cost of a new textbook less the buy back I'd receive																						
Never	210 26%	112 29% C	98 23%	59 31% f	52 24%	49 22%	50 26%	35 21%	89 30% HK	62 26%	24 20%	166 28% M	44 19%	47 21%	163 27% n	83 22%	91 27%	36 31% p	128 29% TV	20 19%	23 29% v	14 17%
Sometimes	322 39%	152 39%	170 39%	73 38%	90 41%	89 41%	70 36%	71 43%	122 41%	88 37%	41 34%	223 38%	99 42%	90 41%	232 39%	159 43% q	120 36%	43 36%	155 36% SUv	60 58%	21 27%	38 45% U
Most of the time	191 23%	91 24%	100 23%	47 24%	51 23%	45 21%	48 25%	44 26%	62 21%	59 25%	26 21%	133 23%	58 25%	44 20%	147 24%	95 26% q	66 20%	30 25%	105 24% T	16 15%	15 19%	23 27% T
Always	96 12%	32 8%	64 15% B	14 7%	25 11%	33 15% D	24 12% d	17 10%	25 8%	26 11%	28 23% HIJ	64 11%	32 14%	36 16% O	60 10%	30 8%	57 17% PR	9 8%	44 10%	8 8%	19 24% STV	9 11%
I know what textbooks or course materials are required before the first day of class																						
Never	118 14%	56 14%	62 14%	27 14% e	18 8%	41 19% E	32 17% E	18 11%	58 19% HJ	25 11%	17 14%	98 17% M	20 9%	19 9%	99 16% N	38 10%	58 17% P	22 19% P	64 15% t	9 9%	20 26% STV	10 12%
Sometimes	330 40%	167 43%	163 38%	89 46% F	91 42%	77 35%	73 38%	75 45% J	144 48% JK	67 29%	44 36%	229 39%	101 43%	84 38%	246 41%	153 41% r	139 42% r	38 32%	153 35%	57 55% SU	25 32%	41 49% SU

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

235. (HAND CARD) How often do you do each of the following?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Most of the time	254	123	131	54	73	66	61	53	62	90	49	185	69	71	183	130	87	37	148	27	14	24
	31%	32%	30%	28%	33%	30%	32%	32%	21%	38%	40%	32%	29%	32%	30%	35%	26%	31%	34%	26%	18%	29%
								I		I	I					Q			tU			
Always	114	38	76	21	33	34	26	16	34	53	11	74	40	43	71	43	50	21	67	10	17	9
	14%	10%	18%	11%	15%	16%	14%	10%	11%	23%	9%	13%	17%	20%	12%	12%	15%	18%	15%	10%	22%	11%
			B								HIK			O					t		Tv	
I compare prices at local bookstores before I buy or rent a textbook or course materials																						
Never	160	76	84	41	32	44	43	36	52	40	32	113	47	40	120	65	75	20	110	10	9	8
	19%	20%	19%	21%	15%	20%	22%	22%	17%	17%	26%	19%	20%	18%	20%	18%	22%	17%	25%	10%	12%	10%
				e			E				IJ								TUV			
Sometimes	297	134	163	68	92	72	65	74	100	89	34	190	107	82	215	155	104	38	158	41	21	35
	36%	35%	38%	35%	42%	33%	34%	44%	34%	38%	28%	32%	46%	37%	36%	42%	31%	32%	36%	39%	27%	42%
				Fg				IK		k			L			Qr			u	u		U
Most of the time	239	136	103	59	64	64	52	43	95	65	36	191	48	48	191	110	94	35	113	34	25	23
	29%	35%	24%	31%	29%	29%	27%	26%	32%	28%	30%	33%	20%	22%	32%	30%	28%	30%	26%	33%	32%	27%
		C										M			N							
Always	117	38	79	21	28	38	30	11	48	40	18	88	29	46	71	33	59	25	49	19	22	15
	14%	10%	18%	11%	13%	17%	16%	7%	16%	17%	15%	15%	12%	21%	12%	9%	18%	21%	11%	18%	28%	18%
			B			d			H	H	H			O			P	P		s	S	
I compare prices online before I buy or rent a textbook or course materials																						
Never	107	54	53	30	20	29	28	13	33	39	22	84	23	36	71	37	52	18	62	10	6	5
	13%	14%	12%	16%	9%	13%	15%	8%	11%	17%	18%	14%	10%	16%	12%	10%	16%	15%	14%	10%	8%	6%
				e			e			Hi	Hi	m					P		uV			

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

235. (HAND CARD) How often do you do each of the following?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Sometimes	274 33%	146 38% C	128 29%	69 36%	83 38% F	63 29%	59 31%	64 38%	94 32%	75 32%	41 34%	190 32%	84 36%	76 35%	198 33%	142 38% Q	94 28%	38 32%	146 34% U	37 36% U	16 21%	38 45% SU
Most of the time	277 34%	126 33%	151 35%	62 32%	71 33%	78 36%	66 34%	59 35% K	101 34% K	90 38% K	27 22%	194 33%	83 35%	66 30%	211 35%	130 35%	111 33%	36 31%	137 32%	36 35%	39 50% STV	21 25%
Always	159 19%	57 15%	102 24% B	30 16%	44 20%	46 21%	39 20%	31 19% j	70 23% J	29 12%	29 24% J	114 19%	45 19%	41 19%	118 20%	60 16%	73 22% P	26 22%	85 20%	21 20%	17 22%	20 24%
I wait until after the class starts before buying or renting any textbooks or course materials																						
Never	106 13%	53 14%	53 12%	33 17% E	21 10%	30 14%	22 11%	7 4%	37 12% H	36 15% H	26 21% HI	85 15% M	21 9%	33 15%	73 12%	48 13%	41 12%	17 14%	72 17% tUV	11 11%	6 8%	5 6%
Sometimes	327 40%	159 41%	168 39%	72 37%	101 46% dG	88 40%	66 34%	64 38%	101 34%	120 51% HIK	42 35%	208 35%	119 51% L	111 51% O	216 36%	165 45% Q	117 35%	45 38%	143 33%	55 53% Su	30 38%	42 50% S
Most of the time	199 24%	98 25%	101 23%	47 24%	39 18%	58 27% E	55 29% E	56 34% JK	80 27% Jk	40 17%	23 19%	141 24%	58 25%	38 17%	161 27% N	85 23%	93 28% R	21 18%	106 24%	23 22%	17 22%	19 23%
Always	184 22%	75 19%	109 25% B	40 21%	56 26%	42 19%	46 24%	39 23% j	77 26% J	38 16%	30 25% j	148 25% M	36 15%	37 17%	147 24% N	69 19%	81 24% P	34 29% P	110 25% T	15 14%	24 31% T	18 21%

I don't compare prices  
and just buy or rent my  
textbooks or course  
materials from the most  
convenient source

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

235. (HAND CARD) How often do you do each of the following?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Never	297 36%	134 35%	163 38%	71 37%	65 30%	84 39% e	77 40% E	49 29%	139 47% HJ	59 25%	50 41% HJ	231 39% M	66 28%	70 32%	227 38%	125 34%	127 38%	45 38%	157 36%	35 34%	32 41%	31 37%
Sometimes	312 38%	148 38%	164 38%	67 35%	90 41%	79 36%	76 40%	65 39%	98 33%	98 42% I	51 42% i	200 34%	112 48% L	97 44% O	215 36%	146 40%	125 37%	41 35%	151 35%	38 37%	39 50% Stv	30 36%
Most of the time	162 20%	80 21%	82 19%	43 22% G	46 21% G	48 22% G	25 13%	40 24% iK	49 16%	57 24% IK	16 13%	122 21%	40 17%	34 16%	128 21% n	75 20%	64 19%	23 19%	94 22% U	25 24% U	3 4%	19 23% U
Always	50 6%	25 6%	25 6%	12 6%	17 8% F	7 3%	14 7% f	13 8% k	12 4%	21 9% IK	4 3%	33 6%	17 7%	18 8%	32 5%	23 6%	18 5%	9 8%	32 7%	6 6%	4 5%	4 5%

I wait until I'm certain  
I need the textbook  
before buying or renting  
it, even if it is later  
in the course

Never	95 12%	48 12%	47 11%	27 14% E	16 7%	24 11%	28 15% E	10 6%	32 11% h	33 14% H	20 17% H	76 13% M	19 8%	26 12%	69 11%	35 9%	39 12%	21 18% P	55 13%	9 9%	9 12%	8 10%
Sometimes	349 43%	167 43%	182 42%	91 47% g	96 44%	88 40%	74 39%	70 42%	114 38%	113 48% I	52 43%	234 40%	115 49% L	110 50% O	239 40%	174 47% Q	125 37%	50 42%	173 40%	54 52% S	36 46%	36 43%
Most of the time	240 29%	120 31%	120 28%	51 26%	67 31%	75 34% dG	47 24%	54 32%	93 31%	63 27%	30 25%	169 29%	71 30%	47 21%	193 32% N	113 31%	99 30%	28 24%	124 29%	25 24%	22 28%	29 35%
Always	131 16%	50 13%	81 19% B	24 12%	36 17%	28 13%	43 22% DF	30 18% J	58 19% J	24 10%	19 16%	101 17% m	30 13%	36 16%	95 16%	46 12%	66 20% P	19 16%	82 19% t	13 12%	11 14%	11 13%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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Lowercase letters indicate significance at the 90% level.

STUDENT MONITOR® Spring 2018

## 236. How many new, printed textbooks did you buy, not rent, this term?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total Answering	776 100	370 100	406 100	186 100	199 100	211 100	180 100	170 100	297 100	188 100	121 100	560 100	216 100	197 100	579 100	337 100	324 100	115 100	414 100	99 100	75 100	71 100
None	371 48%	200 54%	171 42%	75 40%	100 50%	94 45%	102 57%	79 46%	156 53%	98 52%	38 31%	290 52%	81 38%	70 36%	301 52%	153 45%	164 51%	54 47%	196 47%	38 38%	36 48%	40 56%
		C			D		DF	K	K	K		M			N						T	
1	122 16%	56 15%	66 16%	35 19%	36 18%	34 16%	17 9%	41 24%	51 17%	8 4%	22 18%	83 15%	39 18%	41 21%	81 14%	61 18%	41 13%	20 17%	73 18%	27 27%	2 3%	9 13%
				G	G	G		iJ	J		J			O		q			U	SUV		U
2	104 13%	53 14%	51 13%	29 16%	26 13%	26 12%	23 13%	28 16%	39 13%	16 9%	21 17%	66 12%	38 18%	26 13%	78 13%	54 16%	33 10%	17 15%	46 11%	18 18%	12 16%	7 10%
								J			J		L			Q				s		
3	69 9%	20 5%	49 12%	18 10%	18 9%	22 10%	11 6%	9 5%	17 6%	23 12%	20 17%	56 10%	13 6%	21 11%	48 8%	29 9%	33 10%	7 6%	43 10%	8 8%	3 4%	2 3%
			B							HI	HI	m							UV			
4	56 7%	17 5%	39 10%	17 9%	9 5%	17 8%	13 7%	8 5%	12 4%	31 16%	5 4%	26 5%	30 14%	27 14%	29 5%	13 4%	32 10%	11 10%	28 7%	3 3%	20 27%	1 1%
			B	e						HIK			L	O		P		p	tV	STV		
5	31 4%	9 2%	22 5%	5 3%	7 4%	10 5%	9 5%	3 2%	11 4%	10 5%	7 6%	22 4%	9 4%	11 6%	20 3%	13 4%	12 4%	6 5%	18 4%	3 3%	1 1%	8 11%
			B							h	h								u		sTU	
More than 5	23 3%	15 4%	8 2%	7 4%	3 2%	8 4%	5 3%	2 1%	11 4%	2 1%	8 7%	17 3%	6 3%	1 1%	22 4%	14 4%	9 3%	0 0	10 2%	2 2%	1 1%	4 6%
		c							hJ		HJ				N							
Total mean	1.4	1.2	1.6	1.6	1.2	1.6	1.3	1.1	1.2	1.6	2.0	1.3	1.7	1.7	1.3	1.4	1.4	1.3	1.4	1.3	1.7	1.4
			B	E		E				HI	HI		L	O								
User mean	2.7	2.6	2.7	2.6	2.4	2.9	3.0	2.0	2.6	3.3	2.9	2.7	2.7	2.6	2.8	2.6	2.9	2.4	2.6	2.2	3.3	3.3
						E	E		H	HIK	H						pR		t		ST	T

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

STUDENT MONITOR® Spring 2018

## 237. What percentage of the printed textbooks you bought or rented were bought or rented online?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	376 100	166 100	210 100	105 100	98 100	97 100	76 100	86 100	134 100	77 100	79 100	258 100	118 100	110 100	266 100	173 100	143 100	60 100	216 100	55 100	26 100	26 100
None	106 28%	48 29%	58 28%	37 35% eg	24 24%	27 28%	18 24%	12 14%	36 27% H	37 48% HIK	21 27% H	84 33% M	22 19%	36 33%	70 26%	53 31%	35 24%	18 30%	67 31% V	17 31% V	7 27%	3 12%
Some	177 47%	86 52%	91 43%	46 44%	50 51%	40 41%	41 54% f	54 63% IJ	58 43% j	24 31%	41 52% J	108 42%	69 58% L	55 50%	122 46%	79 46%	64 45%	34 57%	90 42%	27 49%	15 58%	18 69% St
Total mean	38	34	41 b	32	36	43 d	41	39	42 j	31	36	37	39	30	41 N	37 R	45 pR	25	40	34	34	38
User mean	53	47	57 b	50	47	60 e	54	45	58 H	59 h	49	55	48	44	56 N	53 R	59 R	36	58 v	49	46	43

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

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STUDENT MONITOR® Spring 2018

## 238. How much did you spend to buy new, printed textbooks this term? (Among all)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	776 100	370 100	406 100	186 100	199 100	211 100	180 100	170 100	297 100	188 100	121 100	560 100	216 100	197 100	579 100	337 100	324 100	115 100	414 100	99 100	75 100	71 100
Nothing	371 48%	200 54%	171 42%	75 40%	100 50%	94 45%	102 57%	79 46%	156 53%	98 52%	38 31%	290 52%	81 38%	70 36%	301 52%	153 45%	164 51%	54 47%	196 47%	38 38%	36 48%	40 56%
		C			D		DF	K	K	K		M			N						T	
Something	388 50%	165 45%	223 55%	101 54%	98 49%	114 54%	75 42%	89 52%	135 45%	82 44%	82 68%	256 46%	132 61%	123 62%	265 46%	178 53%	158 49%	52 45%	211 51%	58 59%	35 47%	31 44%
			B	G		G		j			HIJ		L	O						v		
\$1 to \$50	22 3%	9 2%	13 3%	3 2%	5 3%	10 5%	4 2%	6 4%	11 4%	4 2%	1 1%	16 3%	6 3%	6 3%	16 3%	8 2%	10 3%	4 3%	10 2%	7 7%	0 0%	3 4%
						d		k	K											s		
\$51 to \$100	80 10%	33 9%	47 12%	29 16%	16 8%	19 9%	16 9%	25 15%	33 11%	8 4%	14 12%	58 10%	22 10%	27 14%	53 9%	44 13%	27 8%	9 8%	42 10%	20 20%	2 3%	7 10%
				EFG				J	J		J			o		Qr			U	SUv		u
\$101 to \$150	52 7%	29 8%	23 6%	15 8%	10 5%	16 8%	11 6%	14 8%	21 7%	3 2%	14 12%	39 7%	13 6%	18 9%	34 6%	23 7%	19 6%	10 9%	29 7%	7 7%	4 5%	3 4%
								J	J		J											
\$151 to \$200	85 11%	34 9%	51 13%	14 8%	27 14%	30 14%	14 8%	14 8%	26 9%	19 14%	19 16%	42 8%	43 20%	38 19%	47 8%	27 8%	44 14%	14 12%	40 10%	13 13%	15 20%	6 8%
					dg	DG				hi	hi		L	O			P				SV	
More than \$200	238 31%	92 25%	146 36%	60 32%	63 32%	70 33%	45 25%	41 24%	72 24%	72 38%	53 44%	151 27%	87 40%	72 37%	166 29%	100 30%	103 32%	35 30%	132 32%	25 25%	33 44%	15 21%
			B			g				HI	HI		L	O					V	STV		
Total mean	\$109	\$94	\$122	\$120	\$107	\$115	\$92	\$101	\$91	\$114	\$154	\$100	\$132	\$123	\$104	\$116	\$105	\$99	\$114	\$99	\$119	\$91
			B	g						i	HIJ		L	o								
User mean	\$213	\$208	\$216	\$210	\$216	\$210	\$217	\$190	\$197	\$251	\$226	\$213	\$213	\$193	\$222	\$216	\$213	\$202	\$220	\$164	\$242	\$209
										HI	Hi				N				T		T	

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

STUDENT MONITOR® Spring 2018

## 238. How much did you spend to buy new, printed textbooks this term? (Among purchasers)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Among purchasers	405 100	170 100	235 100	111 100	99 100	117 100	78 100	91 100	141 100	90 100	83 100	270 100	135 100	127 100	278 100	184 100	160 100	61 100	218 100	61 100	39 100	31 100
Nothing	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
Something	388 96%	165 97%	223 95%	101 91%	98 99% D	114 97% D	75 96%	89 98% J	135 96%	82 91%	82 99% J	256 95%	132 98%	123 97%	265 95%	178 97% R	158 99% R	52 85%	211 97%	58 95%	35 90%	31 100% StU
\$1 to \$50	22 5%	9 5%	13 6%	3 3%	5 5%	10 9% d	4 5%	6 7% k	11 8% K	4 4%	1 1%	16 6%	6 4%	6 5%	16 6%	8 4%	10 6%	4 7%	10 5%	7 11%	0 0	3 10%
\$51 to \$100	80 20%	33 19%	47 20%	29 26% ef	16 16%	19 16%	16 21%	25 27% Jk	33 23% J	8 9%	14 17%	58 21%	22 16%	27 21%	53 19%	44 24% r	27 17%	9 15%	42 19% U	20 33% SU	2 5%	7 23% U
\$101 to \$150	52 13%	29 17% C	23 10%	15 14%	10 10%	16 14%	11 14%	14 15% J	21 15% J	3 3%	14 17% J	39 14%	13 10%	18 14%	34 12%	23 12%	19 12%	10 16%	29 13%	7 11%	4 10%	3 10%
\$151 to \$200	85 21%	34 20%	51 22%	14 13%	27 27% D	30 26% D	14 18%	14 15%	26 18%	26 29% Hi	19 23%	42 16%	43 32% L	38 30% O	47 17%	27 15%	44 28% P	14 23%	40 18%	13 21%	15 38% Stv	6 19%
More than \$200	238 59%	92 54%	146 62%	60 54%	63 64%	70 60%	45 58%	41 45%	72 51%	72 80% HIK	53 64% Hi	151 56%	87 64% l	72 57%	166 60%	100 54%	103 64% p	35 57%	132 61% T	25 41%	33 85% STV	15 48%
Total mean	\$213	\$208	\$216	\$210	\$216	\$210	\$217	\$190	\$197	\$251 HI	\$226 Hi	\$213	\$213	\$193	\$222 N	\$216	\$213	\$202	\$220 T	\$164	\$242 T	\$209
User mean	\$213	\$208	\$216	\$210	\$216	\$210	\$217	\$190	\$197	\$251 HI	\$226 Hi	\$213	\$213	\$193	\$222 N	\$216	\$213	\$202	\$220 T	\$164	\$242 T	\$209

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

STUDENT MONITOR® Spring 2018

## 239. (HAND CARD) Where did you buy new, printed textbooks?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	389 100	169 100	220 100	106 100	94 100	113 100	76 100	91 100	133 100	90 100	75 100	254 100	135 100	121 100	268 100	177 100	152 100	60 100	212 100	58 100	39 100	28 100
On campus bookstore or on campus bookstore's website	239 61%	97 57%	142 65%	72 68%	55 59%	64 57%	48 63%	55 60%	72 54%	76 84%	36 48%	151 59%	88 65%	85 70%	154 57%	118 67%	85 56%	36 60%	126 59%	39 67%	28 72%	22 79%
Amazon	160 41%	73 43%	87 40%	29 27%	49 52%	49 43%	33 43%	39 43%	60 45%	18 20%	43 57%	110 43%	50 37%	33 27%	127 47%	64 36%	64 42%	32 53%	93 44%	13 22%	15 38%	13 46%
Off campus bookstore	40 10%	15 9%	25 11%	16 15%	7 7%	12 11%	5 7%	3 3%	17 13%	6 7%	14 19%	27 11%	13 10%	16 13%	24 9%	14 8%	19 12%	7 12%	20 9%	4 7%	6 15%	4 14%
Another online retailer	20 5%	11 7%	9 4%	4 4%	6 6%	7 6%	3 4%	4 4%	6 5%	3 3%	7 9%	15 6%	5 4%	3 2%	17 6%	10 6%	9 6%	1 2%	10 5%	3 5%	0 0%	2 7%
Publisher of the textbook	13 3%	4 2%	9 4%	4 4%	3 3%	5 4%	1 1%	5 5%	4 3%	0 0%	4 5%	12 5%	1 1%	1 1%	12 4%	3 2%	10 7%	0 0%	9 4%	1 2%	2 5%	0 0%
Other	11 3%	4 2%	7 3%	2 2%	2 2%	5 4%	2 3%	1 1%	4 3%	3 3%	3 4%	10 4%	1 1%	1 1%	10 4%	3 2%	7 5%	1 2%	7 3%	1 2%	0 0%	1 4%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

STUDENT MONITOR® Spring 2018

## 240. How many used, printed textbooks did you buy, not rent, this term?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	794 100	376 100	418 100	189 100	210 100	212 100	183 100	170 100	297 100	206 100	121 100	566 100	228 100	210 100	584 100	349 100	329 100	116 100	426 100	100 100	76 100	71 100
None	365 46%	196 52% C	169 40%	80 42%	89 42%	98 46%	98 54% DE	84 49%	137 46%	94 46%	50 41%	262 46%	103 45%	83 40%	282 48% N	145 42%	173 53% PR	47 41%	202 47% T	36 36%	44 58% sTv	30 42%
1	134 17%	53 14%	81 19%	42 22% B	41 20% G	34 16% G	17 9% G	42 25% IJK	49 16%	25 12%	18 15%	90 16%	44 19%	39 19%	95 16%	67 19% Q	42 13% Q	25 22% Q	64 15%	20 20%	12 16%	20 28% Su
2	112 14%	56 15%	56 13%	33 17%	26 12%	29 14%	24 13%	22 13%	42 14%	26 13%	22 18%	84 15%	28 12%	34 16%	78 13%	61 17% qR	40 12%	11 9%	59 14%	17 17%	11 14%	11 15%
3	90 11%	32 9%	58 14% B	13 7%	28 13% D	23 11%	26 14% D	14 8%	31 10%	23 11%	22 18% HIj	67 12%	23 10%	22 10%	68 12%	34 10%	42 13%	14 12%	48 11% UV	19 19% sUV	4 5%	2 3%
4	42 5%	19 5%	23 6%	4 2%	10 5%	14 7% D	14 8% D	1 1%	19 6% H	16 8% H	6 5% H	34 6%	8 4%	14 7%	28 5%	15 4%	20 6%	7 6%	23 5%	6 6%	2 3%	2 3%
5	29 4%	13 3%	16 4%	15 8% EG	2 1%	10 5% EG	2 1%	4 2%	14 5% k	9 4%	2 2%	21 4%	8 4%	7 3%	22 4%	9 3%	10 3%	10 9% PQ	13 3%	2 2%	3 4%	6 8% t
More than 5	22 3%	7 2%	15 4%	2 1%	14 7% DFG	4 2%	2 1%	3 2%	5 2%	13 6% HIK	1 1%	8 1%	14 6% L	11 5% O	11 2%	18 5% QR	2 1%	2 2%	17 4%	0 0%	0 0%	0 0%
Total mean	1.4	1.2	1.5 B	1.3	1.6 g	1.4	1.2	1.0	1.4 H	1.7 Hi	1.4 H	1.3	1.5	1.6 O	1.3	1.5 Q	1.2	1.6 Q	1.4 U	1.4 U	0.9	1.2
User mean	2.6	2.5	2.6	2.3	2.7 d	2.6	2.6	2.0	2.6 H	3.1 HIK	2.4 h	2.5	2.7	2.7	2.5	2.6	2.5	2.6	2.7 TUV	2.3	2.2	2.1

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

STUDENT MONITOR® Spring 2018

## 241. How much did you spend to buy used, printed textbooks this term? (Among all)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	794 100	376 100	418 100	189 100	210 100	212 100	183 100	170 100	297 100	206 100	121 100	566 100	228 100	210 100	584 100	349 100	329 100	116 100	426 100	100 100	76 100	71 100
Nothing	365 46%	196 52% C	169 40%	80 42%	89 42%	98 46%	98 54% DE	84 49%	137 46%	94 46%	50 41%	262 46%	103 45%	83 40%	282 48% N	145 42%	173 53% PR	47 41%	202 47% T	36 36%	44 58% sTv	30 42%
Something	429 54%	180 48%	249 60% B	109 58% G	121 58% G	114 54%	85 46%	86 51%	160 54%	112 54%	71 59%	304 54%	125 55%	127 60% O	302 52%	204 58% Q	156 47%	69 59% Q	224 53% u	64 64% SU	32 42%	41 58% u
\$1 to \$50	104 13%	50 13%	54 13%	32 17% G	30 14% g	27 13%	15 8%	36 21% IJK	41 14% J	13 6%	14 12%	69 12%	35 15%	35 17% o	69 12%	58 17% Qr	34 10%	12 10%	41 10%	20 20% SU	6 8%	22 31% SU
\$51 to \$100	126 16%	54 14%	72 17%	28 15%	33 16%	37 17%	28 15%	24 14%	40 13%	34 17%	28 23% hI	96 17%	30 13%	28 13%	98 17%	60 17%	51 16%	15 13%	67 16%	23 23% Uv	9 12%	9 13%
\$101 to \$150	47 6%	22 6%	25 6%	11 6%	11 5%	11 5%	14 8%	7 4%	23 8% hK	14 7% k	3 2%	32 6%	15 7%	12 6%	35 6%	23 7%	16 5%	8 7%	27 6% u	8 8%	2 3%	3 4%
\$151 to \$200	47 6%	18 5%	29 7%	12 6%	9 4%	17 8%	9 5%	8 5%	17 6%	13 6%	9 7%	32 6%	15 7%	11 5%	36 6%	26 7% q	14 4%	7 6%	25 6%	5 5%	4 5%	4 6%
More than \$200	137 17%	49 13%	88 21% B	36 19% G	46 22% G	34 16%	21 11%	19 11%	53 18% H	41 20% H	24 20% H	95 17%	42 18%	46 22% O	91 16%	56 16%	51 16%	30 26% PQ	82 19% TV	10 10%	14 18% v	6 8%
Total mean	\$81	\$63	\$97 B	\$84	\$92 g	\$75	\$70	\$56	\$83 H	\$95 H	\$83 H	\$80	\$83	\$98 O	\$74	\$77	\$73	\$113 PQ	\$87 v	\$70	\$71	\$57
User mean	\$149	\$131	\$162 B	\$146	\$160	\$140	\$150	\$111	\$155 H	\$175 HK	\$141 h	\$148	\$152	\$162	\$144	\$132	\$153 p	\$190 PQ	\$166 TV	\$109	\$169 TV	\$100

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

STUDENT MONITOR® Spring 2018

## 241. How much did you spend to buy used, printed textbooks this term? (Among purchasers)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	429 100	180 100	249 100	109 100	121 100	114 100	85 100	86 100	160 100	112 100	71 100	304 100	125 100	127 100	302 100	204 100	156 100	69 100	224 100	64 100	32 100	41 100
Nothing	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
Something	429 100%	180 100%	249 100%	109 100%	121 100%	114 100%	85 100%	86 100%	160 100%	112 100%	71 100%	304 100%	125 100%	127 100%	302 100%	204 100%	156 100%	69 100%	224 100%	64 100%	32 100%	41 100%
\$1 to \$50	104 24%	50 28%	54 22%	32 29%	30 25%	27 24%	15 18%	36 42%	41 26%	13 12%	14 20%	69 23%	35 28%	35 28%	69 23%	58 28%	34 22%	12 17%	41 18%	20 31%	6 19%	22 54%
				g				IJK	J							R				S		STU
\$51 to \$100	126 29%	54 30%	72 29%	28 26%	33 27%	37 32%	28 33%	24 28%	40 25%	34 30%	28 39%	96 32%	30 24%	28 22%	98 32%	60 29%	51 33%	15 22%	67 30%	23 36%	9 28%	9 22%
											I				N		r					
\$101 to \$150	47 11%	22 12%	25 10%	11 10%	11 9%	11 10%	14 16%	7 8%	23 14%	14 12%	3 4%	32 11%	15 12%	12 9%	35 12%	23 11%	16 10%	8 12%	27 12%	8 12%	2 6%	3 7%
									K	K												
\$151 to \$200	47 11%	18 10%	29 12%	12 11%	9 7%	17 15%	9 11%	8 9%	17 11%	13 12%	9 13%	32 11%	15 12%	11 9%	36 12%	26 13%	14 9%	7 10%	25 11%	5 8%	4 12%	4 10%
						e																
More than \$200	137 32%	49 27%	88 35%	36 33%	46 38%	34 30%	21 25%	19 22%	53 33%	41 37%	24 34%	95 31%	42 34%	46 36%	91 30%	56 27%	51 33%	30 43%	82 37%	10 16%	14 44%	6 15%
			b		G				h	H								P	TV		TV	
Total mean	\$149	\$131	\$162 B	\$146	\$160	\$140	\$150	\$111	\$155 H	\$175 HK	\$141 h	\$148	\$152	\$162	\$144	\$132	\$153 p	\$190 PQ	\$166 TV	\$109	\$169 TV	\$100
User mean	\$149	\$131	\$162 B	\$146	\$160	\$140	\$150	\$111	\$155 H	\$175 HK	\$141 h	\$148	\$152	\$162	\$144	\$132	\$153 p	\$190 PQ	\$166 TV	\$109	\$169 TV	\$100

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

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242. Did you buy a new, printed textbook which was significantly cheaper than the list price?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Purchased 1 or more new textbooks	395 100	166 100	229 100	109 100	97 100	114 100	75 100	89 100	135 100	90 100	81 100	263 100	132 100	124 100	271 100	177 100	157 100	61 100	214 100	59 100	37 100	31 100
Yes	155 39%	67 40%	88 38%	34 31%	43 44% d	49 43% d	29 39%	36 40% J	59 44% J	18 20%	42 52% J	116 44% M	39 30%	43 35%	112 41%	67 38%	58 37%	30 49%	71 33%	30 51% s	18 49% s	14 45%
No	240 61%	99 60%	141 62%	75 69% ef	54 56%	65 57%	46 61%	53 60%	76 56%	72 80% HIK	39 48%	147 56%	93 70% L	81 65%	159 59%	110 62%	99 63%	31 51%	143 67% Tu	29 49%	19 51%	17 55%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

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243. (HAND CARD) Where did you buy it or who did you buy it from?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Purchased a new printed textbook that was significantly cheaper than the list price	246 100	109 100	137 100	52 100	64 100	77 100	53 100	53 100	91 100	50 100	52 100	180 100	66 100	67 100	179 100	104 100	97 100	45 100	114 100	41 100	28 100	24 100
Amazon	121 49%	60 55% c	61 45%	31 60% f	30 47%	33 43%	27 51%	29 55%	44 48%	20 40%	28 54%	90 50%	31 47%	21 31%	100 56% N	51 49%	47 48%	23 51%	58 51% T	12 29%	16 57% T	13 54% T
Friend	81 33%	34 31%	47 34%	17 33%	21 33%	22 29%	21 40%	21 40%	29 32%	18 36%	13 25%	55 31%	26 39%	29 43% O	52 29%	33 32%	32 33%	16 36%	31 27%	22 54% S	10 36%	9 38%
Professor	10 4%	4 4%	6 4%	0 0	3 5%	5 6%	2 4%	3 6%	4 4%	2 4%	1 2%	10 6%	0 0	2 3%	8 4%	2 2%	7 7% p	1 2%	4 4%	2 5%	0 0	0 0
Other	34 14%	11 10%	23 17%	4 8%	10 16% g	17 22% DG	3 6%	0 0	14 15%	10 20%	10 19%	25 14%	9 14%	15 22% O	19 11%	18 17%	11 11%	5 11%	21 18% u	5 12%	2 7%	2 8%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

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STUDENT MONITOR® Spring 2018

## 244. (HAND CARD) Where did you buy used, printed textbooks this term?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	428 100	180 100	248 100	108 100	121 100	114 100	85 100	85 100	159 100	112 100	72 100	302 100	126 100	125 100	303 100	201 100	158 100	69 100	224 100	63 100	32 100	41 100
On campus bookstore or on campus bookstore's website	200 47%	73 41%	127 51% B	53 49% f	63 52% F	42 37%	42 49% f	39 46%	60 38%	71 63% HIK	30 42%	145 48%	55 44%	66 53%	134 44%	115 57% Q	53 34%	32 46% q	127 57% TU	21 33%	9 28%	18 44%
Amazon	188 44%	88 49% c	100 40%	45 42%	43 36%	59 52% E	41 48% e	48 56% IJ	66 42% j	34 30%	40 56% IJ	126 42%	62 49%	36 29%	152 50% N	68 34%	92 58% PR	28 41%	98 44% T	19 30%	22 69% STV	18 44%
Another student	58 14%	21 12%	37 15%	14 13%	17 14%	17 15%	10 12%	7 8%	29 18% Hk	15 13%	7 10%	42 14%	16 13%	15 12%	43 14%	20 10%	21 13%	17 25% Pq	16 7%	12 19% S	6 19%	11 27% S
Off campus bookstore	50 12%	21 12%	29 12%	17 16%	14 12%	12 11%	7 8%	5 6%	22 14% H	9 8%	14 19% HJ	30 10%	20 16%	25 20% O	25 8%	16 8%	25 16% P	9 13%	25 11%	6 10%	7 22% V	2 5%
Another online retailer	36 8%	11 6%	25 10%	8 7%	12 10%	12 11%	4 5%	0 0	27 17% JK	4 4%	5 7%	33 11% M	3 2%	11 9%	25 8%	23 11% Q	8 5%	5 7%	12 5%	13 21% SU	2 6%	5 12%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

STUDENT MONITOR® Spring 2018

## 245. How many printed textbooks did you rent this term?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	815 100	385 100	430 100	191 100	221 100	214 100	189 100	170 100	296 100	228 100	121 100	581 100	234 100	216 100	599 100	363 100	331 100	121 100	428 100	102 100	77 100	84 100
None	491 60%	245 64%	246 57%	115 60%	124 56%	132 62%	120 63%	101 59%	170 57%	134 59%	86 71%	356 61%	135 58%	148 69%	343 57%	192 53%	230 69%	69 57%	244 57%	62 61%	43 56%	54 64%
1	98 12%	39 10%	59 14%	31 16%	28 13%	25 12%	14 7%	20 12%	43 15%	26 11%	9 7%	72 12%	26 11%	20 9%	78 13%	50 14%	25 8%	23 19%	57 13%	12 12%	12 16%	6 7%
2	78 10%	33 9%	45 10%	14 7%	22 10%	21 10%	21 11%	22 13%	27 9%	14 6%	15 12%	51 9%	27 12%	18 8%	60 10%	43 12%	26 8%	9 7%	51 12%	6 6%	9 12%	6 7%
3	58 7%	25 6%	33 8%	7 4%	23 10%	15 7%	13 7%	16 9%	19 6%	18 8%	5 4%	34 6%	24 10%	13 6%	45 8%	34 9%	15 5%	9 7%	29 7%	11 11%	7 9%	9 11%
4	44 5%	23 6%	21 5%	13 7%	8 4%	11 5%	12 6%	4 2%	21 7%	16 7%	3 2%	36 6%	8 3%	7 3%	37 6%	26 7%	12 4%	6 5%	23 5%	6 6%	2 3%	3 4%
5	32 4%	14 4%	18 4%	8 4%	8 4%	9 4%	7 4%	3 2%	12 4%	16 7%	1 1%	23 4%	9 4%	6 3%	26 4%	12 3%	15 5%	5 4%	15 4%	4 4%	3 4%	6 7%
More than 5	14 2%	6 2%	8 2%	3 2%	8 4%	1 *	2 1%	4 2%	4 1%	4 2%	2 2%	9 2%	5 2%	4 2%	10 2%	6 2%	8 2%	0 0	9 2%	1 1%	1 1%	0 0
Total mean	1.0	1.0	1.1	1.0	1.2	1.0	1.0	1.0 k	1.1 K	1.2 K	0.7	1.0	1.1	0.8	1.1 N	1.2 Q	0.9	1.0	1.1	1.0	1.0	1.0
User mean	2.6	2.7	2.6	2.5	2.7	2.5	2.8	2.4	2.6	2.9 HiK	2.4	2.6	2.6	2.6	2.6	2.6	2.9 pR	2.2	2.5	2.7	2.4	2.9

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

STUDENT MONITOR® Spring 2018

## 246. (HAND CARD) Why didn't you rent a textbook this term?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	556 100	280 100	276 100	132 100	141 100	151 100	132 100	107 100	200 100	151 100	98 100	405 100	151 100	170 100	386 100	218 100	255 100	83 100	263 100	73 100	45 100	56 100
Not available for rental	95 17%	32 11%	63 23% B	22 17%	23 16%	31 21%	19 14%	20 19% j	46 23% JK	16 11%	13 13%	64 16%	31 21%	29 17%	66 17%	39 18%	45 18%	11 13%	54 21% U	14 19% U	2 4%	10 18% U
Didn't offer enough savings compared to buying	67 12%	32 11%	35 13%	22 17% G	14 10%	20 13%	11 8%	10 9%	21 10%	19 13%	17 17% h	57 14% M	10 7%	12 7%	55 14% N	38 17% QR	24 9%	5 6%	43 16% T	6 8%	4 9%	8 14%
Not as convenient as purchasing textbooks	53 10%	29 10%	24 9%	13 10%	14 10%	11 7%	15 11%	15 14% ij	14 7%	11 7%	13 13%	35 9%	18 12%	13 8%	40 10%	24 11%	20 8%	9 11%	31 12% UV	8 11% v	2 4%	2 4%
Needed them immediately	41 7%	16 6%	25 9%	11 8%	11 8%	9 6%	10 8%	10 9% J	20 10% J	3 2%	8 8% J	30 7%	11 7%	11 6%	30 8%	21 10% q	14 5%	6 7%	25 10% Uv	7 10% u	1 2%	2 4%
Like to keep my textbooks	40 7%	22 8%	18 7%	10 8%	6 4%	11 7%	13 10% e	6 6% j	18 9% j	6 4%	10 10% j	32 8%	8 5%	12 7%	28 7%	11 5%	21 8%	8 10%	16 6%	4 5%	9 20% STv	4 7%
Previously had a bad rental experience	21 4%	11 4%	10 4%	2 2%	11 8% DF	3 2%	5 4%	1 1%	4 2%	11 7% HI	5 5% h	14 3%	7 5%	11 6% o	10 3%	5 2%	5 2%	11 13% PQ	15 6%	3 4%	0 0%	2 4%
Other	79 14%	46 16%	33 12%	17 13% f	20 14% F	10 7%	32 24% DEF	16 15%	30 15%	24 16%	9 9%	75 19% M	4 3%	8 5%	71 18% N	24 11% P	44 17% P	11 13%	42 16% T	4 5%	6 13%	9 16% t
Don't know	96 17%	56 20% c	40 14%	22 17%	30 21%	22 15%	22 17%	15 14%	36 18%	25 17%	20 20%	78 19% M	18 12%	25 15%	71 18%	33 15%	50 20%	13 16%	51 19% U	13 18%	4 9%	13 23% U

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

STUDENT MONITOR® Spring 2018

## 247. How much did you spend to rent printed textbooks this term? (Among all)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	815 100	385 100	430 100	191 100	221 100	214 100	189 100	170 100	296 100	228 100	121 100	581 100	234 100	216 100	599 100	363 100	331 100	121 100	428 100	102 100	77 100	84 100
Nothing	491 60%	245 64%	246 57%	115 60%	124 56%	132 62%	120 63%	101 59%	170 57%	134 59%	86 71%	356 61%	135 58%	148 69%	343 57%	192 53%	230 69%	69 57%	244 57%	62 61%	43 56%	54 64%
											HIJ			O			PR					
Something	324 40%	140 36%	184 43%	76 40%	97 44%	82 38%	69 37%	69 41%	126 43%	94 41%	35 29%	225 39%	99 42%	68 31%	256 43%	171 47%	101 31%	52 43%	184 43%	40 39%	34 44%	30 36%
			b					K	K	K					N	Q	Q					
\$1 to \$50	63 8%	30 8%	33 8%	18 9%	18 8%	19 9%	8 4%	16 9%	24 8%	17 7%	6 5%	39 7%	24 10%	15 7%	48 8%	35 10%	12 4%	16 13%	41 10%	8 8%	4 5%	2 2%
				G	g	g										Q		Q	V	v		
\$51 to \$100	110 13%	47 12%	63 15%	26 14%	35 16%	23 11%	26 14%	27 16%	38 13%	28 12%	17 14%	77 13%	33 14%	24 11%	86 14%	62 17%	32 10%	16 13%	57 13%	12 12%	10 13%	17 20%
																Q						
\$101 to \$150	60 7%	26 7%	34 8%	11 6%	16 7%	15 7%	18 10%	11 6%	30 10%	14 6%	5 4%	45 8%	15 6%	10 5%	50 8%	28 8%	23 7%	9 7%	35 8%	10 10%	9 12%	2 2%
								jK							N				V	V	V	
\$151 to \$200	58 7%	24 6%	34 8%	12 6%	17 8%	19 9%	10 5%	12 7%	23 8%	19 8%	4 3%	39 7%	19 8%	8 4%	50 8%	30 8%	22 7%	6 5%	32 7%	5 5%	10 13%	4 5%
								K	K						N						tv	
More than \$200	67 8%	28 7%	39 9%	16 8%	23 10%	16 7%	12 6%	13 8%	23 8%	24 11%	7 6%	44 8%	23 10%	16 7%	51 9%	32 9%	26 8%	9 7%	34 8%	7 7%	9 12%	9 11%
Total mean	\$48	\$44	\$52	\$46	\$57	\$46	\$44	\$44	\$51 K	\$57 hK	\$32	\$48	\$50	\$40	\$52 n	\$55 Q	\$41	\$48	\$52	\$47	\$54	\$48
User mean	\$122	\$121	\$123	\$116	\$129	\$119	\$122	\$107	\$120	\$139 Hik	\$112	\$124	\$118	\$126	\$121	\$117	\$135 pr	\$111	\$121	\$119	\$123	\$136

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

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## 247. How much did you spend to rent printed textbooks this term? (Among renters)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	324 100	140 100	184 100	76 100	97 100	82 100	69 100	69 100	126 100	94 100	35 100	225 100	99 100	68 100	256 100	171 100	101 100	52 100	184 100	40 100	34 100	30 100
Nothing	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
Something	324 100%	140 100%	184 100%	76 100%	97 100%	82 100%	69 100%	69 100%	126 100%	94 100%	35 100%	225 100%	99 100%	68 100%	256 100%	171 100%	101 100%	52 100%	184 100%	40 100%	34 100%	30 100%
\$1 to \$50	63 19%	30 21%	33 18%	18 24%	18 19%	19 23%	8 12%	16 23%	24 19%	17 18%	6 17%	39 17%	24 24%	15 22%	48 19%	35 20%	12 12%	16 31%	41 22%	8 20%	4 12%	2 7%
				g		g										q		Q	uV	v		
\$51 to \$100	110 34%	47 34%	63 34%	26 34%	35 36%	23 28%	26 38%	27 39%	38 30%	28 30%	17 49%	77 34%	33 33%	24 35%	86 34%	62 36%	32 32%	16 31%	57 31%	12 30%	10 29%	17 57%
											Ij										STU	
\$101 to \$150	60 19%	26 19%	34 18%	11 14%	16 16%	15 18%	18 26%	11 16%	30 24%	14 15%	5 14%	45 20%	15 15%	10 15%	50 20%	28 16%	23 23%	9 17%	35 19%	10 25%	9 26%	2 7%
							d		j										V	V	V	
\$151 to \$200	58 18%	24 17%	34 18%	12 16%	17 18%	19 23%	10 14%	12 17%	23 18%	19 20%	4 11%	39 17%	19 19%	8 12%	50 20%	30 18%	22 22%	6 12%	32 17%	5 12%	10 29%	4 13%
															n		r				t	
More than \$200	67 21%	28 20%	39 21%	16 21%	23 24%	16 20%	12 17%	13 19%	23 18%	24 26%	7 20%	44 20%	23 23%	16 24%	51 20%	32 19%	26 26%	9 17%	34 18%	7 18%	9 26%	9 30%
Total mean	\$122	\$121	\$123	\$116	\$129	\$119	\$122	\$107	\$120	\$139 Hik	\$112	\$124	\$118	\$126	\$121	\$117	\$135 pr	\$111	\$121	\$119	\$123	\$136
User mean	\$122	\$121	\$123	\$116	\$129	\$119	\$122	\$107	\$120	\$139 Hik	\$112	\$124	\$118	\$126	\$121	\$117	\$135 pr	\$111	\$121	\$119	\$123	\$136

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

STUDENT MONITOR® Spring 2018

## 248. (HAND CARD) Where did you rent them?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	320 100	139 100	181 100	76 100	95 100	81 100	68 100	69 100	123 100	94 100	34 100	222 100	98 100	65 100	255 100	168 100	100 100	52 100	183 100	38 100	34 100	30 100
Amazon.com	160 50%	70 50%	90 50%	31 41%	47 49%	41 51%	41 60%	45 65%	65 53%	35 37%	15 44%	98 44%	62 63%	27 42%	133 52%	77 46%	51 51%	32 62%	86 47%	13 34%	21 62%	19 63%
							D	iJK	J				L					P			T	sT
On campus bookstore	119 37%	58 42%	61 34%	31 41%	36 38%	26 32%	26 38%	18 26%	40 33%	49 52%	12 35%	96 43%	23 23%	23 35%	96 38%	68 40%	36 36%	15 29%	80 44%	13 34%	3 9%	5 17%
									HIk			M							UV	Uv		
Chegg.com	61 19%	21 15%	40 22%	16 21%	18 19%	14 17%	13 19%	9 13%	34 28%	7 7%	11 32%	43 19%	18 18%	21 32%	40 16%	35 21%	20 20%	6 12%	26 14%	20 53%	7 21%	6 20%
									HJ		HJ			O		r				SUV		
Barnes & Noble.com	17 5%	4 3%	13 7%	9 12%	3 3%	5 6%	0 0	8 12%	6 5%	2 2%	1 3%	7 3%	10 10%	2 3%	15 6%	11 7%	3 3%	3 6%	5 3%	2 5%	8 24%	0 0
			b	E				Jk					L							ST		
Off campus bookstore	9 3%	5 4%	4 2%	3 4%	3 3%	1 1%	2 3%	1 1%	4 3%	1 1%	3 9%	9 4%	0 0	0 0	9 4%	4 2%	4 4%	1 2%	6 3%	1 3%	2 6%	0 0
CengageBrain.com	7 2%	2 1%	5 3%	0 0	3 3%	4 5%	0 0	0 0	7 6%	0 0	0 0	4 2%	3 3%	0 0	7 3%	0 0	3 3%	4 8%	2 1%	3 8%	1 3%	0 0
From the publisher of the textbook	5 2%	3 2%	2 1%	2 3%	0 0	3 4%	0 0	2 3%	2 2%	1 1%	0 0	3 1%	2 2%	2 3%	3 1%	2 1%	3 3%	0 0	5 3%	0 0	0 0	0 0
Textbooks.com	4 1%	2 1%	2 1%	2 3%	1 1%	1 1%	0 0	1 1%	2 2%	1 1%	0 0	2 1%	2 2%	1 2%	3 1%	3 2%	1 1%	0 0	2 1%	2 5%	0 0	0 0
ValoreBooks.com	1 *%	1 1%	0 0	0 0	0 0	0 0	1 1%	0 0	0 0	1 1%	0 0	1 *%	0 0	0 0	1 *%	0 0	0 0	1 2%	1 1%	0 0	0 0	0 0
Other	1 *%	0 0	1 1%	0 0	0 0	1 1%	0 0	0 0	1 1%	0 0	0 0	1 *%	0 0	0 0	1 *%	0 0	1 1%	0 0	0 0	1 3%	0 0	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

STUDENT MONITOR® Spring 2018

249. (HAND CARD) How likely are you to rent one or more printed textbooks next term? (Among those who expect to be in school next term)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Among those who expect to be in school next term	670 100	312 100	358 100	203 100	235 100	232 100	0 0	130 100	246 100	191 100	103 100	482 100	188 100	186 100	484 100	336 100	237 100	97 100	343 100	92 100	60 100	62 100
TOP 2 BOX	382 57%	166 53%	216 60%	124 61%	135 57%	123 53%	0 0	87 67%	144 59%	99 52%	52 50%	261 54%	121 64%	106 57%	276 57%	204 61%	113 48%	65 67%	217 63%	54 59%	29 48%	30 48%
			b	f				JK					L			Q		Q	UV			
Very likely	185 28%	77 25%	108 30%	67 33%	53 23%	65 28%	0 0	42 32%	72 29%	44 23%	27 26%	130 27%	55 29%	52 28%	133 27%	100 30%	49 21%	36 37%	116 34%	23 25%	14 23%	5 8%
				E				j								Q		Q	tuV	v	v	
Somewhat likely	197 29%	89 29%	108 30%	57 28%	82 35%	58 25%	0 0	45 35%	72 29%	55 29%	25 24%	131 27%	66 35%	54 29%	143 30%	104 31%	64 27%	29 30%	101 29%	31 34%	15 25%	25 40%
					F			k					L								u	
Neither likely nor unlikely	116 17%	48 15%	68 19%	30 15%	36 15%	50 22%	0 0	8 6%	41 17%	48 25%	19 18%	90 19%	26 14%	34 18%	82 17%	52 15%	53 22%	11 11%	56 16%	15 16%	22 37%	8 13%
						de			H	HI	H						PR			STV		
Somewhat unlikely	51 8%	37 12%	14 4%	13 6%	24 10%	14 6%	0 0	9 7%	20 8%	15 8%	7 7%	42 9%	9 5%	11 6%	40 8%	29 9%	19 8%	3 3%	22 6%	7 8%	4 7%	11 18%
			C		f							m				R	R				Stu	
Very unlikely	73 11%	36 12%	37 10%	20 10%	23 10%	30 13%	0 0	20 15%	18 7%	21 11%	14 14%	49 10%	24 13%	18 10%	55 11%	30 9%	33 14%	10 10%	36 10%	9 10%	4 7%	11 18%
								I			i						p				u	
Will not be in school next term	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

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STUDENT MONITOR® Spring 2018

## 250. How many eTextbooks did you buy with unlimited access this term? (Among all)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	816 100	386 100	430 100	191 100	221 100	215 100	189 100	170 100	297 100	228 100	121 100	582 100	234 100	216 100	600 100	363 100	332 100	121 100	429 100	102 100	77 100	84 100
None	684 84%	317 82%	367 85%	158 83%	190 86%	184 86%	152 80%	140 82%	252 85%	196 86%	96 79%	490 84%	194 83%	179 83%	505 84%	305 84%	287 86%	92 76%	363 85%	88 86%	64 83%	73 87%
1	72 9%	33 9%	39 9%	18 9%	15 7%	19 9%	20 11%	13 8%	18 6%	26 11%	15 12%	53 9%	19 8%	24 11%	48 8%	35 10%	21 6%	16 13%	36 8%	9 9%	6 8%	7 8%
2	37 5%	22 6%	15 3%	11 6%	15 7%	6 3%	5 3%	13 8%	13 4%	5 2%	6 5%	22 4%	15 6%	9 4%	28 5%	16 4%	12 4%	9 7%	17 4%	4 4%	2 3%	3 4%
3	11 1%	8 2%	3 1%	1 1%	1 *	5 2%	4 2%	1 1%	9 3%	0 0	1 1%	9 2%	2 1%	2 1%	9 2%	4 1%	5 2%	2 2%	8 2%	1 1%	2 3%	0 0
4	8 1%	4 1%	4 1%	2 1%	0 0	1 *	5 3%	3 2%	3 1%	1 *	1 1%	5 1%	3 1%	0 0	8 1%	2 1%	5 2%	1 1%	4 1%	0 0	3 4%	1 1%
5	4 *	2 1%	2 *	1 1%	0 0	0 0	3 2%	0 0	2 1%	0 0	2 2%	3 1%	1 *	2 1%	2 *	2 *	2 1%	1 1%	1 *	0 0	0 0	0 0
More than 5	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
Total mean	0.3	0.3	0.2	0.3	0.2	0.2	0.4 EF	0.3 J	0.3 J	0.2	0.4 J	0.3	0.3	0.3	0.3	0.3	0.3	0.4 p	0.3	0.2	0.4	0.2
User mean	1.8	1.8	1.7	1.7	1.5	1.6	2.1 Ef	1.8 J	2.1 J	1.2	1.8 j	1.7	1.8	1.6	1.8	1.6	2.0 p	1.7	1.7	1.4	2.2 t	1.5

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.



STUDENT MONITOR® Spring 2018

## 250. How many eTextbooks did you buy with unlimited access this term? (Among purchasers)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	132 100	69 100	63 100	33 100	31 100	31 100	37 100	30 100	45 100	32 100	25 100	92 100	40 100	37 100	95 100	58 100	45 100	29 100	66 100	14 100	13 100	11 100
None	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
1	72 55%	33 48%	39 62%	18 55%	15 48%	19 61%	20 54%	13 43%	18 40%	26 81% HIK	15 60%	53 58%	19 48%	24 65%	48 51%	35 60%	21 47%	16 55%	36 55%	9 64%	6 46%	7 64%
2	37 28%	22 32%	15 24%	11 33% G	15 48% FG	6 19%	5 14%	13 43% J	13 29%	5 16%	6 24%	22 24%	15 38%	9 24%	28 29%	16 28%	12 27%	9 31%	17 26%	4 29%	2 15%	3 27%
3	11 8%	8 12%	3 5%	1 3%	1 3%	5 16% de	4 11%	1 3%	9 20% HK	0 0	1 4%	9 10%	2 5%	2 5%	9 9%	4 7%	5 11%	2 7%	8 12%	1 7%	2 15%	0 0
4	8 6%	4 6%	4 6%	2 6%	0 0	1 3%	5 14%	3 10%	3 7%	1 3%	1 4%	5 5%	3 8%	0 0	8 8%	2 3%	5 11%	1 3%	4 6%	0 0	3 23%	1 9%
5	4 3%	2 3%	2 3%	1 3%	0 0	0 0	3 8%	0 0	2 4%	0 0	2 8%	3 3%	1 2%	2 5%	2 2%	1 2%	2 4%	1 3%	1 2%	0 0	0 0	0 0
More than 5	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
Total mean	1.8	1.8	1.7	1.7	1.5	1.6	2.1 Ef	1.8 J	2.1 J	1.2	1.8 j	1.7	1.8	1.6	1.8	1.6	2.0 p	1.7	1.7	1.4	2.2 t	1.5
User mean	1.8	1.8	1.7	1.7	1.5	1.6	2.1 Ef	1.8 J	2.1 J	1.2	1.8 j	1.7	1.8	1.6	1.8	1.6	2.0 p	1.7	1.7	1.4	2.2 t	1.5

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

STUDENT MONITOR® Spring 2018

## 251. How much did you spend to buy eTextbooks with unlimited access this term? (Among all)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	816 100	386 100	430 100	191 100	221 100	215 100	189 100	170 100	297 100	228 100	121 100	582 100	234 100	216 100	600 100	363 100	332 100	121 100	429 100	102 100	77 100	84 100
Nothing	684 84%	317 82%	367 85%	158 83%	190 86%	184 86%	152 80%	140 82%	252 85%	196 86%	96 79%	490 84%	194 83%	179 83%	505 84%	305 84%	287 86%	92 76%	363 85%	88 86%	64 83%	73 87%
Something	132 16%	69 18%	63 15%	33 17%	31 14%	31 14%	37 20%	30 18%	45 15%	32 14%	25 21%	92 16%	40 17%	37 17%	95 16%	58 16%	45 14%	29 24%	66 15%	14 14%	13 17%	11 13%
\$1 to \$50	5 1%	4 1%	1 *	4 2%	0 0	0 0	1 1%	3 2%	0 0	1 *	1 1%	2 *	3 1%	4 2%	1 *	3 1%	1 *	1 1%	1 *	0 0	0 0	0 0
\$51 to \$100	56 7%	25 6%	31 7%	18 9%	11 5%	15 7%	12 6%	10 6%	15 5%	20 9%	11 9%	44 8%	12 5%	16 7%	40 7%	26 7%	20 6%	10 8%	25 6%	9 9%	6 8%	7 8%
\$101 to \$150	39 5%	21 5%	18 4%	6 3%	13 6%	8 4%	12 6%	14 8%	10 3%	9 4%	6 5%	23 4%	16 7%	12 6%	27 4%	17 5%	12 4%	10 8%	24 6%	3 3%	1 1%	1 1%
\$151 to \$200	21 3%	13 3%	8 2%	3 2%	7 3%	6 3%	5 3%	3 2%	10 3%	2 1%	6 5%	14 2%	7 3%	3 1%	18 3%	11 3%	5 2%	5 4%	11 3%	2 2%	2 3%	3 4%
More than \$200	21 3%	11 3%	10 2%	2 1%	4 2%	4 2%	11 6%	1 1%	14 5%	2 1%	4 3%	16 3%	5 2%	4 2%	17 3%	7 2%	9 3%	5 4%	12 3%	0 0	5 6%	1 1%
Total mean	\$21	\$23	\$18	\$19	\$17	\$18	\$28 ef	\$20	\$24 J	\$14	\$25 j	\$20	\$21	\$19	\$21	\$19	\$18	\$34 PQ	\$20	\$13	\$29	\$13
User mean	\$127	\$131	\$122	\$112	\$122	\$124	\$145 d	\$112	\$160 HJK	\$99	\$120	\$128	\$123	\$111	\$133 n	\$116	\$133	\$140	\$129 T	\$98	\$171 Tv	\$102

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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Lowercase letters indicate significance at the 90% level.

## 251. How much did you spend to buy eTextbooks with unlimited access this term? (Among purchasers)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	132 100	69 100	63 100	33 100	31 100	31 100	37 100	30 100	45 100	32 100	25 100	92 100	40 100	37 100	95 100	58 100	45 100	29 100	66 100	14 100	13 100	11 100
Nothing	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
Something	132 100%	69 100%	63 100%	33 100%	31 100%	31 100%	37 100%	30 100%	45 100%	32 100%	25 100%	92 100%	40 100%	37 100%	95 100%	58 100%	45 100%	29 100%	66 100%	14 100%	13 100%	11 100%
\$1 to \$50	5 4%	4 6%	1 2%	4 12%	0 0	0 0	1 3%	3 10%	0 0	1 3%	1 4%	2 2%	3 8%	4 11% o	1 1%	3 5%	1 2%	1 3%	1 2%	0 0	0 0	0 0
\$51 to \$100	56 42%	25 36%	31 49%	18 55% g	11 35%	15 48%	12 32%	10 33%	15 33%	20 62% HI	11 44%	44 48% M	12 30%	16 43%	40 42%	26 45%	20 44%	10 34%	25 38%	9 64% s	6 46%	7 64%
\$101 to \$150	39 30%	21 30%	18 29%	6 18%	13 42% D	8 26%	12 32%	14 47% Ik	10 22%	9 28%	6 24%	23 25%	16 40% 1	12 32%	27 28%	17 29%	12 27%	10 34%	24 36% UV	3 21%	1 8%	1 9%
\$151 to \$200	21 16%	13 19%	8 13%	3 9%	7 23%	6 19%	5 14%	3 10%	10 22% J	2 6%	6 24% j	14 15%	7 18%	3 8%	18 19% n	11 19%	5 11%	5 17%	11 17%	2 14%	2 15%	3 27%
More than \$200	21 16%	11 16%	10 16%	2 6%	4 13%	4 13%	11 30% Def	1 3%	14 31% HJ	2 6%	4 16%	16 17%	5 12%	4 11%	17 18%	7 12%	9 20%	5 17%	12 18%	0 0	5 38% v	1 9%
Total mean	\$127	\$131	\$122	\$112	\$122	\$124	\$145 d	\$112	\$160 HJK	\$99	\$120	\$128	\$123	\$111	\$133 n	\$116	\$133	\$140	\$129 T	\$98	\$171 Tv	\$102
User mean	\$127	\$131	\$122	\$112	\$122	\$124	\$145 d	\$112	\$160 HJK	\$99	\$120	\$128	\$123	\$111	\$133 n	\$116	\$133	\$140	\$129 T	\$98	\$171 Tv	\$102

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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STUDENT MONITOR® Spring 2018

## 252. (HAND CARD) Where did you buy eTextbooks with unlimited access?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	138 100	71 100	67 100	37 100	33 100	33 100	35 100	33 100	49 100	31 100	25 100	102 100	36 100	37 100	101 100	60 100	48 100	30 100	69 100	17 100	13 100	9 100
Amazon	45 33%	26 37%	19 28%	12 32%	10 30%	11 33%	12 34%	11 33%	16 33%	9 29%	9 36%	28 27%	17 47% L	14 38%	31 31%	23 38%	13 27%	9 30%	20 29%	7 41% u	2 15%	2 22%
McGraw-Hill Connect/ SmartBook	28 20%	13 18%	15 22%	4 11%	6 18%	10 30% D	8 23%	1 3%	16 33% H	0 0	11 44% H	26 25% M	2 6%	1 3%	27 27% N	7 12%	12 25% p	9 30% P	13 19%	0 0	9 69% S	5 56% S
On campus bookstore	26 19%	11 15%	15 22%	5 14%	5 15%	9 27%	7 20%	5 15%	6 12%	11 35% hIk	4 16%	22 22%	4 11%	4 11%	22 22% n	10 17%	11 23%	5 17%	19 28% T	1 6%	2 15%	0 0
CengageBrain	22 16%	14 20%	8 12%	5 14%	7 21%	6 18%	4 11%	6 18% J	11 22% J	1 3%	4 16%	15 15%	7 19%	7 19%	15 15%	10 17%	9 19%	3 10%	5 7%	2 12%	4 31% s	0 0
Pearson Mylab & Mastering	22 16%	12 17%	10 15%	6 16%	8 24% g	5 15%	3 9%	6 18%	7 14%	2 6%	7 28% J	17 17%	5 14%	5 14%	17 17%	10 17%	6 12%	6 20%	13 19% t	1 6%	2 15%	1 11%
Chegg	14 10%	8 11%	6 9%	6 16% f	5 15% f	1 3%	2 6%	3 9%	8 16% k	2 6%	1 4%	13 13% M	1 3%	4 11%	10 10%	7 12%	6 12%	1 3%	9 13%	2 12%	0 0	2 22%
iBooks	8 6%	4 6%	4 6%	3 8%	2 6%	0 0	3 9%	3 9%	1 2%	3 10%	1 4%	4 4%	4 11%	3 8%	5 5%	5 8%	0 0	3 10%	4 6%	3 18%	0 0	0 0
VitalSource	7 5%	4 6%	3 4%	2 5%	1 3%	2 6%	2 6%	0 0	2 4%	4 13%	1 4%	5 5%	2 6%	1 3%	6 6%	4 7%	2 4%	1 3%	4 6%	2 12%	0 0	0 0
CollegeBookRenter	4 3%	3 4%	1 1%	0 0	2 6%	2 6%	0 0	0 0	1 2%	0 0	3 12%	4 4%	0 0	0 0	4 4%	2 3%	2 4%	0 0	2 3%	0 0	0 0	0 0
Textbooks.com	4 3%	3 4%	1 1%	0 0	1 3%	2 6%	1 3%	0 0	1 2%	2 6%	1 4%	4 4%	0 0	1 3%	3 3%	0 0	2 4%	2 7%	3 4%	0 0	0 0	0 0
Through Learning Management system (e.g. BlackBoard)	4 3%	2 3%	2 3%	0 0	2 6%	1 3%	1 3%	0 0	0 0	1 3%	3 12%	4 4%	0 0	0 0	4 4%	2 3%	1 2%	1 3%	3 4%	0 0	0 0	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

252. (HAND CARD) Where did you buy eTextbooks with unlimited access?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Other	7	3	4	2	2	2	1	0	2	0	5	6	1	2	5	3	4	0	2	1	0	1
	5%	4%	6%	5%	6%	6%	3%	0	4%	0	20%	6%	3%	5%	5%	5%	8%	0	3%	6%	0	11%
											i											

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

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STUDENT MONITOR® Spring 2018

## 253. How many eTextbooks did you rent with a limited time subscription this term? (Among all)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	816 100	386 100	430 100	191 100	221 100	215 100	189 100	170 100	297 100	228 100	121 100	582 100	234 100	216 100	600 100	363 100	332 100	121 100	429 100	102 100	77 100	84 100
None	697 85%	327 85%	370 86%	155 81%	197 89%	180 84%	165 87%	142 84%	254 86%	205 90%	96 79%	494 85%	203 87%	190 88%	507 84%	310 85%	287 86%	100 83%	356 83%	92 90%	71 92%	76 90%
					Df		d			hK										s	s	s
1	68 8%	27 7%	41 10%	21 11%	11 5%	18 8%	18 10%	16 9%	20 7%	18 8%	14 12%	49 8%	19 8%	14 6%	54 9%	27 7%	23 7%	18 15%	43 10%	6 6%	5 6%	4 5%
				E		e											PQ		v			
2	40 5%	29 8%	11 3%	11 6%	9 4%	14 7%	6 3%	10 6%	18 6%	2 1%	10 8%	30 5%	10 4%	9 4%	31 5%	18 5%	19 6%	3 2%	24 6%	3 3%	1 1%	4 5%
		C						J	J		J						r		U			
3	6 1%	2 1%	4 1%	3 2%	2 1%	1 *	0 0	2 1%	3 1%	1 *	0 0	4 1%	2 1%	2 1%	4 1%	3 1%	3 1%	0 0	4 1%	0 0	0 0	0 0
4	5 1%	1 *	4 1%	1 1%	2 1%	2 1%	0 0	0 0	2 1%	2 1%	1 1%	5 1%	0 0	1 *	4 1%	5 1%	0 0	0 0	2 *	1 1%	0 0	0 0
5	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
More than 5	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
Total mean	0.2	0.2	0.2	0.3 G	0.2	0.3 g	0.2	0.2 j	0.2 j	0.1	0.3 J	0.2	0.2	0.2	0.2	0.3	0.2	0.2	0.3 Uv	0.2	0.1	0.1
User mean	1.6	1.6	1.5	1.6 g	1.8 G	1.6 G	1.2	1.5	1.7	1.4	1.5	1.6	1.5	1.6	1.5	1.7 R	1.6 R	1.1	1.5	1.6	1.2	1.5

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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STUDENT MONITOR® Spring 2018

## 253. How many eTextbooks did you rent with a limited time subscription this term? (Among renters)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	119 100	59 100	60 100	36 100	24 100	35 100	24 100	28 100	43 100	23 100	25 100	88 100	31 100	26 100	93 100	53 100	45 100	21 100	73 100	10 100	6 100	8 100
None	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
1	68 57%	27 46%	41 68% B	21 58%	11 46%	18 51%	18 75% Ef	16 57%	20 47%	18 78% hIk	14 56%	49 56%	19 61%	14 54%	54 58%	27 51%	23 51%	18 86% PQ	43 59%	6 60%	5 83%	4 50%
2	40 34%	29 49% C	11 18%	11 31%	9 38%	14 40%	6 25%	10 36% J	18 42% J	2 9%	10 40% J	30 34%	10 32%	9 35%	31 33%	18 34% R	19 42% R	3 14% R	24 33%	3 30%	1 17%	4 50%
3	6 5%	2 3%	4 7%	3 8%	2 8%	1 3%	0 0	2 7%	3 7%	1 4%	0 0	4 5%	2 6%	2 8%	4 4%	3 6%	3 7%	0 0	4 5%	0 0	0 0	0 0
4	5 4%	1 2%	4 7%	1 3%	2 8%	2 6%	0 0	0 0	2 5%	2 9%	1 4%	5 6%	0 0	1 4%	4 4%	5 9%	0 0	0 0	2 3%	1 10%	0 0	0 0
5	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
More than 5	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
Total mean	1.6	1.6	1.5	1.6 g	1.8 G	1.6 G	1.2	1.5	1.7	1.4	1.5	1.6	1.5	1.6	1.5	1.7 R	1.6 R	1.1	1.5	1.6	1.2	1.5
User mean	1.6	1.6	1.5	1.6 g	1.8 G	1.6 G	1.2	1.5	1.7	1.4	1.5	1.6	1.5	1.6	1.5	1.7 R	1.6 R	1.1	1.5	1.6	1.2	1.5

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

STUDENT MONITOR® Spring 2018

## 254. How much did you spend to rent eTextbooks with a limited-time subscription this term? (Among all)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	816 100	386 100	430 100	191 100	221 100	215 100	189 100	170 100	297 100	228 100	121 100	582 100	234 100	216 100	600 100	363 100	332 100	121 100	429 100	102 100	77 100	84 100
Nothing	697 85%	327 85%	370 86%	155 81%	197 89%	180 84%	165 87%	142 84%	254 86%	205 90%	96 79%	494 85%	203 87%	190 88%	507 84%	310 85%	287 86%	100 83%	356 83%	92 90%	71 92%	76 90%
					Df		d			hK									s	s	s	
Something	119 15%	59 15%	60 14%	36 19%	24 11%	35 16%	24 13%	28 16%	43 14%	23 10%	25 21%	88 15%	31 13%	26 12%	93 16%	53 15%	45 14%	21 17%	73 17%	10 10%	6 8%	8 10%
				Eg		e		j			J								TUV			
\$1 to \$50	65 8%	32 8%	33 8%	19 10%	12 5%	16 7%	18 10%	17 10%	20 7%	16 7%	12 10%	46 8%	19 8%	15 7%	50 8%	31 9%	20 6%	14 12%	43 10%	7 7%	4 5%	2 2%
				e														q	uV			
\$51 to \$100	34 4%	17 4%	17 4%	13 7%	6 3%	10 5%	5 3%	11 6%	12 4%	3 1%	8 7%	23 4%	11 5%	9 4%	25 4%	13 4%	14 4%	7 6%	19 4%	1 1%	2 3%	3 4%
				eg				J	J		J								T			
\$101 to \$150	17 2%	8 2%	9 2%	3 2%	4 2%	9 4%	1 1%	0 0%	9 3%	4 2%	4 3%	16 3%	1 *	2 1%	15 2%	8 2%	9 3%	0 0%	10 2%	2 2%	0 0%	2 2%
						G					M				n							
\$151 to \$200	3 *	2 1%	1 *	1 1%	2 1%	0 0%	0 0%	0 0%	2 1%	0 0%	1 1%	3 1%	0 0%	0 0%	3 *	1 *	2 1%	0 0%	1 *	0 0%	0 0%	1 1%
More than \$200	3 *	2 1%	1 *	1 1%	2 1%	0 0%	0 0%	0 0%	2 1%	0 0%	1 1%	3 1%	0 0%	0 0%	3 *	1 *	2 1%	0 0%	1 *	0 0%	0 0%	1 1%
Total mean	\$10	\$10	\$9	\$12 G	\$8	\$12 G	\$6	\$9	\$11 J	\$6	\$15 hJ	\$11 M	\$7	\$7	\$10 n	\$9	\$10	\$9	\$11 TU	\$5	\$4	\$9
User mean	\$65	\$67	\$64	\$64 q	\$76 G	\$71 G	\$49	\$53	\$74 Hj	\$55	\$74 Hj	\$70 M	\$53	\$58	\$68	\$62	\$75 R	\$52	\$63	\$51	\$48	\$91 u

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.



STUDENT MONITOR® Spring 2018

## 254. How much did you spend to rent eTextbooks with a limited-time subscription this term? (Among renters)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	119 100	59 100	60 100	36 100	24 100	35 100	24 100	28 100	43 100	23 100	25 100	88 100	31 100	26 100	93 100	53 100	45 100	21 100	73 100	10 100	6 100	8 100
Nothing	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
Something	119 100%	59 100%	60 100%	36 100%	24 100%	35 100%	24 100%	28 100%	43 100%	23 100%	25 100%	88 100%	31 100%	26 100%	93 100%	53 100%	45 100%	21 100%	73 100%	10 100%	6 100%	8 100%
\$1 to \$50	65 55%	32 54%	33 55%	19 53%	12 50%	16 46%	18 75%	17 61%	20 47%	16 70%	12 48%	46 52%	19 61%	15 58%	50 54%	31 58%	20 44%	14 67%	43 59%	7 70%	4 67%	2 25%
\$51 to \$100	34 29%	17 29%	17 28%	13 36%	6 25%	10 29%	5 21%	11 39%	12 28%	3 13%	8 32%	23 26%	11 35%	9 35%	25 27%	13 25%	14 31%	7 33%	19 26%	1 10%	2 33%	3 38%
\$101 to \$150	17 14%	8 14%	9 15%	3 8%	4 17%	9 26%	1 4%	0 0	9 21%	4 17%	4 16%	16 18%	1 3%	2 8%	15 16%	8 15%	9 20%	0 0	10 14%	2 20%	0 0	2 25%
\$151 to \$200	3 3%	2 3%	1 2%	1 3%	2 8%	0 0	0 0	0 0	2 5%	0 0	1 4%	3 3%	0 0	0 0	3 3%	1 2%	2 4%	0 0	1 1%	0 0	0 0	1 12%
More than \$200	3 3%	2 3%	1 2%	1 3%	2 8%	0 0	0 0	0 0	2 5%	0 0	1 4%	3 3%	0 0	0 0	3 3%	1 2%	2 4%	0 0	1 1%	0 0	0 0	1 12%
Total mean	\$65	\$67	\$64	\$64 g	\$76 G	\$71 G	\$49	\$53	\$74 Hj	\$55	\$74 Hj	\$70 M	\$53	\$58	\$68	\$62	\$75 R	\$52	\$63	\$51	\$48	\$91 u
User mean	\$65	\$67	\$64	\$64 g	\$76 G	\$71 G	\$49	\$53	\$74 Hj	\$55	\$74 Hj	\$70 M	\$53	\$58	\$68	\$62	\$75 R	\$52	\$63	\$51	\$48	\$91 u

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

STUDENT MONITOR® Spring 2018

## 255. (HAND CARD) Where did you rent eTextbooks with with a limited time subscription?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	122 100	62 100	60 100	37 100	25 100	37 100	23 100	30 100	43 100	21 100	28 100	92 100	30 100	25 100	97 100	52 100	50 100	20 100	73 100	11 100	6 100	8 100
Course links provided by instructor	43 35%	23 37%	20 33%	13 35%	14 56% dfG	12 32%	4 17%	12 40% J	18 42% J	2 10%	11 39% J	36 39% m	7 23%	3 12%	40 41% N	15 29%	20 40%	8 40%	28 38%	0 0	2 33%	5 62%
Amazon	35 29%	22 35% c	13 22%	6 16%	8 32%	12 32% d	9 39% d	7 23%	8 19%	10 48% hI	10 36%	25 27%	10 33%	13 52% O	22 23%	18 35% R	15 30% R	2 10%	20 27%	7 64% S	0 0	0 0
Publisher websites	21 17%	11 18%	10 17%	7 19%	4 16%	8 22%	2 9%	4 13%	9 21% J	1 5%	7 25% J	16 17%	5 17%	3 12%	18 19%	11 21%	8 16%	2 10%	14 19%	0 0	2 33%	1 12%
Campus book store	17 14%	6 10%	11 18%	7 19%	2 8%	4 11%	4 17%	2 7%	7 16%	8 38% Hi	0 0	15 16%	2 7%	2 8%	15 15%	9 17% q	3 6%	5 25% q	8 11%	0 0	0 0	3 38%
Chegg	13 11%	10 16% C	3 5%	3 8%	2 8%	5 14%	3 13%	2 7%	5 12%	1 5%	5 18%	9 10%	4 13%	3 12%	10 10%	5 10%	8 16%	0 0	6 8%	3 27%	0 0	0 0
Another online website	12 10%	4 6%	8 13%	2 5%	3 12%	5 14%	2 9%	1 3%	6 14% h	2 10%	3 11%	9 10%	3 10%	4 16%	8 8%	4 8%	4 8%	4 20%	8 11%	0 0	0 0	2 25%
Other	4 3%	2 3%	2 3%	1 3%	2 8%	1 3%	0 0	0 0	1 2%	0 0	3 11%	4 4%	0 0	0 0	4 4%	3 6%	1 2%	0 0	3 4%	0 0	0 0	0 0
Don't know	10 8%	3 5%	7 12%	4 11%	3 12%	3 8%	0 0	2 7%	3 7%	0 0	5 18%	8 9%	2 7%	0 0	10 10%	5 10%	4 8%	1 5%	3 4%	1 9%	3 50% St	1 12%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

STUDENT MONITOR® Spring 2018

## 256. (HAND CARD) Why did you buy or rent textbooks from your on campus bookstore this term?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Purchased or rented from on campus bookstore	821 100	389 100	432 100	191 100	222 100	218 100	190 100	170 100	296 100	235 100	120 100	583 100	238 100	218 100	603 100	369 100	333 100	119 100	431 100	105 100	78 100	84 100
I DIDN'T BUY OR RENT TEXTBOOKS FROM MY ON CAMPUS BOOKSTORE	358 44%	174 45%	184 43%	62 32%	92 41%	104 48%	100 53%	81 48%	153 52%	76 32%	48 40%	271 46%	87 37%	70 32%	288 48%	122 33%	191 57%	45 38%	176 41%	45 43%	44 56%	45 54%
					d	D	DE	J	JK			M			N		PR				St	S
Convenience	303 37%	142 37%	161 37%	80 42%	86 39%	86 39%	51 27%	60 35%	79 27%	117 50%	47 39%	199 34%	104 44%	90 41%	213 35%	159 43%	103 31%	41 34%	182 42%	22 21%	28 36%	29 35%
				G	G	G		i		HIk	I		L			Qr			T	T	T	
Needed my books immediately, couldn't wait for them to be shipped	98 12%	34 9%	64 15%	28 15%	26 12%	23 11%	21 11%	27 16%	35 12%	25 11%	11 9%	66 11%	32 13%	15 7%	83 14%	52 14%	35 11%	11 9%	64 15%	8 8%	4 5%	10 12%
				B				k							N				TU			
Wanted to make sure I was getting the right book for the course	89 11%	42 11%	47 11%	26 14%	28 13%	13 6%	22 12%	19 11%	20 7%	31 13%	19 16%	72 12%	17 7%	20 9%	69 11%	44 12%	32 10%	13 11%	66 15%	5 5%	4 5%	3 4%
				F	F		F			I	I	M							TUV			
Less expensive than other sources	76 9%	33 8%	43 10%	21 11%	25 11%	13 6%	17 9%	16 9%	28 9%	18 8%	14 12%	54 9%	22 9%	15 7%	61 10%	35 9%	28 8%	13 11%	45 10%	4 4%	4 5%	7 8%
				f	F														Tu			
Wanted to make sure I could return the book if I didn't need it	57 7%	31 8%	26 6%	13 7%	19 9%	13 6%	12 6%	14 8%	11 4%	17 7%	15 12%	42 7%	15 6%	16 7%	41 7%	26 7%	20 6%	11 9%	49 11%	2 2%	0 0%	3 4%
								i		i	I								TV			
Financial Aid requires me to buy or rent them from my on campus bookstore	26 3%	14 4%	12 3%	8 4%	4 2%	6 3%	8 4%	3 2%	13 4%	8 3%	2 2%	18 3%	8 3%	11 5%	15 2%	12 3%	11 3%	3 3%	14 3%	7 7%	1 1%	0 0%
								h											u			
Other	8 1%	2 1%	6 1%	2 1%	1 *	2 1%	3 2%	0 0	4 1%	4 2%	0 0	7 1%	1 *	2 1%	6 1%	2 1%	3 1%	3 3%	5 1%	1 1%	0 0	2 2%
Don't know	64 8%	34 9%	30 7%	21 11%	17 8%	12 6%	14 7%	13 8%	27 9%	13 6%	11 9%	40 7%	24 10%	27 12%	37 6%	39 11%	10 3%	15 13%	26 6%	20 19%	2 3%	0 0
				F										O		Q		Q		SU		

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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STUDENT MONITOR® Spring 2018

257. (HAND CARD) Online Homework Solutions are web-based programs you use to do online homework and to access tutorials for topics you haven't yet mastered. Common systems include Cengage Aplia, CengageNOW, McGraw-Hill ALEKS, McGraw-Hill Connect/SmartBook, McGraw-Hill SimNet, Pearson MyLab & Mastering, Cengage MindTap, Cengage SAM, WebAssign and Wiley Plus. Which of these statements applies to you?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	818	387	431	191	221	218	188	169	296	233	120	582	236	218	600	366	332	120	429	104	78	84
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
I bought an online homework solution this term that was required	131	56	75	35	23	42	31	29	67	16	19	103	28	25	106	58	57	16	76	14	8	14
	16%	14%	17%	18%	10%	19%	16%	17%	23%	7%	16%	18%	12%	11%	18%	16%	17%	13%	18%	13%	10%	17%
				E		E	e	J	Jk		J	M			N				u			
I bought an online homework solution this term that wasn't required	35	20	15	12	9	4	10	6	5	12	12	25	10	11	24	15	13	7	24	2	3	0
	4%	5%	3%	6%	4%	2%	5%	4%	2%	5%	10%	4%	4%	5%	4%	4%	4%	6%	6%	2%	4%	0
				F			f			I	HI								T			
I haven't bought an online homework solution but I have heard of them	353	169	184	71	97	97	88	69	121	108	55	257	96	87	266	136	160	57	196	40	32	36
	43%	44%	43%	37%	44%	44%	47%	41%	41%	46%	46%	44%	41%	40%	44%	37%	48%	48%	46%	38%	41%	43%
							d									P	P	P				
I haven't heard of online homework solutions	306	148	158	74	93	76	63	66	105	97	38	203	103	95	211	158	107	41	137	48	35	34
	37%	38%	37%	39%	42%	35%	34%	39%	35%	42%	32%	35%	44%	44%	35%	43%	32%	34%	32%	46%	45%	40%
					g					k			L	O		Qr			S	S		

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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## 258. How many academic courses did you get online homework solutions for that were required?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	129 100	53 100	76 100	33 100	22 100	44 100	30 100	26 100	69 100	15 100	19 100	104 100	25 100	25 100	104 100	54 100	60 100	15 100	75 100	13 100	8 100	15 100
None	12 9%	5 9%	7 9%	3 9%	0 0	7 16%	2 7%	3 12%	7 10%	0 0	2 11%	11 11%	1 4%	2 8%	10 10%	2 4%	8 13% p	2 13%	7 9%	0 0	1 12%	3 20%
1 or more	117 91%	48 91%	69 91%	30 91%	22 100% dF	37 84%	28 93%	23 88%	62 90%	15 100% hI	17 89%	93 89%	24 96%	23 92%	94 90%	52 96% q	52 87%	13 87%	68 91%	13 100% Sv	7 88%	12 80%
1	63 49%	24 45%	39 51%	15 45%	12 55%	22 50%	14 47%	14 54%	27 39%	12 80% hIk	10 53%	48 46%	15 60%	17 68% O	46 44%	27 50%	27 45%	9 60%	35 47%	9 69%	6 75% s	7 47%
2	38 29%	16 30%	22 29%	13 39%	6 27% f	9 20%	10 33%	8 31%	23 33%	3 20%	4 21%	32 31%	6 24%	5 20%	33 32%	21 39% R	15 25%	2 13%	22 29%	2 15%	1 12%	5 33%
3 or more	16 12%	8 15%	8 11%	2 6%	4 18%	6 14%	4 13%	1 4%	12 17% H	0 0	3 16%	13 12%	3 12%	1 4%	15 14% N	4 7%	10 17%	2 13%	11 15%	2 15%	0 0	0 0
Total mean	1.5	1.7	1.4	1.5	1.7	1.5	1.5	1.3	1.7 HJ	1.2	1.5	1.5	1.4	1.2	1.6 N	1.5	1.6	1.3	1.6 Uv	1.6	1.0	1.1
User mean	1.7	1.9	1.6	1.6	1.7	1.7	1.6	1.4	1.9 HJ	1.2	1.7 j	1.7	1.5	1.3	1.8 N	1.6	1.8	1.5	1.8 Uv	1.6	1.1	1.4

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

STUDENT MONITOR® Spring 2018

## 259. How many academic courses did you get online homework solutions for that weren't required?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	36 100	22 100	14 100	12 100	11 100	3 100	10 100	6 100	8 100	11 100	11 100	27 100	9 100	11 100	25 100	14 100	16 100	6 100	25 100	2 100	3 100	0 0
None	6 17%	4 18%	2 14%	2 17%	3 27%	1 33%	0 0	1 17%	3 38%	0 0	2 18%	4 15%	2 22%	2 18%	4 16%	3 21%	3 19%	0 0	6 24%	0 0	0 0	0 0
1 or more	30 83%	18 82%	12 86%	10 83%	8 73%	2 67%	10 100% E	5 83%	5 62%	11 100% I	9 82%	23 85%	7 78%	9 82%	21 84%	11 79%	13 81%	6 100% Pq	19 76%	2 100% S	3 100% S	0 0
1	19 53%	12 55%	7 50%	5 42%	5 45%	1 33%	8 80% De	4 67% i	2 25%	7 64% i	6 55%	13 48%	6 67%	9 82% O	10 40%	6 43%	8 50%	5 83% Pq	12 48%	1 50%	1 33%	0 0
2	4 11%	4 18%	0 0	2 17%	0 0	0 0	2 20%	1 17%	3 38%	0 0	0 0	3 11%	1 11%	0 0	4 16%	1 7%	3 19%	0 0	2 8%	0 0	2 67% S	0 0
3 or more	7 19%	2 9%	5 36% b	3 25%	3 27%	1 33%	0 0	0 0	0 0	4 36%	3 27%	7 26%	0 0	0 0	7 28%	4 29%	2 12%	1 17%	5 20%	1 50%	0 0	0 0
Total mean	1.5	1.3	1.8	2.0	1.3	1.3	1.2	1.0	1.0	2.0 h	1.6	1.7 M	0.9	0.8	1.8 N	1.6	1.4	1.3	1.4	3.5	1.7	0
User mean	1.8	1.6	2.1	2.4 g	1.8	2.0	1.2	1.2	1.6	2.0	2.0	2.0 M	1.1	1.0	2.1 N	2.1	1.8	1.3	1.8	3.5	1.7	0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

STUDENT MONITOR® Spring 2018

## 260. How many online homework solutions did you buy this term?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	817 100	387 100	430 100	191 100	221 100	215 100	190 100	170 100	297 100	229 100	121 100	582 100	235 100	217 100	600 100	363 100	333 100	121 100	430 100	102 100	77 100	84 100
None	695 85%	339 88%	356 83%	157 82%	194 88%	181 84%	163 86%	145 85%	240 81%	206 90%	104 86%	489 84%	206 88%	187 86%	508 85%	308 85%	282 85%	105 87%	359 83%	88 86%	69 90%	73 87%
			c						I													
1 or more	122 15%	48 12%	74 17%	34 18%	27 12%	34 16%	27 14%	25 15%	57 19%	23 10%	17 14%	93 16%	29 12%	30 14%	92 15%	55 15%	51 15%	16 13%	71 17%	14 14%	8 10%	11 13%
			b						J													
1	74 9%	29 7%	45 10%	21 11%	12 5%	25 12%	16 8%	19 11%	29 10%	17 7%	9 7%	51 9%	23 10%	28 13%	46 8%	36 10%	27 8%	11 9%	41 10%	9 9%	6 8%	6 7%
				E		E								O								
2	35 4%	16 4%	19 4%	10 5%	10 5%	5 2%	10 5%	6 4%	22 7%	3 1%	4 3%	31 5%	4 2%	1 *	34 6%	13 4%	18 5%	4 3%	22 5%	2 2%	2 3%	5 6%
									hJk			M			N				t			
3 or more	13 2%	3 1%	10 2%	3 2%	5 2%	4 2%	1 1%	0 0	6 2%	3 1%	4 3%	11 2%	2 1%	1 *	12 2%	6 2%	6 2%	1 1%	8 2%	3 3%	0 0	0 0
			b												N							
Total mean	0.2	0.2	0.3 b	0.3	0.2	0.2	0.2	0.2	0.3 HJ	0.1	0.3	0.3 M	0.2	0.2	0.3 N	0.2	0.2	0.2	0.3 U	0.3	0.1	0.2
User mean	1.5	1.5	1.6	1.6	1.7 f	1.4	1.4	1.2	1.6 H	1.4	2.0 h	1.6 M	1.3	1.1	1.7 N	1.5	1.6	1.4	1.5	1.9	1.2	1.5

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

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STUDENT MONITOR® Spring 2018

## 261. (HAND CARD) Which of these online homework solutions did you buy?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	127 100	51 100	76 100	34 100	27 100	37 100	29 100	26 100	60 100	23 100	18 100	98 100	29 100	31 100	96 100	55 100	54 100	18 100	76 100	14 100	8 100	11 100
Pearson MyLab	39 31%	19 37%	20 26%	11 32%	13 48% F	6 16%	9 31%	10 38% J	21 35% J	2 9%	6 33% J	28 29%	11 38%	8 26%	31 32%	20 36% q	11 20% q	8 44% q	24 32%	2 14%	3 38%	3 27%
Cengage MindTap	30 24%	10 20%	20 26%	7 21%	10 37%	7 19%	6 21%	5 19%	14 23%	8 35%	3 17%	22 22%	8 28%	12 39% O	18 19%	18 33% R	11 20% r	1 6%	16 21%	7 50% S	0 0	3 27%
McGraw-Hill Connect	28 22%	13 25%	15 20%	11 32% E	1 4%	10 27% E	6 21% E	4 15%	17 28%	4 17%	3 17%	23 23%	5 17%	3 10%	25 26% N	8 15%	15 28% P	5 28%	16 21%	0 0	6 75% S	5 45%
Pearson Mastering	17 13%	6 12%	11 14%	8 24% eg	2 7%	5 14%	2 7%	7 27% I	5 8%	3 13%	2 11%	15 15%	2 7%	2 6%	15 16%	13 24% Q	2 4%	2 11%	11 14%	0 0	0 0	2 18%
Cengage WebAssign	12 9%	3 6%	9 12%	6 18% e	1 4%	3 8%	2 7%	0 0	12 20%	0 0	0 0	10 10%	2 7%	1 3%	11 11% n	6 11%	6 11%	0 0	5 7%	2 14%	0 0	3 27%
McGraw-Hill LearnSmart	10 8%	1 2%	9 12% B	1 3%	2 7%	6 16% Dg	1 3%	0 0	9 15% j	1 4%	0 0	9 9%	1 3%	3 10%	7 7%	3 5%	6 11%	1 6%	6 8%	1 7%	1 12%	0 0
Wiley WileyPlus	7 6%	4 8%	3 4%	1 3%	3 11%	1 3%	2 7%	0 0	5 8%	0 0	2 11%	6 6%	1 3%	1 3%	6 6%	0 0	3 6%	4 22%	6 8%	0 0	1 12%	0 0
Macmillan LaunchPad	6 5%	0 0	6 8%	3 9%	2 7%	0 0	1 3%	2 8%	2 3%	1 4%	1 6%	3 3%	3 10%	3 10%	3 3%	3 5%	2 4%	1 6%	2 3%	2 14%	0 0	1 9%
Cengage SAM	5 4%	1 2%	4 5%	0 0	0 0	3 8%	2 7%	2 8%	1 2%	2 9%	0 0	3 3%	2 7%	3 10%	2 2%	2 4%	3 6%	0 0	5 7%	0 0	0 0	0 0
McGraw-Hill ALEKS	5 4%	5 10%	0 0	2 6%	1 4%	0 0	2 7%	1 4%	1 2%	0 0	3 17% i	3 3%	2 7%	1 3%	4 4%	2 4%	3 6%	0 0	0 0	0 0	1 12%	1 9%
Cengage OWL	4 3%	0 0	4 5%	2 6%	0 0	2 5%	0 0	2 8%	2 3%	0 0	0 0	2 2%	2 7%	2 6%	2 2%	2 4%	2 4%	0 0	0 0	2 14%	0 0	2 18%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.



(Continued)  
STUDENT MONITOR® Spring 2018

261. (HAND CARD) Which of these online homework solutions did you buy?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Macmillan Sapling Learning	3 2%	2 4%	1 1%	1 3%	0 0	1 3%	1 3%	0 0	1 2%	1 4%	1 6%	3 3%	0 0	1 3%	2 2%	2 4%	1 2%	0 0	1 1%	1 7%	1 12%	0 0
OpenStax Tutor	3 2%	2 4%	1 1%	0 0	1 4%	0 0	2 7%	0 0	0 0	3 13%	0 0	3 3%	0 0	0 0	3 3%	2 4%	0 0	1 6%	3 4%	0 0	0 0	0 0
Cengage 4LTR Press Online	2 2%	0 0	2 3%	2 6%	0 0	0 0	0 0	2 8%	0 0	0 0	0 0	0 0	2 7%	2 6%	0 0	2 4%	0 0	0 0	0 0	2 14%	0 0	0 0
Cengage Aplia	2 2%	2 4%	0 0	1 3%	1 4%	0 0	0 0	0 0	0 0	2 9%	0 0	2 2%	0 0	0 0	2 2%	1 2%	0 0	1 6%	2 3%	0 0	0 0	0 0
Cengage CNOW	2 2%	2 4%	0 0	0 0	0 0	2 5%	0 0	2 8%	0 0	0 0	0 0	0 0	2 7%	2 6%	0 0	0 0	2 4%	0 0	0 0	2 14%	0 0	0 0
McGraw-Hill SimNet	2 2%	1 2%	1 1%	0 0	1 4%	0 0	1 3%	0 0	1 2%	0 0	1 6%	1 1%	1 3%	1 3%	1 1%	0 0	2 4%	0 0	1 1%	0 0	0 0	0 0
Cengage Quia	1 1%	0 0	1 1%	1 3%	0 0	0 0	0 0	0 0	0 0	0 0	1 6%	1 1%	0 0	0 0	1 1%	1 2%	0 0	0 0	0 0	1 7%	0 0	0 0
McGraw-Hill Practice	1 1%	0 0	1 1%	0 0	1 4%	0 0	0 0	0 0	1 2%	0 0	0 0	1 1%	0 0	0 0	1 1%	0 0	1 2%	0 0	0 0	0 0	0 0	0 0
Pearson Revel	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

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STUDENT MONITOR® Spring 2018

## 262. (HAND CARD) Where did you buy online homework solutions?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	126 100	51 100	75 100	34 100	27 100	37 100	28 100	26 100	59 100	23 100	18 100	97 100	29 100	30 100	96 100	55 100	54 100	17 100	75 100	14 100	8 100	11 100
On campus bookstore	30 24%	14 27%	16 21%	10 29%	6 22%	8 22%	6 21%	3 12%	14 24%	7 30% h	6 33% h	22 23%	8 28%	11 37% o	19 20%	17 31% Q	7 13%	6 35% q	17 23%	4 29%	4 50%	3 27%
Pearson Mylab & Mastering	29 23%	8 16%	21 28% b	8 24%	6 22%	8 22%	7 25%	13 50% IJK	10 17%	4 17%	2 11%	22 23%	7 24%	3 10%	26 27% N	13 24%	12 22%	4 24%	21 28%	2 14%	1 12%	4 36%
McGraw Hill-Connect/SmartBook	22 17%	8 16%	14 19%	3 9%	3 11%	10 27% De	6 21%	2 8%	15 25% HJ	2 9%	3 17%	19 20%	3 10%	4 13%	18 19%	4 7%	14 26% P	4 24%	17 23%	0 0	1 12%	2 18%
Amazon	19 15%	12 24% C	7 9%	6 18%	4 15%	3 8%	6 21%	7 27% I	3 5%	3 13%	6 33% I	10 10%	9 31% L	8 27% o	11 11%	8 15%	7 13%	4 24%	10 13%	5 36% sv	1 12%	1 9%
Chegg	18 14%	11 22% c	7 9%	8 24% F	4 15%	2 5%	4 14%	3 12%	9 15%	3 13%	3 17%	14 14%	4 14%	3 10%	15 16%	7 13%	8 15%	3 18%	8 11%	0 0	1 12%	1 9%
CengageBrain	17 13%	4 8%	13 17% b	4 12%	6 22%	5 14%	2 7%	2 8%	8 14%	5 22%	2 11%	13 13%	4 14%	3 10%	14 15%	10 18%	6 11%	1 6%	8 11%	3 21%	1 12%	2 18%
Off campus bookstore	6 5%	0 0	6 8%	1 3%	0 0	5 14% d	0 0	0 0	5 8%	0 0	1 6%	6 6%	0 0	2 7%	4 4%	3 5%	3 6%	0 0	5 7%	0 0	1 12%	0 0
Other	3 2%	2 4%	1 1%	0 0	0 0	3 8%	0 0	0 0	3 5%	0 0	0 0	2 2%	1 3%	0 0	3 3%	0 0	3 6%	0 0	2 3%	1 7%	0 0	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

STUDENT MONITOR® Spring 2018

## 263. How much did you spend to buy online homework solutions this term? (Among all)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	816 100	386 100	430 100	191 100	221 100	215 100	189 100	170 100	297 100	228 100	121 100	582 100	234 100	216 100	600 100	363 100	332 100	121 100	429 100	102 100	77 100	84 100
Nothing	694 85%	338 88%	356 83%	157 82%	194 88%	181 84%	162 86%	145 85%	240 81%	205 90%	104 86%	489 84%	205 88%	186 86%	508 85%	308 85%	281 85%	105 87%	358 83%	88 86%	69 90%	73 87%
		c							I													
Something	122 15%	48 12%	74 17%	34 18%	27 12%	34 16%	27 14%	25 15%	57 19%	23 10%	17 14%	93 16%	29 12%	30 14%	92 15%	55 15%	51 15%	16 13%	71 17%	14 14%	8 10%	11 13%
			b						J													
Total mean	\$8	\$6	\$9	\$9	\$7	\$9	\$6	\$5	\$11	\$4	\$9	\$9	\$4	\$5	\$9	\$7	\$9	\$7	\$9	\$8	\$4	\$6
			B						HJ			M			N				U			
User mean	\$52	\$46	\$55	\$51	\$56	\$55	\$44	\$35	\$58	\$43	\$65	\$57	\$34	\$35	\$57	\$47	\$57	\$52	\$52	\$60	\$42	\$49
									HJ		h	M			N							
\$1 to \$50	87 11%	35 9%	52 12%	24 13%	17 8%	24 11%	22 12%	20 12%	39 13%	18 8%	10 8%	62 11%	25 11%	27 12%	60 10%	41 11%	37 11%	9 7%	48 11%	10 10%	7 9%	9 11%
									J													
\$51 to \$100	23 3%	11 3%	12 3%	8 4%	7 3%	4 2%	4 2%	4 2%	9 3%	4 2%	6 5%	20 3%	3 1%	2 1%	21 4%	10 3%	6 2%	7 6%	15 3%	3 3%	1 1%	2 2%
												M			N			q				
\$101 to \$150	9 1%	2 1%	7 2%	1 1%	2 1%	5 2%	1 1%	1 1%	7 2%	1 *	0 0	8 1%	1 *	1 *	8 1%	3 1%	6 2%	0 0	7 2%	0 0	0 0	0 0
									hj													
More than \$150	3 *%	0 0	3 1%	1 1%	1 *%	1 *%	0 0	0 0	2 1%	0 0	1 1%	3 1%	0 0	0 0	3 *%	1 *%	2 1%	0 0	1 *%	1 1%	0 0	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

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## 263. How much did you spend to buy online homework solutions this term? (Among purchasers)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Among purchasers	122 100	48 100	74 100	34 100	27 100	34 100	27 100	25 100	57 100	23 100	17 100	93 100	29 100	30 100	92 100	55 100	51 100	16 100	71 100	14 100	8 100	11 100
Nothing	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
Something	122 100%	48 100%	74 100%	34 100%	27 100%	34 100%	27 100%	25 100%	57 100%	23 100%	17 100%	93 100%	29 100%	30 100%	92 100%	55 100%	51 100%	16 100%	71 100%	14 100%	8 100%	11 100%
Total mean	\$52	\$46	\$55	\$51	\$56	\$55	\$44	\$35	\$58 HJ	\$43	\$65 h	\$57 M	\$34	\$35	\$57 N	\$47	\$57	\$52	\$52	\$60	\$42	\$49
User mean	\$52	\$46	\$55	\$51	\$56	\$55	\$44	\$35	\$58 HJ	\$43	\$65 h	\$57 M	\$34	\$35	\$57 N	\$47	\$57	\$52	\$52	\$60	\$42	\$49
\$1 to \$50	87 71%	35 73%	52 70%	24 71%	17 63%	24 71%	22 81%	20 80%	39 68%	18 78%	10 59%	62 67%	25 86% L	27 90% O	60 65%	41 75%	37 73%	9 56%	48 68%	10 71%	7 88%	9 82%
\$51 to \$100	23 19%	11 23%	12 16%	8 24%	7 26%	4 12%	4 15%	4 16%	9 16%	4 17%	6 35%	20 22%	3 10%	2 7%	21 23% N	10 18%	6 12%	7 44% PQ	15 21%	3 21%	1 12%	2 18%
\$101 to \$150	9 7%	2 4%	7 9%	1 3%	2 7%	5 15% d	1 4%	1 4%	7 12%	1 4%	0 0	8 9%	1 3%	1 3%	8 9%	3 5%	6 12%	0 0	7 10%	0 0	0 0	0 0
More than \$150	3 2%	0 0	3 4%	1 3%	1 4%	1 3%	0 0	0 0	2 4%	0 0	1 6%	3 3%	0 0	0 0	3 3%	1 2%	2 4%	0 0	1 1%	1 7%	0 0	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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## 264. (HAND CARD) How did you buy the access code or codes for the online homework solution?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	123 100	48 100	75 100	33 100	29 100	34 100	27 100	23 100	57 100	23 100	20 100	96 100	27 100	28 100	95 100	56 100	50 100	17 100	74 100	11 100	8 100	11 100
Traditional bundle, print textbook and a printed access card	57 46%	17 35%	40 53% B	18 55%	10 34%	16 47%	13 48%	16 70% IJk	24 42%	8 35%	9 45%	44 46%	13 48%	10 36%	47 49%	30 54%	20 40%	7 41%	36 49% U	6 55% U	1 12%	6 55% U
Instant access code bought online	43 35%	17 35%	26 35%	14 42%	10 34%	11 32%	8 30%	6 26%	24 42% K	9 39%	4 20%	34 35%	9 33%	9 32%	34 36%	21 38% r	19 38% r	3 18%	22 30%	2 18%	6 75% ST	7 64% ST
Standalone	20 16%	12 25% C	8 11%	3 9%	7 24%	5 15%	5 19%	1 4%	8 14%	3 13%	8 40% HIJ	18 19% m	2 7%	2 7%	18 19% n	7 12%	9 18%	4 24%	14 19%	0 0	0 0	0 0
Printed access card for the digital product	18 15%	9 19%	9 12%	5 15%	4 14%	4 12%	5 19%	3 13%	5 9%	3 13%	7 35% hIj	15 16%	3 11%	5 18%	13 14%	5 9%	7 14%	6 35% Pq	10 14%	2 18%	1 12%	1 9%
Other	6 5%	2 4%	4 5%	0 0	2 7%	4 12%	0 0	0 0	3 5%	0 0	3 15%	6 6%	0 0	2 7%	4 4%	4 7%	2 4%	0 0	2 3%	2 18%	1 12%	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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265. How many new, printed textbooks did you buy this semester that came pre-packaged with access codes to an online homework solution?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	360 100	159 100	201 100	102 100	92 100	94 100	72 100	86 100	127 100	67 100	80 100	246 100	114 100	102 100	258 100	165 100	136 100	59 100	205 100	52 100	25 100	28 100
None	211 59%	85 53%	126 63%	53 52%	61 66%	54 57%	43 60%	50 58%	70 55%	47 70%	44 55%	145 59%	66 58%	59 58%	152 59%	99 60%	82 60%	30 51%	130 63%	25 48%	16 64%	20 71%
			b		D					Ik									T		T	
1 or more	149 41%	74 47%	75 37%	49 48%	31 34%	40 43%	29 40%	36 42%	57 45%	20 30%	36 45%	101 41%	48 42%	43 42%	106 41%	66 40%	54 40%	29 49%	75 37%	27 52%	9 36%	8 29%
		c		E					J		j								SV			
Total mean	0.7	0.9 C	0.6	0.8	0.6	0.7	0.7	0.8 J	0.8 J	0.4	0.8 J	0.7	0.9	0.8	0.7	0.7	0.6	0.9 q	0.6 V	1.0 SUV	0.5	0.3
User mean	1.7	1.9 C	1.6	1.7	1.8	1.8	1.8	1.9 j	1.8	1.5	1.7	1.6	2.0 L	1.9	1.7	1.8	1.6	1.9 q	1.7 V	1.9 V	1.4	1.0
None	211 59%	85 53%	126 63%	53 52%	61 66%	54 57%	43 60%	50 58%	70 55%	47 70%	44 55%	145 59%	66 58%	59 58%	152 59%	99 60%	82 60%	30 51%	130 63%	25 48%	16 64%	20 71%
			b		D					Ik									T		T	
1	76 21%	25 16%	51 25%	25 25%	12 13%	21 22%	18 25%	12 14%	33 26%	11 16%	20 25%	61 25%	15 13%	17 17%	59 23%	32 19%	35 26%	9 15%	39 19%	13 25%	6 24%	8 29%
			B	E		e	e		H		h	M				r						
2	46 13%	37 23%	9 4%	16 16%	14 15%	11 12%	5 7%	17 20%	10 8%	8 12%	11 14%	27 11%	19 17%	16 16%	30 12%	21 13%	10 7%	15 25%	25 12%	6 12%	2 8%	0 0
		C		g	g			I										PQ				
3	19 5%	5 3%	14 7%	7 7%	5 5%	5 5%	2 3%	7 8%	7 6%	1 1%	4 5%	6 2%	13 11%	9 9%	10 4%	9 5%	6 4%	4 7%	6 3%	7 13%	1 4%	0 0
			b					J					L						S			
More than 3	8 2%	7 4%	1 *	1 1%	0 0	3 3%	4 6%	0 0	7 6%	0 0	1 1%	7 3%	1 1%	1 1%	7 3%	4 2%	3 2%	1 2%	5 2%	1 2%	0 0	0 0
		C							k													

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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## 267. (HAND CARD) Why did you buy an online homework solution?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	125 100	49 100	76 100	34 100	28 100	36 100	27 100	25 100	57 100	23 100	20 100	97 100	28 100	29 100	96 100	57 100	51 100	17 100	74 100	14 100	8 100	11 100
Instructor required	69 55%	18 37%	51 67% B	16 47%	13 46%	27 75% DEG	13 48%	12 48%	40 70% hJK	8 35%	9 45%	57 59%	12 43%	15 52%	54 56%	30 53%	29 57%	10 59%	44 59% t	5 36%	5 62%	7 64%
Part of my grade	31 25%	10 20%	21 28%	7 21%	7 25%	13 36% G	4 15%	8 32% K	15 26% K	7 30% K	1 5%	27 28% m	4 14%	9 31%	22 23%	16 28%	10 20%	5 29%	22 30%	0 0	1 12%	5 45% u
Part of required course materials	26 21%	10 20%	16 21%	6 18%	6 21%	10 28%	4 15%	2 8%	13 23% h	5 22%	6 30% h	23 24% m	3 11%	4 14%	22 23%	12 21%	11 22%	3 18%	16 22%	0 0	1 12%	5 45% u
Included the textbook	18 14%	5 10%	13 17%	2 6%	4 14%	7 19% d	5 19%	3 12%	5 9%	4 17%	6 30% i	12 12%	6 21%	6 21%	12 12%	8 14%	8 16%	2 12%	13 18%	2 14%	1 12%	1 9%
Access to animations and other interactive materials	17 14%	6 12%	11 14%	6 18% F	8 29% FG	1 3%	2 7%	5 20% I	1 2%	6 26% I	5 25% I	12 12%	5 18%	4 14%	13 14%	12 21% q	5 10%	0 0	11 15%	3 21%	1 12%	0 0
Better value	17 14%	12 24% C	5 7%	8 24% ef	2 7%	3 8%	4 15%	4 16%	9 16%	2 9%	2 10%	12 12%	5 18%	4 14%	13 14%	9 16%	7 14%	1 6%	4 5%	3 21%	3 38% s	1 9%
Friend or classmate recommended	12 10%	6 12%	6 8%	1 3%	8 29% DFG	1 3%	2 7%	2 8%	1 2%	4 17% i	5 25% I	10 10%	2 7%	2 7%	10 10%	8 14%	3 6%	1 6%	8 11%	0 0	0 0	1 9%
I couldn't find free access on the Internet	10 8%	5 10%	5 7%	1 3%	5 18% d	2 6%	2 7%	1 4%	1 2%	3 13%	5 25% HI	9 9%	1 4%	0 0	10 10%	5 9%	4 8%	1 6%	7 9%	1 7%	0 0	0 0
I'm a tech savvy person	8 6%	7 14% C	1 1%	2 6%	2 7%	2 6%	2 7%	2 8%	0 0	1 4%	5 25% j	8 8%	0 0	1 3%	7 7%	2 4%	3 6%	3 18%	3 4%	0 0	0 0	1 9%
It's less expensive	8 6%	3 6%	5 7%	2 6%	4 14%	2 6%	0 0	1 4%	2 4%	4 17% i	1 5%	6 6%	2 7%	2 7%	6 6%	4 7%	3 6%	1 6%	5 7%	0 0	3 38% s	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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Lowercase letters indicate significance at the 90% level.

267. (HAND CARD) Why did you buy an online homework solution?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Environmentally friendly	8 6%	5 10%	3 4%	1 3%	3 11%	2 6%	2 7%	0 0	3 5%	2 9%	3 15%	7 7%	1 4%	2 7%	6 6%	2 4%	4 8%	2 12%	7 9%	0 0	0 0	0 0
Included additional study tools	7 6%	1 2%	6 8%	0 0	5 18% fg	1 3%	1 4%	0 0	2 4%	4 17% i	1 5%	5 5%	2 7%	2 7%	5 5%	3 5%	3 6%	1 6%	6 8%	0 0	0 0	0 0
I like to try new technology	6 5%	1 2%	5 7%	0 0	4 14%	0 0	2 7%	0 0	1 2%	5 22% I	0 0	6 6%	0 0	0 0	6 6%	3 5%	2 4%	1 6%	6 8%	0 0	0 0	0 0
Used one before and found it useful	4 3%	3 6%	1 1%	1 3%	2 7%	1 3%	0 0	0 0	1 2%	0 0	3 15%	4 4%	0 0	0 0	4 4%	2 4%	2 4%	0 0	2 3%	0 0	1 12%	0 0
I don't like using print	3 2%	1 2%	2 3%	0 0	2 7%	1 3%	0 0	0 0	1 2%	0 0	2 10%	3 3%	0 0	0 0	3 3%	1 2%	1 2%	1 6%	2 3%	0 0	0 0	1 9%
Prefer using digital or online than print	1 1%	0 0	1 1%	1 3%	0 0	0 0	0 0	1 4%	0 0	0 0	0 0	0 0	1 4%	0 0	1 1%	1 2%	0 0	0 0	1 1%	0 0	0 0	0 0
Instructor recommended	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
Other	1 1%	0 0	1 1%	0 0	1 4%	0 0	0 0	0 0	1 2%	0 0	0 0	0 0	1 4%	0 0	1 1%	0 0	1 2%	0 0	0 0	1 7%	0 0	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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268. (HAND CARD) How much do you agree that the Online Homework Solution helped you get a better grade in your course?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	126	50	76	34	29	36	27	25	57	23	21	97	29	30	96	57	52	17	74	14	8	11
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
TOP 2 BOX	81	38	43	23	20	21	17	20	28	17	16	59	22	27	54	41	28	12	47	13	3	3
	64%	76% C	57%	68%	69%	58%	63%	80% I	49%	74% I	76% I	61%	76%	90% O	56%	72% Q	54%	71%	64% V	93% SUV	38%	27%
Strongly agree	31	18	13	12	7	8	4	11	11	5	4	25	6	7	24	13	12	6	16	6	1	1
	25%	36% C	17%	35% g	24%	22%	15%	44% Ijk	19%	22%	19%	26%	21%	23%	25%	23%	23%	35%	22%	43% uV	12%	9%
Somewhat agree	50	20	30	11	13	13	13	9	17	12	12	34	16	20	30	28	16	6	31	7	2	2
	40%	40%	39%	32%	45%	36%	48%	36%	30%	52% i	57% I	35%	55% 1	67% O	31%	49% Q	31%	35%	42% v	50% v	25%	18%
Neither agree nor disagree	22	6	16	5	3	5	9	1	15	6	0	19	3	0	22	6	13	3	14	1	3	3
	17%	12%	21%	15%	10%	14%	33% dEf	4%	26% H	26% H	0	20%	10%	0	23%	11%	25% P	18%	19%	7%	38% t	27%
Somewhat disagree	15	2	13	5	3	7	0	1	10	0	4	14	1	0	15	7	7	1	9	0	0	3
	12%	4%	17% B	15%	10%	19%	0	4%	18% H	0	19%	14% M	3%	0	16%	12%	13%	6%	12%	0	0	27%
Strongly disagree	8	4	4	1	3	3	1	3	4	0	1	5	3	3	5	3	4	1	4	0	2	2
	6%	8%	5%	3%	10%	8%	4%	12%	7%	0	5%	5%	10%	10%	5%	5%	8%	6%	5%	0	25%	18%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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## 269. What percent of your grade is represented by an online homework solution?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	31 100	10 100	21 100	7 100	7 100	13 100	4 100	8 100	15 100	7 100	1 100	27 100	4 100	9 100	22 100	16 100	10 100	5 100	22 100	0 0	1 100	5 100
None	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
Some	31 100%	10 100%	21 100%	7 100%	7 100%	13 100%	4 100%	8 100%	15 100%	7 100%	1 100%	27 100%	4 100%	9 100%	22 100%	16 100%	10 100%	5 100%	22 100%	0 0	1 100%	5 100%
Total mean	30	31	29	16	34	37 Dg	24	25 j	37 J	19	30	28	40	39	26	27	34	29	35 V	0	30	14
User mean	30	31	29	16	34	37 Dg	24	25 j	37 J	19	30	28	40	39	26	27	34	29	35 V	0	30	14
1% to 10%	5 16%	1 10%	4 19%	3 43%	2 29%	0 0	0 0	0 0	4 27%	1 14%	0 0	5 19%	0 0	2 22%	3 14%	4 25%	0 0	1 20%	1 5%	0 0	0 0	3 60% S
11% to 25%	17 55%	7 70%	10 48%	4 57%	3 43%	8 62%	2 50%	6 75% i	6 40%	5 71%	0 0	16 59%	1 25%	1 11%	16 73% N	7 44%	7 70%	3 60%	13 59%	0 0	0 0	2 40%
More than 25%	9 29%	2 20%	7 33%	0 0	2 29%	5 38%	2 50%	2 25%	5 33%	1 14%	1 100%	6 22%	3 75% L	6 67% O	3 14%	5 31%	3 30%	1 20%	8 36%	0 0	1 100%	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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Lowercase letters indicate significance at the 90% level.

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## 270. Did you use an online homework solution in high school?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	519 100	240 100	279 100	123 100	128 100	143 100	125 100	105 100	190 100	141 100	83 100	388 100	131 100	121 100	398 100	210 100	230 100	79 100	298 100	56 100	43 100	50 100
Yes	114 22%	51 21%	63 23%	24 20%	31 24%	33 23%	26 21%	20 19%	38 20%	43 30% HIK	13 16%	92 24% m	22 17%	18 15%	96 24% N	54 26% q	43 19%	17 22%	66 22%	11 20%	7 16%	14 28%
No	405 78%	189 79%	216 77%	99 80%	97 76%	110 77%	99 79%	85 81% J	152 80% J	98 70%	70 84% J	296 76%	109 83%	103 85%	302 76%	156 74%	187 81% p	62 78%	232 78%	45 80%	36 84%	36 72%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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## 271. (HAND CARD) Which online homework solution features are you using?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	124 100	50 100	74 100	34 100	29 100	36 100	25 100	25 100	55 100	23 100	21 100	95 100	29 100	30 100	94 100	57 100	50 100	17 100	72 100	14 100	8 100	11 100
Completing assignments	75 60%	27 54%	48 65%	17 50%	17 59%	30 83% DEG	11 44%	17 68%	34 62%	14 61%	10 48%	60 63%	15 52%	18 60%	57 61%	33 58%	30 60%	12 71%	51 71% T	4 29%	4 50%	9 82% T
Quizzes or self-assessment tools	65 52%	24 48%	41 55%	18 53%	16 55%	19 53%	12 48%	12 48% k	31 56% K	17 74% hK	5 24%	58 61% M	7 24%	12 40%	53 56%	31 54%	24 48%	10 59%	38 53% T	1 7%	5 62% T	9 82% ST
Tracking my grade	56 45%	24 48%	32 43%	14 41%	13 45% g	23 64% dG	6 24%	11 44%	27 49%	11 48%	7 33%	49 52% M	7 24%	11 37%	45 48%	23 40%	21 42%	12 71% PQ	39 54% T	2 14%	5 62% T	5 45% t
Videos or animations	28 23%	9 18%	19 26%	7 21%	6 21%	8 22%	7 28%	1 4%	11 20% H	10 43% HI	6 29% H	26 27% M	2 7%	5 17%	23 24%	13 23%	10 20%	5 29%	17 24% t	1 7%	1 12%	7 64% STU
Downloadable eTextbook	28 23%	11 22%	17 23%	6 18%	5 17%	10 28%	7 28%	4 16%	12 22%	7 30%	5 24%	24 25%	4 14%	5 17%	23 24%	14 25% R	13 26% R	1 6%	21 29%	2 14%	1 12%	3 27%
Highlighting text	27 22%	10 20%	17 23%	1 3%	14 48% DF	4 11%	8 32% Df	2 8%	9 16%	10 43% HI	6 29% h	25 26% M	2 7%	4 13%	23 24%	11 19%	13 26%	3 18%	15 21%	2 14%	2 25%	3 27%
Preloaded flashcards	23 19%	9 18%	14 19%	5 15%	7 24% f	3 8%	8 32% F	0 0	8 15%	13 57% IK	2 10%	23 24%	0 0	3 10%	20 21%	11 19%	10 20%	2 12%	15 21%	1 7%	2 25%	2 18%
Note-taking	19 15%	8 16%	11 15%	3 9%	7 24% F	2 6%	7 28% dF	3 12%	6 11%	9 39% HIK	1 5%	14 15%	5 17%	6 20%	13 14%	8 14%	7 14%	4 24%	12 17%	1 7%	2 25%	2 18%
Searching	19 15%	6 12%	13 18%	2 6%	5 17%	5 14%	7 28% D	6 24%	6 11%	3 13%	4 19%	18 19% M	1 3%	1 3%	18 19% N	9 16%	7 14%	3 18%	17 24% t	1 7%	0 0	0 0
Electronic flash cards I created	17 14%	6 12%	11 15%	8 24% F	4 14%	1 3%	4 16% f	0 0	10 18%	3 13%	4 19%	15 16%	2 7%	2 7%	15 16%	11 19% r	5 10%	1 6%	6 8%	1 7%	1 12%	6 55% STU

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

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271. (HAND CARD) Which online homework solution features are you using?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Embedded audio	13 10%	11 22% C	2 3%	4 12%	3 10%	3 8%	3 12%	5 20%	0 0	6 26%	2 10%	7 7%	6 21% 1	8 27% O	5 5%	6 11%	5 10%	2 12%	6 8%	4 29%	1 12%	0 0
Mobile app	12 10%	4 8%	8 11%	2 6%	6 21% dF	1 3%	3 12%	1 4%	3 5%	6 26% HI	2 10%	11 12% m	1 3%	3 10%	9 10%	6 11%	4 8%	2 12%	8 11%	1 7%	1 12%	0 0
Printable chapters/ sections/pages	8 6%	4 8%	4 5%	2 6%	1 3%	4 11%	1 4%	0 0	4 7%	2 9%	2 10%	7 7%	1 3%	3 10%	5 5%	4 7%	1 2%	3 18% q	6 8%	0 0	1 12%	1 9%
None of these	11 9%	6 12%	5 7%	0 0	4 14%	4 11%	3 12%	0 0	4 7%	0 0	7 33% I	9 9%	2 7%	3 10%	8 9%	4 7%	7 14%	0 0	3 4%	3 21%	1 12%	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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## 272. (HAND CARD) Which online homework solution features would you definitely use if they were available?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	125 100	50 100	75 100	33 100	29 100	36 100	27 100	24 100	57 100	23 100	21 100	97 100	28 100	30 100	95 100	56 100	52 100	17 100	73 100	14 100	8 100	11 100
Quizzes or self-assessment tools	57 46%	22 44%	35 47%	18 55% F	12 41%	11 31%	16 59% F	14 58% iK	22 39%	16 70% IK	5 24%	49 51% M	8 29%	10 33%	47 49%	35 62% Q	15 29%	7 41%	35 48% T	3 21%	3 38%	4 36%
Tracking my grade	57 46%	23 46%	34 45%	13 39%	15 52%	16 44%	13 48%	16 67% IK	21 37%	13 57%	7 33%	46 47%	11 39%	13 43%	44 46%	32 57% Q	16 31%	9 53%	38 52% T	3 21%	4 50%	5 45%
Completing assignments	55 44%	26 52%	29 39%	15 45%	14 48%	14 39%	12 44%	11 46%	23 40%	11 48%	10 48%	49 51% M	6 21%	11 37%	44 46%	29 52% Q	15 29%	11 65% Q	33 45% T	2 14%	3 38%	4 36%
Note-taking	47 38%	22 44%	25 33%	16 48% f	10 34%	10 28%	11 41%	8 33%	22 39%	12 52% K	5 24%	42 43% M	5 18%	11 37%	36 38%	26 46% Q	13 25%	8 47%	21 29%	5 36%	4 50%	4 36%
Preloaded flashcards	46 37%	17 34%	29 39%	12 36%	7 24%	15 42%	12 44%	11 46% K	19 33%	12 52% K	4 19%	39 40%	7 25%	10 33%	36 38%	21 38%	20 38%	5 29%	30 41%	4 29%	4 50%	3 27%
Searching	41 33%	15 30%	26 35%	9 27%	9 31%	9 25%	14 52% DF	9 38%	15 26%	8 35%	9 43%	38 39% M	3 11%	6 20%	35 37% n	21 38%	14 27%	6 35%	24 33%	3 21%	1 12%	5 45% u
Downloadable eTextbook	40 32%	16 32%	24 32%	8 24%	8 28%	12 33%	12 44% d	8 33%	15 26%	10 43%	7 33%	34 35%	6 21%	10 33%	30 32%	20 36%	14 27%	6 35%	25 34% u	3 21%	1 12%	4 36%
Mobile app	34 27%	14 28%	20 27%	10 30% f	8 28%	5 14%	11 41% F	6 25%	13 23%	11 48% hIK	4 19%	30 31% M	4 14%	9 30%	25 26%	21 38% Q	7 13%	6 35% q	17 23%	3 21%	2 25%	4 36%
Highlighting text	33 26%	12 24%	21 28%	7 21%	8 28%	8 22%	10 37%	5 21%	12 21%	7 30%	9 43% i	29 30% m	4 14%	8 27%	25 26%	19 34% Q	9 17%	5 29%	18 25%	4 29%	1 12%	3 27%
Electronic flash cards I created	32 26%	14 28%	18 24%	7 21%	8 28%	8 22%	9 33%	3 12%	12 21%	9 39% H	8 38% H	29 30% M	3 11%	7 23%	25 26%	16 29%	11 21%	5 29%	19 26%	3 21%	0 0	4 36%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

(Continued)  
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272. (HAND CARD) Which online homework solution features would you definitely use if they were available?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Videos or animations	31 25%	14 28%	17 23%	8 24%	9 31%	8 22%	6 22%	5 21%	10 18%	9 39% i	7 33%	29 30% M	2 7%	5 17%	26 27%	17 30%	10 19%	4 24%	16 22%	3 21%	1 12%	4 36%
Embedded audio	28 22%	11 22%	17 23%	10 30% F	5 17%	4 11%	9 33% F	5 21%	8 14%	8 35% i	7 33% i	22 23%	6 21%	9 30%	19 20%	15 27%	10 19%	3 18%	11 15%	5 36%	2 25%	5 45% s
Printable chapters/ sections/pages	27 22%	8 16%	19 25%	5 15%	6 21%	6 17%	10 37% df	3 12%	11 19%	11 48% HIK	2 10%	25 26% M	2 7%	6 20%	21 22%	12 21%	12 23%	3 18%	15 21%	2 14%	1 12%	3 27%
None of these	18 14%	6 12%	12 16%	3 9%	4 14%	7 19%	4 15%	0 0	12 21% J	1 4%	5 24% j	15 15%	3 11%	1 3%	17 18% N	4 7%	13 25% PR	1 6%	9 12%	2 14%	2 25%	3 27%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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## 273. (HAND CARD) Why haven't you bought an online homework solution?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	351 100	168 100	183 100	71 100	97 100	97 100	86 100	68 100	120 100	108 100	55 100	259 100	92 100	83 100	268 100	136 100	160 100	55 100	196 100	39 100	32 100	36 100
Prefer print textbooks	98 28%	45 27%	53 29%	27 38% EG	23 24%	29 30%	19 22%	16 24%	31 26%	34 31%	17 31%	83 32% M	15 16%	20 24%	78 29%	44 32%	41 26%	13 24%	56 29%	14 36%	11 34%	8 22%
Instructor said it was optional/recommended – not required	89 25%	47 28%	42 23%	16 23%	20 21%	21 22%	32 37% DEF	14 21%	28 23%	32 30%	15 27%	77 30% M	12 13%	19 23%	70 26%	23 17%	54 34% Pr	12 22%	50 26%	7 18%	6 19%	7 19%
Too expensive	74 21%	34 20%	40 22%	15 21%	20 21%	17 18%	22 26%	16 24%	28 23%	19 18%	11 20%	51 20%	23 25%	14 17%	60 22%	31 23%	30 19%	13 24%	37 19%	9 23%	12 38% S	9 25%
Doesn't include the textbook/eTextbook	69 20%	34 20%	35 19%	18 25% e	14 14%	20 21%	17 20%	19 28% JK	29 24% Jk	14 13%	7 13%	45 17%	24 26% l	8 10%	61 23% N	35 26% qR	27 17%	7 13%	32 16% t	3 8%	7 22% t	16 44% STU
Don't like reading on a screen for a long period of time	54 15%	27 16%	27 15%	13 18% e	8 8%	16 16% e	17 20% E	10 15% J	24 20% J	4 4%	16 29% hJ	45 17% m	9 10%	8 10%	46 17% n	16 12%	29 18%	9 16%	32 16% T	2 5%	0 0%	7 19% t
Easier to highlight print textbooks	41 12%	20 12%	21 11%	8 11%	9 9%	11 11%	13 15%	9 13% j	12 10%	5 5%	15 27% hIJ	32 12%	9 10%	9 11%	32 12%	20 15% R	20 12% R	1 2%	20 10%	5 13%	3 9%	3 8%
Easier to take notes with print textbooks	37 11%	20 12%	17 9%	5 7%	6 6%	12 12%	14 16% dE	7 10%	15 12% J	5 5%	10 18% J	27 10%	10 11%	10 12%	27 10%	11 8%	23 14% pR	3 5%	19 10%	3 8%	3 9%	6 17%
No buy back option	37 11%	15 9%	22 12%	10 14%	11 11%	7 7%	9 10%	6 9% k	17 14% K	13 12% K	1 2%	25 10%	12 13%	9 11%	28 10%	16 12% q	9 6%	12 22% Q	15 8%	8 21% s	6 19%	3 8%
Prefer to buy used textbooks	36 10%	17 10%	19 10%	9 13% e	5 5%	10 10%	12 14% E	5 7%	8 7%	12 11%	11 20% HI	30 12%	6 7%	5 6%	31 12% n	16 12%	16 10%	4 7%	21 11%	4 10%	2 6%	4 11%
Print textbooks are more convenient to buy	36 10%	22 13% c	14 8%	3 4%	12 12% D	10 10%	11 13% D	3 4%	11 9%	14 13% H	8 15% h	27 10%	9 10%	7 8%	29 11%	10 7%	19 12%	7 13%	20 10%	3 8%	3 9%	2 6%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.



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## 273. (HAND CARD) Why haven't you bought an online homework solution?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Get distracted by other things on my computer or tablet when I use an online homework solution	31 9%	15 9%	16 9%	6 8%	7 7%	6 6%	12 14% f	3 4%	16 13% HJ	4 4%	8 15% hJ	25 10%	6 7%	2 2%	29 11% N	9 7%	16 10%	6 11%	11 6%	4 10%	1 3%	7 19% SU
Not a very tech savvy person	28 8%	18 11% c	10 5%	6 8% g	5 5%	15 15% EG	2 2%	5 7%	13 11% J	4 4%	6 11%	28 11%	0 0	4 5%	24 9%	12 9%	13 8%	3 5%	13 7%	4 10%	5 16%	2 6%
Prefer to rent printed or eTextbooks	21 6%	14 8% c	7 4%	7 10%	5 5%	5 5%	4 5%	3 4%	10 8%	6 6%	2 4%	17 7%	4 4%	3 4%	18 7%	12 9%	9 6%	0 0	13 7%	2 5%	0 0	1 3%
Prefer to buy new textbooks	18 5%	5 3%	13 7% b	6 8%	4 4%	5 5%	3 3%	2 3%	6 5%	5 5%	5 9%	13 5%	5 5%	6 7%	12 4%	8 6%	10 6%	0 0	11 6%	5 13% v	0 0	1 3%
Too busy to figure out the technology	15 4%	6 4%	9 5%	3 4%	5 5%	4 4%	3 3%	4 6%	3 2%	5 5%	3 5%	12 5%	3 3%	5 6%	10 4%	3 2%	10 6% P	2 4%	11 6%	2 5%	0 0	1 3%
Don't own or have access to a tablet computer	13 4%	10 6% C	3 2%	2 3%	3 3%	5 5%	3 3%	0 0	5 4%	3 3%	5 9%	12 5% M	1 1%	4 5%	9 3%	5 4%	7 4%	1 2%	6 3%	3 8%	0 0	0 0
Access to the Internet on campus is limited/spotty/slow	11 3%	8 5% c	3 2%	0 0	6 6%	2 2%	3 3%	0 0	6 5% j	1 1%	4 7% j	11 4%	0 0	0 0	11 4%	2 1%	8 5% P	1 2%	6 3%	1 3%	0 0	0 0
Don't own or have access to a laptop computer	8 2%	7 4% C	1 1%	2 3%	1 1%	3 3%	2 2%	1 1%	3 2%	2 2%	2 4%	7 3%	1 1%	3 4%	5 2%	2 1%	6 4%	0 0	3 2%	1 3%	0 0	1 3%
Access to the Internet at home is limited/spotty/slow	6 2%	4 2%	2 1%	0 0	1 1%	3 3%	2 2%	0 0	4 3%	2 2%	0 0	6 2%	0 0	0 0	6 2%	0 0	5 3%	1 2%	3 2%	1 3%	0 0	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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274. (HAND CARD) How likely are you to buy an online homework solution next term? (Among those who plan to be in school next term)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	379 100	175 100	204 100	112 100	127 100	140 100	0 0	71 100	145 100	99 100	64 100	282 100	97 100	92 100	287 100	178 100	141 100	60 100	226 100	44 100	28 100	34 100
TOP 2 BOX	105 28%	44 25%	61 30%	37 33%	30 24%	38 27%	0 0	27 38% jK	44 30% K	24 24%	10 16%	77 27%	28 29%	27 29%	78 27%	55 31%	33 23%	17 28%	62 27%	11 25%	6 21%	6 18%
Very likely	39 10%	17 10%	22 11%	15 13%	11 9%	13 9%	0 0	11 15% jK	19 13% jK	6 6%	3 5%	31 11%	8 8%	10 11%	29 10%	15 8%	12 9%	12 20% PQ	22 10%	10 23% S	3 11%	0 0
Somewhat likely	66 17%	27 15%	39 19%	22 20%	19 15%	25 18%	0 0	16 23% k	25 17%	18 18%	7 11%	46 16%	20 21%	17 18%	49 17%	40 22% qR	21 15%	5 8%	40 18% T	1 2%	3 11%	6 18% T
Neither likely nor unlikely	125 33%	58 33%	67 33%	38 34%	42 33%	45 32%	0 0	12 17%	47 32% H	37 37% H	29 45% Hi	98 35%	27 28%	36 39%	89 31%	49 28%	50 35%	26 43% P	71 31%	17 39%	11 39%	14 41%
Somewhat unlikely	45 12%	24 14%	21 10%	11 10%	17 13%	17 12%	0 0	12 17% j	20 14% j	7 7%	6 9%	33 12%	12 12%	12 13%	33 11%	17 10%	25 18% PR	3 5%	27 12%	6 14%	2 7%	4 12%
Very unlikely	104 27%	49 28%	55 27%	26 23%	38 30%	40 29%	0 0	20 28%	34 23%	31 31%	19 30%	74 26%	30 31%	17 18%	87 30% N	57 32% q	33 23%	14 23%	66 29%	10 23%	9 32%	10 29%
Won't be in school next term	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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## 275. (HAND CARD) TOP 2 BOX SUMMARY - How much do you agree with each of these statements about online homework solutions?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	125 100	50 100	75 100	33 100	29 100	36 100	27 100	24 100	57 100	23 100	21 100	97 100	28 100	30 100	95 100	56 100	52 100	17 100	73 100	14 100	8 100	11 100
It's valuable to see instant grading and feedback on quizzes	84 67%	30 60%	54 72%	21 64%	21 72%	26 72%	16 59%	15 62%	42 74% J	11 48%	16 76% J	67 69%	17 61%	16 53%	68 72% n	37 66%	36 69%	11 65%	54 74% T	4 29%	5 62%	10 91% sT
It's valuable to see notes from my instructor	80 64%	31 62%	49 65%	19 58%	19 66%	21 58%	21 78% df	12 50%	37 65%	14 61%	17 81% H	63 65%	17 61%	18 60%	62 65%	34 61%	34 65%	12 71%	50 68% T	5 36%	4 50%	10 91% STU
Easier to track progress in my course if I'm using one	77 62%	32 64%	45 60%	22 67%	17 59%	24 67%	14 52%	16 67% J	40 70% J	7 30%	14 67% J	62 64%	15 54%	15 50%	62 65%	32 57%	33 63%	12 71%	46 63%	6 43%	5 62%	7 64%
I prefer the feel of paper and seeing physical progress with a print textbook than an online homework solution	59 48%	19 38%	40 54% b	10 31%	14 48%	25 69% DeG	10 37%	8 33%	35 62% HJ	4 17%	12 57% hJ	49 51%	10 37%	10 34%	49 52% n	20 36%	29 56% P	10 59% p	37 51% T	3 21%	2 25%	10 91% STU
Easier to collaborate with others with an online homework solution	53 43%	22 44%	31 42%	18 55% f	14 48%	11 32%	10 37%	13 54%	19 35%	10 43%	11 52%	40 42%	13 46%	11 37%	42 45%	32 57% Q	14 28%	7 41%	31 42% t	3 21%	2 25%	5 56% t
Studying with an online homework solution is more enjoyable than with a print textbook	53 43%	28 56% C	25 34%	20 61% eF	11 39%	9 25%	13 48% f	9 38%	21 38%	9 39%	14 67% HIj	42 44%	11 39%	8 28%	45 47% N	24 43%	22 42%	7 44%	27 38%	3 21%	4 50%	8 73% ST
Studying with an online homework solution requires less time than with a print textbook	48 91%	24 86%	24 96%	16 80%	13 118%	10 111% G	9 69%	5 56%	24 114% HK	10 111% HK	9 64%	41 98% M	7 64%	8 100% O	40 89%	22 92% q	16 73%	10 143%	27 100% U	4 133%	2 50%	6 75%
I prefer to study with an online homework solution than a print textbook	46 37%	25 50% C	21 28%	16 48% FG	16 55% FG	9 25%	5 19%	11 46%	20 35%	8 35%	7 33%	35 36%	11 39%	6 20%	40 42% N	26 46% Q	11 21%	9 53% Q	28 38%	3 21%	2 25%	4 36%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

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STUDENT MONITOR® Spring 2018

## 275. (HAND CARD) How much do you agree with each of these statements about online homework solutions?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	125 100	50 100	75 100	33 100	29 100	36 100	27 100	24 100	57 100	23 100	21 100	97 100	28 100	30 100	95 100	56 100	52 100	17 100	73 100	14 100	8 100	11 100
I prefer to study with an online homework solution than a print textbook																						
TOP 2 BOX	46 37%	25 50%	21 28%	16 48%	16 55%	9 25%	5 19%	11 46%	20 35%	8 35%	7 33%	35 36%	11 39%	6 20%	40 42%	26 46%	11 21%	9 53%	28 38%	3 21%	2 25%	4 36%
Strongly agree	18 14%	12 24%	6 8%	9 27%	5 17%	2 6%	2 7%	4 17%	9 16%	1 4%	4 19%	15 15%	3 11%	1 3%	17 18%	11 20%	4 8%	3 18%	8 11%	2 14%	1 12%	0 0
Somewhat agree	28 22%	13 26%	15 20%	7 21%	11 38%	7 19%	3 11%	7 29%	11 19%	7 30%	3 14%	20 21%	8 29%	5 17%	23 24%	15 27%	7 13%	6 35%	20 27%	1 7%	1 12%	4 36%
Neither agree nor disagree	24 19%	9 18%	15 20%	7 21%	7 24%	4 11%	6 22%	2 8%	12 21%	9 39%	1 5%	21 22%	3 11%	5 17%	19 20%	8 14%	9 17%	7 41%	10 14%	3 21%	2 25%	5 45%
Somewhat disagree	20 16%	6 12%	14 19%	3 9%	1 3%	8 22%	8 30%	2 8%	10 18%	2 9%	6 29%	19 20%	1 4%	7 23%	13 14%	7 12%	12 23%	1 6%	11 15%	2 14%	3 38%	2 18%
Strongly disagree	35 28%	10 20%	25 33%	7 21%	5 17%	15 42%	8 30%	9 38%	15 26%	4 17%	7 33%	22 23%	13 46%	12 40%	23 24%	15 27%	20 38%	0 0	24 33%	6 43%	1 12%	0 0
Easier to collaborate with others with an online homework solution																						
TOP 2 BOX	53 42%	22 44%	31 41%	18 55%	14 48%	11 31%	10 37%	13 54%	19 33%	10 43%	11 52%	40 41%	13 46%	11 37%	42 44%	32 57%	14 27%	7 41%	31 42%	3 21%	2 25%	5 45%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

275. (HAND CARD) How much do you agree with each of these statements about online homework solutions?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Strongly agree	10 8%	6 12%	4 5%	4 12%	3 10%	2 6%	1 4%	4 17%	4 7%	0 0	2 10%	7 7%	3 11%	1 3%	9 9%	5 9%	3 6%	2 12%	5 7%	2 14%	1 12%	0 0
Somewhat agree	43 34%	16 32%	27 36%	14 42%	11 38%	9 25%	9 33%	9 38%	15 26%	10 43%	9 43%	33 34%	10 36%	10 33%	33 35%	27 48% Q	11 21%	5 29%	26 36% Tu	1 7%	1 12%	5 45% Tu
Neither agree nor disagree	28 22%	11 22%	17 23%	8 24%	5 17%	6 17%	9 33%	3 12%	14 25%	7 30%	4 19%	24 25%	4 14%	6 20%	22 23%	7 12%	15 29% P	6 35% p	14 19%	3 21%	4 50% s	4 36%
Somewhat disagree	24 19%	12 24%	12 16%	2 6%	8 28% D	8 22% D	6 22% d	3 12%	16 28% hK	4 17%	1 5%	21 22%	3 11%	6 20%	18 19%	8 14%	12 23%	4 24%	19 26%	2 14%	1 12%	0 0
Strongly disagree	18 14%	5 10%	13 17%	5 15%	2 7%	9 25% EG	2 7%	5 21%	6 11%	2 9%	5 24%	10 10%	8 29% L	7 23%	11 12%	9 16%	9 17%	0 0	9 12%	6 43% Su	1 12%	0 0
Easier to track progress in my course if I'm using one																						
TOP 2 BOX	77 62%	32 64%	45 60%	22 67%	17 59%	24 67%	14 52%	16 67% J	40 70% J	7 30%	14 67% J	62 64%	15 54%	15 50%	62 65%	32 57%	33 63%	12 71%	46 63%	6 43%	5 62%	7 64%
Strongly agree	27 22%	11 22%	16 21%	5 15%	9 31%	8 22%	5 19%	10 42% I	11 19%	0 0	6 29%	22 23%	5 18%	3 10%	24 25% N	14 25%	11 21%	2 12%	17 23%	4 29%	2 25%	0 0
Somewhat agree	50 40%	21 42%	29 39%	17 52% E	8 28%	16 44%	9 33%	6 25%	29 51% Hj	7 30%	8 38%	40 41%	10 36%	12 40%	38 40%	18 32%	22 42%	10 59% P	29 40% T	2 14%	3 38%	7 64% T
Neither agree nor disagree	27 22%	10 20%	17 23%	6 18%	5 17%	6 17%	10 37% ef	1 4%	14 25% Hk	10 43% HK	2 10%	24 25% m	3 11%	4 13%	23 24%	11 20%	12 23%	4 24%	16 22%	2 14%	2 25%	3 27%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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(Continued)  
STUDENT MONITOR® Spring 2018

275. (HAND CARD) How much do you agree with each of these statements about online homework solutions?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Somewhat disagree	9 7%	4 8%	5 7%	1 3%	6 21% D	0 0	2 7%	2 8%	1 2%	5 22% Ik	1 5%	7 7%	2 7%	4 13%	5 5%	6 11%	2 4%	1 6%	6 8%	1 7%	0 0	1 9%
Strongly disagree	12 10%	4 8%	8 11%	4 12%	1 3%	6 17% eg	1 4%	5 21% Ij	2 4%	1 4%	4 19% i	4 4%	8 29% L	7 23% O	5 5%	7 12%	5 10%	0 0	5 7%	5 36% S	1 12%	0 0
Studying with an online homework solution is more enjoyable than with a print textbook																						
TOP 2 BOX	53 42%	28 56% C	25 33%	20 61% eF	11 38%	9 25%	13 48% f	9 38%	21 37%	9 39%	14 67% HIj	42 43%	11 39%	8 27%	45 47% N	24 43%	22 42%	7 41%	27 37%	3 21%	4 50%	8 73% ST
Strongly agree	15 12%	7 14%	8 11%	4 12%	4 14%	5 14%	2 7%	5 21%	6 11%	2 9%	2 10%	9 9%	6 21%	3 10%	12 13%	7 12%	5 10%	3 18%	11 15%	2 14%	2 25%	0 0
Somewhat agree	38 30%	21 42% C	17 23%	16 48% EF	7 24%	4 11%	11 41% F	4 17%	15 26%	7 30%	12 57% HIj	33 34% m	5 18%	5 17%	33 35% N	17 30%	17 33%	4 24%	16 22% t	1 7%	2 25%	8 73% STU
Neither agree nor disagree	24 19%	10 20%	14 19%	7 21%	4 14%	4 11%	9 33% eF	4 17%	10 18%	8 35% K	2 10%	21 22%	3 11%	3 10%	21 22% n	12 21%	8 15%	4 24%	14 19%	3 21%	2 25%	1 9%
Somewhat disagree	19 15%	7 14%	12 16%	1 3%	6 21% D	8 22% D	4 15%	3 12%	14 25% j	2 9%	0 0	16 16%	3 11%	8 27% o	11 12%	6 11%	8 15%	5 29%	12 16%	3 21%	1 12%	2 18%
Strongly disagree	28 22%	5 10%	23 31% B	5 15%	7 24% G	15 42% DG	1 4%	8 33%	11 19%	4 17%	5 24%	17 18%	11 39% L	10 33%	18 19%	14 25%	14 27%	0 0	19 26%	5 36%	1 12%	0 0

Studying with an online homework solution requires less time than with a print textbook

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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(Continued)  
STUDENT MONITOR® Spring 2018

275. (HAND CARD) How much do you agree with each of these statements about online homework solutions?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
TOP 2 BOX	48 38%	24 48% c	24 32%	16 48% f	13 45%	10 28%	9 33%	5 21%	24 42% H	10 43% h	9 43%	41 42% m	7 25%	8 27%	40 42%	22 39%	16 31%	10 59% Q	27 37%	4 29%	2 25%	6 55%
Strongly agree	22 18%	11 22%	11 15%	6 18%	6 21%	5 14%	5 19%	5 21%	8 14%	3 13%	6 29%	18 19%	4 14%	3 10%	19 20%	9 16%	9 17%	4 24%	15 21%	2 14%	2 25%	0 0
Somewhat agree	26 21%	13 26%	13 17%	10 30% f	7 24%	5 14%	4 15%	0 0	16 28%	7 30%	3 14%	23 24% m	3 11%	5 17%	21 22%	13 23%	7 13%	6 35% q	12 16%	2 14%	0 0	6 55% ST
Neither agree nor disagree	34 27%	13 26%	21 28%	10 30%	7 24%	11 31%	6 22%	9 38% k	18 32% k	4 17%	3 14%	24 25%	10 36%	10 33%	24 25%	15 27%	13 25%	6 35%	21 29%	2 14%	4 50% t	2 18%
Somewhat disagree	20 16%	9 18%	11 15%	2 6%	3 10%	4 11%	11 41% DEF	5 21%	6 11%	5 22%	4 19%	18 19% m	2 7%	4 13%	16 17%	7 12%	12 23% R	1 6%	11 15%	3 21%	1 12%	3 27%
Strongly disagree	23 18%	4 8%	19 25% B	5 15%	6 21% G	11 31% G	1 4%	5 21%	9 16%	4 17%	5 24%	14 14%	9 32% l	8 27%	15 16%	12 21%	11 21%	0 0	14 19%	5 36%	1 12%	0 0
It's valuable to see notes from my instructor																						
TOP 2 BOX	80 64%	31 62%	49 65%	19 58%	19 66%	21 58%	21 78% df	12 50%	37 65%	14 61%	17 81% H	63 65%	17 61%	18 60%	62 65%	34 61%	34 65%	12 71%	50 68% T	5 36%	4 50%	10 91% STU
Strongly agree	36 29%	8 16%	28 37% B	10 30%	9 31%	11 31%	6 22%	8 33%	15 26%	6 26%	7 33%	23 24%	13 46% L	8 27%	28 29%	20 36%	12 23%	4 24%	21 29%	2 14%	3 38%	8 73% ST
Somewhat agree	44 35%	23 46% C	21 28%	9 27%	10 34%	10 28%	15 56% DF	4 17%	22 39% H	8 35%	10 48% H	40 41% M	4 14%	10 33%	34 36%	14 25%	22 42% p	8 47%	29 40% Uv	3 21%	1 12%	2 18%
Neither agree nor disagree	31 25%	15 30%	16 21%	10 30% g	10 34% G	8 22%	3 11%	7 29% k	15 26% k	7 30% k	2 10%	25 26%	6 21%	8 27%	23 24%	18 32%	10 19%	3 18%	16 22%	4 29%	3 38%	1 9%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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(Continued)  
STUDENT MONITOR® Spring 2018

275. (HAND CARD) How much do you agree with each of these statements about online homework solutions?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Somewhat disagree	2 2%	1 2%	1 1%	0 0	0 0	0 0	2 7%	0 0	0 0	2 9%	0 0	2 2%	0 0	0 0	2 2%	0 0	0 0	2 12%	2 3%	0 0	0 0	0 0
Strongly disagree	12 10%	3 6%	9 12%	4 12%	0 0	7 19%	1 4%	5 21%	5 9%	0 0	2 10%	7 7%	5 18%	4 13%	8 8%	4 7%	8 15%	0 0	5 7%	5 36%	1 12%	0 0
						G														S		
It's valuable to see instant grading and feedback on quizzes																						
TOP 2 BOX	84 67%	30 60%	54 72%	21 64%	21 72%	26 72%	16 59%	15 62%	42 74%	11 48%	16 76%	67 69%	17 61%	16 53%	68 72%	37 66%	36 69%	11 65%	54 74%	4 29%	5 62%	10 91%
									J		J				n				T		sT	
Strongly agree	55 44%	16 32%	39 52%	16 48%	16 55%	14 39%	9 33%	14 58%	25 44%	5 22%	11 52%	41 42%	14 50%	10 33%	45 47%	31 55%	16 31%	8 47%	33 45%	3 21%	4 50%	8 73%
			B		g			J	J		J					Q			t		sT	
Somewhat agree	29 23%	14 28%	15 20%	5 15%	5 17%	12 33%	7 26%	1 4%	17 30%	6 26%	5 24%	26 27%	3 11%	6 20%	23 24%	6 11%	20 38%	3 18%	21 29%	1 7%	1 12%	2 18%
						d			H	H	h	M				Pr			T			
Neither agree nor disagree	19 15%	8 16%	11 15%	4 12%	4 14%	5 14%	6 22%	1 4%	8 14%	8 35%	2 10%	16 16%	3 11%	7 23%	12 13%	8 14%	7 13%	4 24%	9 12%	4 29%	2 25%	1 9%
									HiK													
Somewhat disagree	8 6%	6 12%	2 3%	4 12%	1 3%	1 3%	2 7%	1 4%	5 9%	1 4%	1 5%	8 8%	0 0	0 0	8 8%	4 7%	2 4%	2 12%	3 4%	1 7%	0 0	0 0
		c																				
Strongly disagree	14 11%	6 12%	8 11%	4 12%	3 10%	4 11%	3 11%	7 29%	2 4%	3 13%	2 10%	6 6%	8 29%	7 23%	7 7%	7 12%	7 13%	0 0	7 10%	5 36%	1 12%	0 0
								Ik					L	o					S			

I prefer the feel of paper and seeing physical progress with a print textbook than an online homework solution

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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(Continued)  
STUDENT MONITOR® Spring 2018

275. (HAND CARD) How much do you agree with each of these statements about online homework solutions?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
TOP 2 BOX	59 47%	19 38%	40 53% b	10 30%	14 48%	25 69% DeG	10 37%	8 33%	35 61% HJ	4 17%	12 57% hJ	49 51%	10 36%	10 33%	49 52% n	20 36%	29 56% P	10 59% p	37 51% T	3 21%	2 25%	10 91% STU
Strongly agree	25 20%	6 12%	19 25% b	3 9%	6 21%	11 31% D	5 19%	2 8%	15 26% H	3 13%	5 24%	18 19%	7 25%	5 17%	20 21%	8 14%	13 25%	4 24%	15 21%	1 7%	2 25%	3 27%
Somewhat agree	34 27%	13 26%	21 28%	7 21%	8 28%	14 39% g	5 19%	6 25% J	20 35% J	1 4%	7 33% J	31 32% M	3 11%	5 17%	29 31% n	12 21%	16 31%	6 35%	22 30%	2 14%	0 0	7 64% ST
Neither agree nor disagree	21 17%	8 16%	13 17%	6 18%	5 17%	6 17%	4 15%	2 8%	10 18%	7 30% Hk	2 10%	19 20% M	2 7%	7 23%	14 15%	9 16%	8 15%	4 24%	8 11%	4 29%	4 50% SV	1 9%
Somewhat disagree	30 24%	16 32% c	14 19%	10 30% F	7 24% F	2 6%	11 41% F	5 21%	9 16%	11 48% HIk	5 24%	23 24%	7 25%	6 20%	24 25%	16 29%	11 21%	3 18%	20 27%	2 14%	1 12%	0 0
Strongly disagree	14 11%	7 14%	7 9%	6 18%	3 10%	3 8%	2 7%	9 38% IJK	2 4%	1 4%	2 10%	6 6%	8 29%	6 20%	8 8%	10 18%	4 8%	0 0	7 10%	5 36% S	1 12%	0 0

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285. Not including the time you spend in class, how many hours a week do you spend on schoolwork?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	818 100	384 100	434 100	191 100	220 100	219 100	188 100	168 100	296 100	233 100	121 100	585 100	233 100	217 100	601 100	368 100	330 100	120 100	429 100	103 100	77 100	84 100
None	9 1%	8 2%	1 *	0 0	5 2%	1 *	3 2%	2 1%	6 2%	1 *	0 0	5 1%	4 2%	3 1%	6 1%	2 1%	2 1%	5 4%	3 1%	3 3%	0 0	0 0
		C			f				j									pq				
1 to 5	120 15%	75 20%	45 10%	28 15%	32 15%	32 15%	28 15%	40 24%	32 11%	40 17%	8 7%	85 15%	35 15%	36 17%	84 14%	48 13%	49 15%	23 19%	67 16%	17 17%	5 6%	4 5%
		C						IK		IK									UV	UV		
6 to 10	286 35%	114 30%	172 40%	58 30%	78 35%	76 35%	74 39%	58 35%	100 34%	95 41%	33 27%	191 33%	95 41%	97 45%	189 31%	149 40%	107 32%	30 25%	158 37%	35 34%	32 42%	33 39%
			B				d			iK			L	O		QR						
11 to 15	163 20%	83 22%	80 18%	41 21%	49 22%	46 21%	27 14%	21 12%	74 25%	37 16%	31 26%	133 23%	30 13%	28 13%	135 22%	79 21%	65 20%	19 16%	83 19%	26 25%	17 22%	16 19%
				g	G	g			HJ		HJ	M			N							
More than 15	238 29%	102 27%	136 31%	64 34%	56 25%	64 29%	54 29%	47 28%	84 28%	60 26%	47 39%	171 29%	67 29%	51 24%	187 31%	90 24%	107 32%	41 34%	118 28%	22 21%	23 30%	31 37%
				e							hIJ				N		P	P				sT
Total mean	13.7	13.0	14.4	15.4	13.1	13.3	13.3	13.4	14.5	11.7	16.1	13.9	13.1	12.0	14.3	13.1	14.3	14.1	13.8	11.9	14.3	15.3
			B	EFg				j	J		HJ				N		p		t		t	T
User mean	13.9	13.3	14.4	15.4	13.4	13.3	13.6	13.6	14.8	11.7	16.4	14.1	13.5	12.3	14.5	13.1	14.4	15.0	13.8	12.3	14.3	15.3
				eF				j	J		HJ				N		p					T

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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286. (HAND CARD) Which of these do you do outside of the classroom to get a better grade?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	825 100	390 100	435 100	193 100	222 100	219 100	191 100	170 100	298 100	236 100	121 100	587 100	238 100	220 100	605 100	371 100	333 100	121 100	433 100	105 100	78 100	84 100
Exchange notes with others	452 55%	206 53%	246 57%	111 58%	123 55%	124 57%	94 49%	89 52%	162 54%	135 57%	66 55%	313 53%	139 58%	136 62% O	316 52%	211 57%	180 54%	61 50%	240 55%	58 55%	44 56%	47 56%
Participate in a study group	431 52%	183 47%	248 57% B	114 59% FG	121 55%	104 47%	92 48%	77 45%	155 52%	137 58% H	62 51%	287 49%	144 61% L	127 58% o	304 50%	197 53%	167 50%	67 55%	211 49%	61 58% s	47 60% s	47 56%
Use a face to face tutor	152 18%	47 12%	105 24% B	31 16%	41 18%	55 25% DeG	25 13%	16 9%	59 20% HK	65 28% HIK	12 10%	89 15%	63 26% L	79 36% O	73 12%	85 23% QR	49 15%	18 15%	63 15%	27 26% S	24 31% Sv	15 18%
Use an online tutor	75 9%	35 9%	40 9%	17 9%	15 7%	23 11%	20 10%	10 6%	23 8%	33 14% HIK	9 7%	50 9%	25 11%	28 13% O	47 8%	41 11% Q	20 6%	14 12% q	25 6%	19 18% SV	8 10%	7 8%
Meet professor	308 37%	129 33%	179 41% B	70 36%	94 42% F	67 31%	77 40% F	67 39%	116 39% j	75 32%	50 41% j	217 37%	91 38%	67 30%	241 40% N	158 43% QR	114 34%	36 30%	167 39%	37 35%	26 33%	37 44%
Other	37 4%	10 3%	27 6% B	6 3%	7 3%	14 6%	10 5%	6 4%	22 7% hJk	5 2%	4 3%	32 5% M	5 2%	6 3%	31 5% n	10 3%	21 6% P	6 5%	26 6% v	0 0	6 8%	2 2%
I don't do anything outside the classroom to get a better grade	123 15%	77 20% C	46 11%	26 13%	32 14%	26 12%	39 20% dF	29 17%	38 13%	41 17%	15 12%	102 17% M	21 9%	15 7%	108 18% N	42 11%	56 17% P	25 21% P	59 14% t	8 8%	10 13%	24 29% ST

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STUDENT MONITOR® Spring 2018

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	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	438 100	216 100	222 100	103 100	103 100	131 100	101 100	89 100	153 100	131 100	65 100	311 100	127 100	112 100	326 100	178 100	199 100	61 100	223 100	52 100	52 100	47 100
Ate at a fast food restaurant off campus	294 67%	145 67%	149 67%	63 61%	73 71%	97 74% DG	61 60%	52 58%	106 69% h	85 65%	51 78% HJ	207 67%	87 69%	90 80% O	204 63%	112 63%	136 68%	46 75% p	150 67% t	28 54%	40 77% T	38 81% ST
Drank bottled water	275 63%	135 62%	140 63%	66 64%	66 64%	77 59%	66 65%	53 60%	98 64%	82 63%	42 65%	211 68% M	64 50%	61 54%	214 66% N	107 60%	126 63%	42 69%	141 63%	30 58%	31 60%	36 77% sTu
Texted parents	260 59%	124 57%	136 61%	63 61% f	60 58%	65 50%	72 71% EF	55 62%	95 62%	74 56%	36 55%	198 64% M	62 49%	46 41%	214 66% N	102 57%	117 59%	41 67%	148 66% TU	24 46%	26 50%	30 64% t
Spoke to parents	258 59%	117 54%	141 64% B	61 59%	54 52%	79 60%	64 63%	48 54%	93 61%	77 59%	40 62%	182 59%	76 60%	60 54%	198 61%	94 53%	128 64% P	36 59%	138 62% tv	25 48%	44 85% STV	21 45%
Used a debit card	256 58%	126 58%	130 59%	68 66% F	63 61% F	60 46%	65 64% F	52 58%	98 64% J	64 49%	42 65% J	190 61% m	66 52%	51 46%	205 63% N	102 57%	120 60%	34 56%	133 60%	26 50%	29 56%	31 66%
Drank coffee	251 57%	112 52%	139 63% B	53 51%	57 55%	78 60%	63 62%	48 54%	68 44%	91 69% HI	44 68% hI	173 56%	78 61%	63 56%	188 58%	99 56%	120 60%	32 52%	133 60% T	20 38%	35 67% T	31 66% T
Ate at a full service restaurant	198 45%	82 38%	116 52% B	35 34%	46 45%	67 51% D	50 50% D	28 31%	73 48% H	65 50% H	32 49% H	138 44%	60 47%	54 48%	144 44%	60 34%	113 57% PR	25 41%	113 51% TV	12 23%	35 67% STV	15 32%
Ate at a fast food restaurant on campus	190 43%	103 48% c	87 39%	53 51% FG	57 55% FG	47 36%	33 33%	41 46% j	82 54% JK	45 34%	22 34%	149 48% M	41 32%	28 25%	162 50% N	90 51% Q	75 38%	25 41%	92 41%	23 44%	19 37%	27 57% SU
Drank a soft drink	183 42%	103 48% C	80 36%	52 50% EF	38 37%	45 34%	48 48% F	31 35%	75 49% Hj	50 38%	27 42% Hj	147 47% M	36 28%	39 35%	144 44% n	82 46%	79 40%	22 36%	106 48% U	21 40%	16 31%	21 45%
Used a mobile phone to go online	181 41%	74 34%	107 48% B	40 39%	41 40%	56 43%	44 44%	27 30%	68 44% H	57 44% H	29 45% h	132 42%	49 39%	49 44%	132 40%	57 32%	96 48% P	28 46% p	83 37%	20 38%	31 60% STV	16 34%

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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Downloaded a free app	169 39%	76 35%	93 42%	45 44% f	35 34%	43 33%	46 46% eF	42 47% J	64 42% J	40 31%	23 35%	126 41%	43 34%	29 26%	140 43% N	68 38%	77 39%	24 39%	103 46% TUV	12 23%	15 29%	13 28%
Exercised or worked out on campus	166 38%	75 35%	91 41%	42 41% F	40 39% f	37 28%	47 47% F	39 44% i	48 31%	51 39%	28 43%	134 43% M	32 25%	23 21%	143 44% N	75 42%	72 36%	19 31%	95 43% TU	12 23%	13 25%	19 40% tu
Used a mobile device to view an account balance	155 35%	71 33%	84 38%	40 39% F	42 41% F	35 27%	38 38% f	26 29% hJ	63 41% hJ	33 25%	33 51% HJ	125 40% M	30 24%	25 22%	130 40% N	51 29%	79 40% P	25 41% p	87 39% T	11 21%	20 38% T	14 30%
Drank 5 or more beers or cocktails in a single evening	145 33%	73 34%	72 32%	23 22%	27 26%	51 39% DE	44 44% DE	37 42% I	44 29%	43 33%	21 32%	108 35%	37 29%	24 21%	121 37% N	46 26%	79 40% P	20 33%	104 47% TUV	6 12%	12 23%	14 30% T
Spoke to family member other than parents	142 32%	58 27%	84 38% B	36 35%	32 31%	39 30%	35 35%	25 28%	53 35%	40 31%	24 37%	110 35% M	32 25%	29 26%	113 35% n	47 26%	63 32%	32 52% PQ	85 38% tv	13 25%	17 33%	12 26%
Drank orange juice	136 31%	59 27%	77 35% b	31 30%	37 36%	37 28%	31 31%	20 22%	53 35% H	45 34% h	18 28%	107 34% M	29 23%	29 26%	107 33%	63 35% q	52 26%	21 34%	65 29%	18 35%	16 31%	17 36%
Used a credit card	135 31%	53 25%	82 37% B	25 24%	26 25%	55 42% DEG	29 29%	22 25% h	54 35%	38 29%	21 32%	87 28%	48 38% L	31 28%	104 32%	43 24%	76 38% Pr	16 26%	64 29% T	8 15%	33 63% STV	12 26%
Used Uber	135 31%	65 30%	70 32%	29 28%	35 34%	34 26%	37 37% f	35 39% jk	47 31%	36 27%	17 26%	100 32%	35 28%	17 15%	118 36% N	61 34% R	64 32% R	10 16%	79 35% V	17 33% v	13 25%	8 17%
Drank iced tea	122 28%	63 29%	59 27%	25 24%	32 31%	32 24%	33 33%	19 21%	44 29%	36 27%	23 35% h	96 31% M	26 20%	26 23%	96 29%	48 27%	57 29%	17 28%	64 29%	13 25%	10 19%	20 43% stU
Used dating app	121 28%	61 28%	60 27%	37 36% fG	29 28%	33 25%	22 22%	15 17%	40 26% hk	56 43% HIK	10 15%	81 26%	40 31%	30 27%	91 28%	62 35% QR	46 23%	13 21%	46 21%	10 19%	30 58% STV	18 38% ST
Searched for employment	120 27%	48 22%	72 32% B	22 21%	34 33% df	29 22%	35 35% DF	25 28% j	53 35% J	23 18%	19 29% j	98 32% M	22 17%	14 12%	106 33% N	47 26%	54 27%	19 31%	69 31% T	4 8%	11 21% T	13 28% T

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STUDENT MONITOR® Spring 2018

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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Drank hot tea	119 27%	52 24%	67 30%	24 23%	28 27%	35 27%	32 32%	18 20%	30 20%	42 32% HI	29 45% HIj	94 30% M	25 20%	28 25%	91 28%	44 25%	59 30%	16 26%	63 28% tU	9 17%	6 12%	20 43% sTU
Exercised or worked out at local gym	115 26%	52 24%	63 28%	28 27%	27 26%	31 24%	29 29%	10 11%	56 37% HJ	28 21% H	21 32% H	89 29% m	26 20%	27 24%	88 27%	43 24%	55 28%	17 28%	59 26%	12 23%	10 19%	11 23%
Used a mobile device to make a payment	111 25%	51 24%	60 27%	32 31%	25 24%	29 22%	25 25%	25 28% J	48 31% J	18 14%	20 31% J	87 28% M	24 19%	18 16%	93 29% N	40 22%	53 27%	18 30%	52 23%	9 17%	17 33% t	11 23%
Attended a campus event, not sports)	105 24%	40 19%	65 29% B	16 16%	26 25% d	28 21%	35 35% DF	24 27%	33 22%	27 21%	21 32% j	69 22%	36 28%	25 22%	80 25%	50 28% q	39 20%	16 26%	52 23% u	9 17%	7 13%	16 34% tU
Had a debate or argument about politics	105 24%	44 20%	61 27% b	23 22%	17 17%	43 33% dEg	22 22%	11 12%	36 24% H	44 34% Hik	14 22%	64 21%	41 32% L	35 31% O	70 21%	31 17%	55 28% P	19 31% P	47 21%	10 19%	24 46% STV	8 17%
Watched a sports event on TV	103 24%	52 24%	51 23%	22 21%	20 19%	38 29% e	23 23%	18 20%	25 16%	52 40% HIK	8 12%	56 18%	47 37% L	39 35% O	64 20%	44 25% r	50 25% r	9 15%	60 27% V	9 17% V	16 31% V	1 2%
Ordered food to be delivered from a local restaurant	100 23%	46 21%	54 24%	15 15%	21 20%	25 19%	39 39% DEF	26 29% I	24 16%	36 27% I	14 22%	69 22%	31 24%	19 17%	81 25% n	40 22% r	52 26% R	8 13%	71 32% TUV	9 17%	5 10%	4 9%
Watched a movie not in a theater or on TV	97 22%	39 18%	58 26% B	28 27%	23 22%	25 19%	21 21%	19 21%	32 21%	30 23%	16 25%	70 23%	27 21%	17 15%	80 25% N	36 20%	49 25%	12 20%	55 25% UV	14 27% uV	7 13%	5 11%
Used an ATM card	96 22%	46 21%	50 23%	27 26% E	13 13%	37 28% Eg	19 19%	16 18%	34 22%	21 16%	25 38% HIJ	76 24% M	20 16%	19 17%	77 24%	39 22%	43 22%	14 23%	49 22%	14 27%	10 19%	10 21%
Video chatted with parents via Skype, Facetime or another video app	93 21%	46 21%	47 21%	26 25%	21 20%	23 18%	23 23%	18 20%	32 21%	29 22%	14 22%	77 25% M	16 13%	9 8%	84 26% N	30 17%	50 25% P	13 21%	55 25% T	7 13%	8 15%	12 26%

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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Shopped at Amazon but didn't buy anything	92 21%	35 16%	57 26% B	20 19%	28 27% F	20 15%	24 24%	15 17%	27 18%	32 24%	18 28%	75 24% M	17 13%	19 17%	73 22%	43 24%	39 20%	10 16%	59 26% tUV	8 15%	5 10%	5 11%
Bought something from Amazon	91 21%	40 19%	51 23%	23 22%	22 21%	22 17%	24 24%	15 17%	35 23%	22 17%	19 29% hj	70 23%	21 17%	6 5%	85 26% N	39 22%	43 22%	9 15%	57 26% TUV	4 8%	6 12%	6 13%
Searched for an internship	90 21%	34 16%	56 25% B	21 20%	23 22%	24 18%	22 22%	13 15%	43 28% HJ	22 17%	12 18%	77 25% M	13 10%	6 5%	84 26% N	31 17%	43 22%	16 26%	49 22%	7 13%	8 15%	10 21%
Shared digital pictures	87 20%	41 19%	46 21%	18 17%	18 17%	19 15%	32 32% DEF	15 17%	25 16%	28 21%	19 29% hI	66 21%	21 17%	14 12%	73 22% N	25 14%	46 23% P	16 26% P	50 22%	10 19%	8 15%	7 15%
Used a mobile phone to buy something	85 19%	32 15%	53 24% B	22 21%	21 20%	25 19%	17 17%	17 19%	29 19%	21 16%	18 28% j	69 22% M	16 13%	14 12%	71 22% N	38 21%	39 20%	8 13%	45 20% T	5 10%	7 13%	6 13%
Attended a sports event	79 18%	38 18%	41 18%	15 15%	16 16%	33 25% DeG	15 15%	16 18%	21 14%	36 27% hIK	6 9%	44 14%	35 28% L	33 29% O	46 14%	35 20% R	38 19% R	6 10%	45 20% tv	6 12%	21 40% STV	3 6%
Used a discount coupon	79 18%	26 12%	53 24% B	17 17%	22 21%	19 15%	21 21%	7 8%	36 24% H	23 18% H	13 20% H	73 23% M	6 5%	11 10%	68 21% N	35 20%	34 17%	10 16%	39 17%	9 17%	10 19%	5 11%
Had a debate or argument about sports	78 18%	57 26% C	21 9%	21 20%	20 19%	22 17%	15 15%	17 19%	20 13%	32 24% Ik	9 14%	54 17%	24 19%	16 14%	62 19%	44 25% QR	29 15%	5 8%	54 24% TUV	6 12%	4 8%	2 4%
Volunteered for community service	78 18%	24 11%	54 24% B	25 24% eg	15 15%	23 18%	15 15%	5 6%	25 16% H	41 31% HIK	7 11%	47 15%	31 24% L	26 23%	52 16%	28 16%	33 17%	17 28% pq	28 13%	6 12%	20 38% ST	12 26% st
Attended a concert	73 17%	37 17%	36 16%	18 17%	15 15%	19 15%	21 21%	7 8%	22 14%	22 17% H	22 34% HIJ	57 18%	16 13%	17 15%	56 17%	28 16%	36 18%	9 15%	44 20% TU	4 8%	4 8%	8 17%
Attended a religious service or prayer group	71 16%	30 14%	41 18%	19 18%	16 16%	16 12%	20 20%	10 11%	23 15%	30 23% Hik	8 12%	49 16%	22 17%	17 15%	54 17%	34 19% Q	19 10%	18 30% Q	34 15%	9 17%	6 12%	10 21%

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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Read a book not required for class	71 16%	26 12%	45 20% B	10 10%	22 21% DF	13 10%	26 26% DF	5 6%	21 14% H	29 22% Hi	16 25% Hi	58 19% M	13 10%	12 11%	59 18% N	30 17%	29 15%	12 20%	38 17%	6 12%	5 10%	7 15%
Posted a personal update about my activities on Facebook	70 16%	32 15%	38 17%	19 18%	12 12%	19 15%	20 20%	11 12%	22 14%	25 19%	12 18%	53 17%	17 13%	15 13%	55 17%	29 16%	32 16%	9 15%	42 19% V	8 15%	6 12%	4 9%
Read a magazine	70 16%	17 8%	53 24% B	13 13%	9 9%	34 26% DEG	14 14%	3 3%	26 17% H	34 26% HiK	7 11% h	45 14%	25 20%	26 23% O	44 13%	18 10%	37 19% P	15 25% P	28 13%	12 23% s	15 29% SV	6 13%
Listened to broadcast radio	67 15%	29 13%	38 17%	15 15%	15 15%	16 12%	21 21% f	3 3%	27 18% HK	33 25% HK	4 6%	57 18% M	10 8%	11 10%	56 17% N	21 12%	34 17%	12 20%	37 17%	12 23% u	5 10%	7 15%
Downloaded a paid app	63 14%	26 12%	37 17%	10 10%	13 13%	29 22% DeG	11 11%	8 9%	14 9%	32 24% HIk	9 14%	42 14%	21 17%	23 21% o	40 12%	23 13%	36 18% R	4 7%	32 14% v	4 8%	17 33% STV	3 6%
Watched a movie in a theater	63 14%	30 14%	33 15%	15 15%	19 18% f	13 10%	16 16%	4 4%	26 17% H	21 16% H	12 18% H	52 17% M	11 9%	7 6%	56 17% N	30 17%	23 12%	10 16%	34 15% u	7 13%	4 8%	7 15%
Saw a movie at off campus theater	62 14%	27 12%	35 16%	17 17%	12 12%	15 11%	18 18%	6 7%	29 19% H	17 13%	10 15% h	47 15%	15 12%	13 12%	49 15%	28 16%	26 13%	8 13%	30 13%	5 10%	8 15%	5 11%
Registered for a chance win something	61 14%	26 12%	35 16%	17 17%	15 15%	16 12%	13 13%	9 10%	24 16%	20 15%	8 12%	58 19% M	3 2%	2 2%	59 18% N	26 15%	30 15%	5 8%	32 14% v	7 13%	8 15%	3 6%
Watched TV programs I recorded on my TiVo or DVR	59 13%	23 11%	36 16% b	12 12%	13 13% g	28 21% DeG	6 6%	4 4%	9 6%	40 31% HIK	6 9%	32 10%	27 21% L	30 27% O	29 9%	29 16%	24 12%	6 10%	25 11%	5 10%	17 33% ST	0 0
Shared a news article, product or restaurant review or promotional offer on a social network	58 13%	28 13%	30 14%	15 15%	9 9%	14 11%	20 20% Ef	5 6%	22 14% H	19 15% H	12 18% H	54 17% M	4 3%	3 3%	55 17% N	14 8%	38 19% PR	6 10%	33 15% V	5 10%	10 19% V	3 6%

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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Used a digital camera to take a picture	57 13%	36 17% C	21 9% EFG	28 27%	11 11%	11 8%	7 7%	5 6%	24 16% HJ	9 7%	19 29% HIJ	48 15% M	9 7%	9 8%	48 15% N	27 15%	20 10%	10 16%	23 10%	6 12%	11 21% s	7 15%
Used a mobile device to complete/submit an application	57 13%	14 6%	43 19% B	11 11%	18 17%	17 13%	11 11%	8 9%	23 15%	13 10%	13 20% hj	45 14%	12 9%	14 12%	43 13%	22 12%	24 12%	11 18%	28 13%	6 12%	5 10%	3 6%
Drank a diet soft drink	56 13%	15 7%	41 18% B	16 16% F	17 17% F	7 5%	16 16% F	7 8%	18 12%	26 20% HiK	5 8%	46 15% M	10 8%	8 7%	48 15% N	26 15%	19 10%	11 18%	38 17% Uv	6 12%	4 8%	4 9%
Read a newspaper	54 12%	31 14%	23 10%	15 15%	17 17%	13 10%	9 9%	6 7%	16 10%	22 17% H	10 15% h	44 14% M	10 8%	5 4%	49 15% N	26 15%	21 11%	7 11%	20 9%	4 8%	3 6%	15 32% STU
Participated in an intramural sport	53 12%	24 11%	29 13%	9 9%	11 11%	25 19% DeG	8 8%	7 8%	16 10%	26 20% HIK	4 6%	34 11%	19 15%	18 16%	35 11%	21 12% R	30 15% R	2 3%	26 12%	5 10%	16 31% ST	0 0
Watched movies, TV shows or videos with Amazon Prime	53 12%	24 11%	29 13%	12 12%	17 17%	13 10%	11 11%	3 3%	18 12% H	27 21% HIK	5 8%	44 14% M	9 7%	9 8%	44 13% n	20 11%	25 13%	8 13%	37 17% U	6 12%	3 6%	0 0
Rented a DVD	43 10%	14 6%	29 13% B	6 6%	6 6%	27 21% DEG	4 4%	0 0	8 5%	26 20% I	9 14% i	24 8%	19 15% L	22 20% O	21 6%	16 9%	24 12% R	3 5%	15 7%	2 4%	15 29% ST	0 0
Listened to music with Amazon Prime	39 9%	17 8%	22 10%	7 7%	14 14% f	8 6%	10 10%	4 4%	10 7%	22 17% HIK	3 5%	33 11% M	6 5%	6 5%	33 10% n	22 12% Q	11 6%	6 10%	25 11% v	3 6%	3 6%	2 4%
Blogged	37 8%	15 7%	22 10%	7 7%	10 10%	12 9%	8 8%	4 4%	12 8%	17 13% H	4 6%	32 10% M	5 4%	5 4%	32 10% N	19 11% R	17 9% R	1 2%	20 9%	5 10%	3 6%	2 4%
Bought a DVD	31 7%	16 7%	15 7%	7 7%	9 9%	6 5%	9 9%	4 4%	7 5%	15 11% HI	5 8%	26 8% m	5 4%	8 7%	23 7%	17 10% R	13 7% R	1 2%	16 7%	7 13% v	0 0	2 4%
Wrote a check	22 5%	7 3%	15 7% b	1 1%	7 7% D	8 6% D	6 6% d	2 2%	8 5%	7 5%	5 8%	20 6% M	2 2%	3 3%	19 6%	7 4%	10 5%	5 8%	14 6%	3 6%	2 4%	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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Lowercase letters indicate significance at the 90% level.

STUDENT MONITOR® Spring 2018

288. (HAND CARD) Which of these did you do during Winter break?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	424 100	206 100	218 100	98 100	101 100	126 100	99 100	88 100	140 100	131 100	65 100	299 100	125 100	110 100	314 100	169 100	199 100	56 100	220 100	50 100	47 100	47 100
Went/Stayed home	228 54%	106 51%	122 56%	44 45%	54 53%	65 52%	65 66% DeF	49 56%	78 56%	72 55%	29 45%	161 54%	67 54%	51 46%	177 56% n	91 54%	112 56%	25 45%	117 53%	28 56%	32 68% S	33 70% S
Worked at a job at home	91 21%	45 22%	46 21%	32 33% EFG	17 17%	23 18%	19 19%	22 25% J	39 28% J	16 12%	14 22%	66 22%	25 20%	31 28% o	60 19%	37 22%	32 16%	22 39% PQ	53 24% UV	8 16%	6 13%	6 13%
Went on a trip to somewhere other than home	79 19%	37 18%	42 19%	26 27% eG	17 17%	23 18%	13 13%	19 22% J	31 22% J	14 11%	15 23% J	57 19%	22 18%	12 11%	67 21% N	31 18%	40 20%	8 14%	37 17%	9 18%	8 17%	12 26%
Looked for a job/ internship	69 16%	25 12%	44 20%	13 13% B	21 21% F	14 11%	21 21% F	14 16%	26 19% J	11 8%	18 28% hJ	54 18% m	15 12%	15 14%	54 17%	21 12%	40 20% P	8 14%	38 17%	5 10%	7 15%	9 19%
Discussed personal finances with family	63 15%	27 13%	36 17%	13 13%	13 13%	21 17%	16 16%	12 14%	29 21% J	10 8%	12 18% J	46 15%	17 14%	6 5%	57 18% N	19 11%	35 18% P	9 16%	40 18% TV	4 8%	6 13%	4 9%
Stayed at college	61 14%	28 14%	33 15%	13 13%	17 17%	14 11%	17 17%	13 15%	16 11%	19 15%	13 20%	46 15%	15 12%	18 16%	43 14%	21 12%	31 16%	9 16%	25 11%	4 8%	5 11%	9 19%
Reviewed my finances with myself	58 14%	26 13%	32 15%	11 11%	18 18%	15 12%	14 14%	8 9%	29 21% HJ	6 5%	15 23% HJ	51 17% M	7 6%	6 5%	52 17% N	19 11%	27 14%	12 21% P	30 14%	5 10%	6 13%	10 21%
Volunteered my time	51 12%	20 10%	31 14%	17 17% f	12 12%	11 9%	11 11%	4 5%	20 14% H	17 13% H	10 15% H	39 13%	12 10%	8 7%	43 14% N	25 15% Q	17 9%	9 16%	27 12%	4 8%	7 15%	7 15%
Worked at a job at college	43 10%	17 8%	26 12%	11 11% f	14 14% F	6 5%	12 12% f	7 8%	16 11%	8 6%	12 18% hJ	40 13% M	3 2%	4 4%	39 12% N	11 7%	29 15% PR	3 5%	16 7%	5 10%	7 15% v	2 4%
Went on a winter sport trip	31 7%	19 9%	12 6%	7 7%	6 6%	10 8%	8 8%	4 5%	12 9%	8 6%	7 11%	23 8%	8 6%	4 4%	27 9% N	12 7%	17 9%	2 4%	22 10% TUV	1 2%	1 2%	1 2%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

288. (HAND CARD) Which of these did you do during Winter break?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Researched/bought textbooks for class	23 5%	8 4%	15 7%	5 5%	8 8%	6 5%	4 4%	5 6%	9 6%	5 4%	4 6%	18 6%	5 4%	4 4%	19 6%	8 5%	11 6%	4 7%	13 6%	1 2%	1 2%	4 9%
Researched financial aid options	23 5%	11 5%	12 6%	13 13% EFG	2 2%	6 5%	2 2%	3 3%	15 11% HJK	4 3%	1 2%	19 6%	4 3%	1 1%	22 7% N	12 7% Q	5 3%	6 11% q	6 3%	3 6%	2 4%	5 11% s
Obtained financial aid or student loan	22 5%	13 6%	9 4%	7 7% G	8 8% G	6 5% g	1 1%	6 7%	8 6%	5 4%	3 5%	17 6%	5 4%	4 4%	18 6%	11 7% q	5 3%	6 11% q	15 7% tv	1 2%	3 6%	1 2%
Worked at an internship	19 4%	10 5%	9 4%	8 8% E	2 2%	6 5%	3 3%	7 8%	6 4%	4 3%	2 3%	15 5%	4 3%	5 5%	14 4%	5 3%	9 5%	5 9%	10 5%	2 4%	1 2%	3 6%
Volunteered/performed a service project	15 4%	5 2%	10 5%	5 5%	5 5%	2 2%	3 3%	2 2%	9 6% J	2 2%	2 3%	12 4%	3 2%	2 2%	13 4%	2 1%	9 5% P	4 7% p	4 2%	3 6%	0 0%	5 11% s

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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STUDENT MONITOR® Spring 2018

## 289. (HAND CARD) Which of the activities did you do or do you plan to do during Spring break?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	432 100	213 100	219 100	102 100	103 100	128 100	99 100	89 100	151 100	131 100	61 100	308 100	124 100	109 100	323 100	174 100	198 100	60 100	222 100	52 100	51 100	47 100
Went/Go/Stay(ed) home	152 35%	69 32%	83 38%	34 33%	41 40%	46 36%	31 31%	29 33% k	47 31% k	64 49% HIK	12 20%	108 35%	44 35%	45 41%	107 33%	73 42% qR	66 33% r	13 22%	71 32%	19 37%	26 51% S	18 38%
Went/Go on a trip to somewhere other than home	145 34%	71 33%	74 34%	39 38% E	26 25% E	42 33%	38 38% E	38 43% J	58 38% J	22 17%	27 44% J	105 34%	40 32%	28 26%	117 36% N	49 28%	84 42% PR	12 20%	71 32%	17 33%	14 27%	20 43%
Work(ed) at a job at home	66 15%	40 19% C	26 12%	23 23% eG	14 14%	19 15%	10 10%	15 17%	27 18%	18 14%	6 10%	50 16%	16 13%	15 14%	51 16%	23 13%	22 11%	21 35% PQ	40 18% TV	4 8%	12 24% TV	1 2%
Stay(ed) at college	52 12%	20 9%	32 15% b	14 14%	11 11%	10 8%	17 17% F	8 9%	21 14%	15 11%	8 13%	35 11%	17 14%	17 16%	35 11%	20 11%	21 11%	11 18%	22 10%	11 21% s	0 0	12 26% S
Work(ed) at a job at college	49 11%	26 12%	23 11%	13 13%	18 17% Fg	9 7%	9 9%	5 6%	27 18% HJ	8 6%	9 15% hj	44 14% M	5 4%	3 3%	46 14% N	16 9%	25 13%	8 13%	22 10% U	9 17% UV	1 2%	2 4%
Discuss(ed) personal finances with family	43 10%	15 7%	28 13% B	9 9%	14 14% g	14 11%	6 6%	9 10%	21 14% J	6 5%	7 11%	34 11%	9 7%	1 1%	42 13% N	12 7%	21 11%	10 17% P	30 14% V	0 0	4 8%	2 4%
Volunteer(ed) my time	42 10%	18 8%	24 11%	13 13% f	10 10%	7 5%	12 12% f	4 4%	20 13% HJ	8 6%	10 16% HJ	30 10%	12 10%	8 7%	34 11%	16 9%	21 11%	5 8%	18 8%	4 8%	6 12%	5 11%
Look(ed) for a job/ internship	42 10%	12 6%	30 14% B	7 7%	13 13%	11 9%	11 11%	7 8%	16 11% j	6 5%	13 21% HiJ	32 10%	10 8%	10 9%	32 10%	11 6%	22 11% P	9 15% P	24 11% T	1 2%	5 10% t	4 9%
Went/Go on a winter sport trip	35 8%	21 10%	14 6%	9 9%	7 7%	10 8%	9 9%	4 4%	13 9%	6 5%	12 20% HIJ	26 8%	9 7%	10 9%	25 8%	8 5%	23 12% P	4 7%	16 7% v	4 8%	8 16% v	1 2%
Review(ed) my finances with myself	34 8%	12 6%	22 10% b	6 6%	12 12% f	6 5%	10 10%	0 0	22 15% J	6 5%	6 10%	32 10% M	2 2%	2 2%	32 10% N	12 7%	17 9%	5 8%	11 5%	5 10%	6 12%	4 9%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

289. (HAND CARD) Which of the activities did you do or do you plan to do during Spring break?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Volunteer(ed)/ perform(ed) a service project	22 5%	14 7%	8 4%	7 7%	5 5%	6 5%	4 4%	3 3%	13 9% hJ	3 2%	3 5%	17 6%	5 4%	6 6%	16 5%	9 5%	8 4%	5 8%	6 3%	4 8%	1 2%	4 9%
Research(ed) financial aid options	19 4%	11 5%	8 4%	8 8% F	4 4%	2 2%	5 5%	1 1%	11 7% H	4 3%	3 5%	17 6% M	2 2%	1 1%	18 6% N	11 6%	8 4%	0 0	6 3%	1 2%	1 2%	4 9%
Apply(Applied) for financial aid for next academic year	15 3%	8 4%	7 3%	7 7% G	4 4%	3 2%	1 1%	3 3%	5 3%	4 3%	3 5%	11 4%	4 3%	4 4%	11 3%	10 6% Q	3 2%	2 3%	7 3%	2 4%	2 4%	1 2%
Research(ed)/purchas(ed) textbooks for class	14 3%	10 5% c	4 2%	6 6% e	1 1%	4 3%	3 3%	2 2%	9 6% J	1 1%	2 3%	12 4%	2 2%	0 0	14 4%	7 4%	5 3%	2 3%	5 2%	0 0	2 4%	1 2%
Work(ed) at an internship	12 3%	9 4% c	3 1%	2 2%	2 2%	5 4%	3 3%	1 1%	5 3%	3 2%	3 5%	8 3%	4 3%	2 2%	10 3%	4 2%	6 3%	2 3%	5 2%	2 4%	1 2%	0 0
Research(ed) student loans for next academic period	11 3%	7 3%	4 2%	6 6%	2 2%	0 0	3 3%	0 0	8 5% j	2 2%	1 2%	11 4%	0 0	1 1%	10 3%	6 3%	2 1%	3 5%	5 2%	1 2%	0 0	0 0
Obtain(ed) financial aid or student loan	6 1%	4 2%	2 1%	3 3%	1 1%	2 2%	0 0	0 0	2 1%	3 2%	1 2%	6 2%	0 0	0 0	6 2%	2 1%	3 2%	1 2%	4 2%	0 0	0 0	1 2%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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STUDENT MONITOR® Spring 2018

## 290. (HAND CARD) TOP 2 BOX SUMMARY - How much do you agree with each of these statements?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total Answering	433 100	211 100	222 100	103 100	100 100	130 100	100 100	86 100	151 100	131 100	65 100	310 100	123 100	112 100	321 100	177 100	199 100	57 100	223 100	52 100	52 100	47 100
The cost of textbooks is excessive	317 74%	138 65%	179 81% B	71 70%	75 75%	97 75%	74 74%	64 74%	103 68%	102 78% i	48 76%	225 73%	92 75%	74 66%	243 76% N	124 70%	152 77%	41 72%	162 73% T	30 58%	40 77% T	45 96% STU
The cost of college is excessive	308 72%	129 62%	179 82% B	71 70%	68 69%	93 73%	76 76%	66 77% i	98 66%	90 69%	54 87% hIJ	213 70%	95 77%	70 65%	238 75% n	121 69%	151 77% pr	36 64%	152 69%	32 64%	41 79% t	43 91% STu
Having my degree will help me get a better job than I would otherwise	306 71%	137 65%	169 77% B	73 71%	69 69%	87 67%	77 79% f	61 72%	98 65%	104 80% Ik	43 67%	215 70%	91 74%	73 65%	233 73%	126 71%	140 71%	40 71%	156 71%	32 62%	38 73%	45 96% STU
I support efforts to reduce the impact of global warming	290 68%	124 59%	166 76% B	61 61%	69 69%	85 66%	75 76% D	57 68%	94 63%	84 65%	55 86% HIJ	202 66%	88 73%	68 61%	222 70% n	109 62%	149 75% PR	32 58%	145 66% T	21 42%	43 83% ST	44 94% STu
I support the LGBTQ community having equal rights	289 67%	121 57%	168 76% B	63 61%	66 66%	84 65%	76 76% Df	62 72% i	93 62%	85 65%	49 77% Ij	201 65%	88 72%	65 58%	224 70% N	113 64%	142 72% r	34 60%	142 64%	28 54%	43 83% ST	43 91% ST
I support the legalization of the recreational use of marijuana	276 64%	122 59%	154 70% B	62 61%	61 62%	89 70%	64 64%	50 58%	90 61%	85 65%	51 80% HIJ	199 65%	77 64%	71 65%	205 64%	107 61%	139 71% PR	30 54%	136 62%	27 53%	36 71% t	42 89% STU
It is important to pursue alternative energy resources to reduce dependency on petroleum	255 60%	118 56%	137 64% b	48 47%	55 57%	80 62% D	72 73% DEf	48 56%	72 48%	94 72% HI	41 68% I	180 60%	75 61%	61 56%	194 61%	95 54%	134 69% PR	26 46%	137 62% T	20 38%	35 69% T	37 79% ST
I can tell the difference between fake news and legitimate news	254 59%	116 55%	138 62%	61 60%	54 54%	75 58%	64 64%	52 60% I	69 46%	89 68% I	44 68% I	165 53%	89 72% L	61 54%	193 60%	99 56%	121 61%	34 60%	129 58% T	19 37%	41 79% ST	36 77% ST
I support gun purchase reforms to reduce gun violence	252 58%	103 49%	149 67% B	56 54%	62 62%	69 53%	65 65% f	53 62% i	76 50%	78 60%	45 70% I	169 55%	83 67% L	63 56%	189 59%	98 55%	128 65% pR	26 46%	122 55%	29 56%	34 65%	38 81% STu

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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(Continued)  
STUDENT MONITOR® Spring 2018

## 290. (HAND CARD) TOP 2 BOX SUMMARY - How much do you agree with each of these statements?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Renting textbooks is good for the environment	231 54%	100 48%	131 59% B	48 47%	52 52%	78 61% D	53 53%	41 48%	67 44%	84 64% HI	39 61% I	168 54%	63 52%	62 55%	169 53%	90 51%	116 59% R	25 44%	113 51%	23 44%	36 69% ST	28 60%
I support comprehensive immigration reform	205 48%	80 38%	125 57% B	42 41%	45 45%	69 53% d	49 51%	32 37%	71 47%	73 57% Hi	29 45%	142 46%	63 51%	53 47%	152 48%	73 41%	100 51% p	32 57% P	103 47%	19 37%	36 69% ST	27 57% T
There are affordable options for purchasing a new printed textbook	175 41%	69 33%	106 49% B	38 37%	37 38%	63 49% deg	37 37%	30 35%	40 27%	78 60% HIK	27 42% I	119 39%	56 46%	56 51% O	119 37%	68 39%	77 39%	30 53% pq	77 35%	22 44%	30 59% S	30 64% ST
I've more personal student loan debt than I'm comfortable with	164 38%	60 29%	104 47% B	28 27%	41 41% D	57 45% D	38 38%	22 26%	42 28%	74 57% HIK	26 40% hi	117 38%	47 39%	51 46% o	113 36%	66 38%	78 39%	20 36%	69 31%	18 35%	33 63% STV	18 39%
I'm not concerned about maintaining my online privacy	133 31%	44 21%	89 41% B	25 25%	40 40% DG	45 35% G	23 23%	11 13%	34 23% h	66 51% HIK	22 34% Hi	96 31%	37 31%	48 43% O	85 27%	59 34% R	62 31%	12 21%	56 25%	19 39% s	22 42% S	16 34%
I've more personal credit card debt than I'm comfortable with	111 26%	33 16%	78 35% B	17 17%	31 31% D	40 31% D	23 23%	10 12%	24 16%	59 45% HIK	18 28% Hi	74 24%	37 30%	41 37% O	70 22%	49 28%	49 25%	13 23%	33 15%	11 21%	28 55% ST	20 43% ST

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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STUDENT MONITOR® Spring 2018

## 290. (HAND CARD) How much do you agree with each of these statements?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	433 100	211 100	222 100	103 100	100 100	130 100	100 100	86 100	151 100	131 100	65 100	310 100	123 100	112 100	321 100	177 100	199 100	57 100	223 100	52 100	52 100	47 100
I've more personal credit card debt than I'm comfortable with																						
TOP 2 BOX	111 26%	33 16%	78 35%	17 17%	31 31%	40 31%	23 23%	10 12%	24 16%	59 45%	18 28%	74 24%	37 30%	41 37%	70 22%	49 28%	49 25%	13 23%	33 15%	11 21%	28 54%	20 43%
Completely agree	52 12%	17 8%	35 16%	3 3%	14 14%	24 18%	11 11%	7 8%	6 4%	32 24%	7 11%	24 8%	28 23%	31 28%	21 7%	18 10%	28 14%	6 11%	8 4%	5 10%	20 38%	12 26%
Somewhat agree	59 14%	16 8%	43 19%	14 14%	17 17%	16 12%	12 12%	3 3%	18 12%	27 21%	11 17%	50 16%	9 7%	10 9%	49 15%	31 18%	21 11%	7 12%	25 11%	6 12%	8 15%	8 17%
Neither agree nor disagree	115 27%	66 31%	49 22%	29 28%	23 23%	37 28%	26 26%	25 29%	48 32%	31 24%	11 17%	90 29%	25 20%	22 20%	93 29%	46 26%	48 24%	21 37%	64 29%	14 27%	8 15%	9 19%
Somewhat disagree	63 15%	38 18%	25 11%	12 12%	11 11%	20 15%	20 20%	20 23%	22 15%	12 9%	9 14%	42 14%	21 17%	11 10%	52 16%	25 14%	33 17%	5 9%	35 16%	10 19%	5 10%	8 17%
Completely disagree	142 33%	73 35%	69 31%	45 44%	35 35%	32 25%	30 30%	31 36%	56 37%	28 21%	27 42%	102 33%	40 33%	38 34%	104 32%	57 32%	67 34%	18 32%	90 40%	17 33%	10 19%	10 21%
I've more personal student loan debt than I'm comfortable with																						
TOP 2 BOX	164 38%	60 28%	104 47%	28 27%	41 41%	57 44%	38 38%	22 26%	42 28%	74 56%	26 40%	117 38%	47 38%	51 46%	113 35%	66 37%	78 39%	20 35%	69 31%	18 35%	33 63%	18 38%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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(Continued)  
STUDENT MONITOR® Spring 2018

290. (HAND CARD) How much do you agree with each of these statements?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Completely agree	81 19%	30 14%	51 23% B	8 8%	19 19% D	30 23% D	24 24% D	13 15%	20 13%	38 29% HIK	10 15%	50 16%	31 25% L	33 29% O	48 15%	30 17%	42 21%	9 16%	22 10%	10 19%	23 44% ST	15 32% S
Somewhat agree	83 19%	30 14%	53 24% B	20 19%	22 22%	27 21%	14 14%	9 10%	22 15%	36 27% HI	16 25% Hi	67 22% M	16 13%	18 16%	65 20%	36 20%	36 18%	11 19%	47 21% V	8 15%	10 19% V	3 6%
Neither agree nor disagree	106 24%	59 28%	47 21% FG	34 33% FG	25 25%	27 21%	20 20%	23 27% K	47 31% JK	27 21%	9 14%	81 26%	25 20%	23 21%	83 26%	44 25%	43 22%	19 33% q	56 25% U	14 27% U	6 12%	10 21%
Somewhat disagree	65 15%	42 20% C	23 10%	8 8%	15 15%	21 16% D	21 21% D	18 21% j	20 13%	15 11%	12 18%	43 14%	22 18%	18 16%	47 15%	27 15% R	35 18% R	3 5%	35 16%	12 23% u	5 10%	11 23% u
Completely disagree	94 22%	48 23%	46 21% EFg	32 31% EFg	18 18%	23 18%	21 21%	21 24% J	41 27% J	14 11%	18 28% J	66 21%	28 23%	19 17%	75 23%	38 21%	42 21%	14 25%	62 28% TUV	8 15%	8 15%	7 15%
I can tell the difference between fake news and legitimate news																						
TOP 2 BOX	254 59%	116 55%	138 62%	61 59%	54 54%	75 58%	64 64%	52 60% I	69 46% I	89 68% I	44 68% I	165 53%	89 72% L	61 54%	193 60%	99 56%	121 61%	34 60%	129 58% T	19 37%	41 79% ST	36 77% ST
Completely agree	111 26%	47 22%	64 29%	24 23%	23 23%	40 31%	24 24%	12 14%	31 21%	56 43% HIK	12 18%	74 24%	37 30%	35 31%	76 24%	33 19%	54 27% P	24 42% PQ	40 18%	9 17%	31 60% STv	19 40% ST
Somewhat agree	143 33%	69 33%	74 33%	37 36%	31 31%	35 27%	40 40% F	40 47% IJ	38 25%	33 25%	32 49% IJ	91 29%	52 42% L	26 23%	117 36% N	66 37% R	67 34% R	10 18%	89 40% TU	10 19%	10 19%	17 36% tu
Neither agree nor disagree	119 27%	56 27%	63 28%	26 25%	31 31%	32 25%	30 30%	25 29% JK	56 37% JK	26 20%	12 18%	98 32% M	21 17%	33 29%	86 27%	43 24%	56 28%	20 35%	65 29% U	19 37% Uv	6 12%	10 21%

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STUDENT MONITOR® Spring 2018

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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Somewhat disagree	46 11%	28 13% c	18 8%	10 10%	12 12% G	20 15% G	4 4%	8 9%	23 15% J	8 6%	7 11%	36 12%	10 8%	14 12%	32 10%	24 14% R	20 10% R	2 4%	21 9% V	9 17% V	4 8%	1 2%
Completely disagree	13 3%	11 5% C	2 1%	5 5%	3 3%	3 2%	2 2%	1 1%	3 2%	7 5% h	2 3%	10 3%	3 2%	4 4%	9 3%	10 6% Q	2 1%	1 2%	7 3%	5 10% u	1 2%	0 0
I support comprehensive immigration reform																						
TOP 2 BOX	205 47%	80 38%	125 56% B	42 41%	45 45%	69 53% d	49 49%	32 37%	71 47%	73 56% H	29 45%	142 46%	63 51%	53 47%	152 47%	73 41%	100 50% p	32 56% P	103 46%	19 37%	36 69% ST	27 57% T
Completely agree	115 27%	43 20%	72 32% B	24 23%	21 21%	44 34% dE	26 26%	13 15%	35 23%	49 37% HI	18 28% h	76 25%	39 32%	38 34% O	77 24%	38 21%	54 27%	23 40% Pq	37 17%	13 25%	34 65% STv	22 47% ST
Somewhat agree	90 21%	37 18%	53 24%	18 17%	24 24%	25 19%	23 23%	19 22%	36 24%	24 18%	11 17%	66 21%	24 20%	15 13%	75 23% N	35 20%	46 23%	9 16%	66 30% TUV	6 12%	2 4%	5 11%
Neither agree nor disagree	163 38%	86 41%	77 35%	44 43% f	42 42%	41 32%	36 36%	36 42% j	64 42% J	38 29%	25 38%	122 39%	41 33%	40 36%	123 38%	72 41%	71 36%	20 35%	89 40% U	22 42% U	9 17%	17 36% U
Somewhat disagree	44 10%	31 15% C	13 6%	9 9%	11 11%	14 11%	10 10%	17 20% IJ	12 8%	6 5%	9 14% J	28 9%	16 13%	16 14%	28 9%	23 13% R	19 10% r	2 4%	17 8%	7 13%	7 13%	3 6%
Completely disagree	17 4%	13 6% C	4 2%	7 7% eg	2 2%	6 5%	2 2%	1 1%	4 3%	11 8% HIK	1 2%	14 5%	3 2%	3 3%	14 4%	8 5%	7 4%	2 4%	11 5%	4 8%	0 0	0 0

I support the LGBTQ  
community having equal  
rights

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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(Continued)  
STUDENT MONITOR® Spring 2018

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	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
TOP 2 BOX	289 67%	121 57%	168 76% B	63 61%	66 66%	84 65%	76 76% Df	62 72% i	93 62%	85 65%	49 75% I	201 65%	88 72%	65 58%	224 70% N	113 64%	142 71%	34 60%	142 64%	28 54%	43 83% ST	43 91% ST
Completely agree	210 48%	80 38%	130 59% B	46 45%	41 41%	66 51%	57 57% dE	41 48%	72 48%	58 44%	39 60% iJ	143 46%	67 54%	53 47%	157 49%	72 41%	109 55% P	29 51%	95 43%	17 33%	39 75% ST	38 81% ST
Somewhat agree	79 18%	41 19%	38 17%	17 17%	25 25% F	18 14%	19 19%	21 24% i	21 14%	27 21%	10 15%	58 19%	21 17%	12 11%	67 21% N	41 23% R	33 17% r	5 9%	47 21% UV	11 21% U	4 8%	5 11%
Neither agree nor disagree	102 24%	64 30% C	38 17%	29 28%	20 20%	32 25%	21 21%	17 20%	42 28% K	33 25% k	10 15%	75 24%	27 22%	35 31% O	67 21%	44 25%	39 20%	19 33% Q	60 27% UV	12 23% uV	5 10%	3 6%
Somewhat disagree	31 7%	21 10% C	10 5%	8 8%	11 11% G	9 7%	3 3%	6 7%	8 5%	13 10%	4 6%	24 8%	7 6%	10 9%	21 7%	16 9% r	13 7%	2 4%	17 8%	7 13%	4 8%	0 0
Completely disagree	10 2%	5 2%	5 2%	3 3%	3 3%	4 3%	0 0	1 1%	8 5% h	0 0	1 2%	9 3% m	1 1%	2 2%	8 2%	4 2%	4 2%	2 4%	3 1%	5 10% S	0 0	1 2%
I support efforts to reduce the impact of global warming																						
TOP 2 BOX	290 67%	124 59%	166 75% B	61 59%	69 69%	85 65%	75 75% D	57 66%	94 62%	84 64%	55 85% HIJ	202 65%	88 72%	68 61%	222 69%	109 62%	149 75% PR	32 56%	145 65% T	21 40%	43 83% ST	44 94% STu
Completely agree	194 45%	76 36%	118 53% B	42 41%	41 41%	62 48%	49 49%	37 43%	69 46%	51 39%	37 57% hJ	133 43%	61 50%	55 49%	139 43%	63 36%	104 52% P	27 47%	82 37%	17 33%	38 73% ST	36 77% ST
Somewhat agree	96 22%	48 23%	48 22%	19 18%	28 28% f	23 18%	26 26%	20 23%	25 17%	33 25% i	18 28% i	69 22%	27 22%	13 12%	83 26% N	46 26% R	45 23% R	5 9%	63 28% TUV	4 8%	5 10%	8 17%

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(Continued)  
STUDENT MONITOR® Spring 2018

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	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Neither agree nor disagree	103 24%	59 28% C	44 20%	30 29%	24 24%	28 22%	21 21%	18 21% K	45 30% K	36 27% K	4 6%	80 26% m	23 19%	30 27%	73 23%	45 25%	39 20%	19 33% Q	52 23% V	21 40% SUV	8 15%	3 6%
Somewhat disagree	23 5%	17 8% C	6 3%	5 5%	2 2%	13 10% EG	3 3%	5 6%	6 4%	9 7%	3 5%	19 6%	4 3%	6 5%	17 5%	13 7%	8 4%	2 4%	17 8% U	4 8%	1 2%	0 0
Completely disagree	12 3%	11 5% C	1 *	4 4%	5 5%	3 2%	0 0	4 5%	5 3%	1 1%	2 3%	6 2%	6 5%	7 6% O	5 2%	8 5% Q	2 1%	2 4%	7 3%	4 8%	0 0	0 0
I support gun purchase reforms to reduce gun violence																						
TOP 2 BOX	252 58%	103 49%	149 67% B	56 54%	62 62%	69 53%	65 65% f	53 62% i	76 50%	78 60%	45 69% I	169 55%	83 67% L	63 56%	189 59%	98 55%	128 64% pR	26 46%	122 55%	29 56%	34 65%	38 81% STu
Completely agree	175 40%	64 30%	111 50% B	30 29%	37 37%	58 45% D	50 50% De	40 47% i	51 34%	49 37%	35 54% IJ	111 36%	64 52% L	46 41%	129 40%	61 34%	97 49% PR	17 30%	78 35%	15 29%	27 52% ST	35 74% STU
Somewhat agree	77 18%	39 18%	38 17%	26 25% Fg	25 25% Fg	11 8%	15 15%	13 15%	25 17%	29 22%	10 15%	58 19%	19 15%	17 15%	60 19%	37 21%	31 16%	9 16%	44 20% V	14 27% uV	7 13%	3 6%
Neither agree nor disagree	113 26%	64 30% c	49 22%	32 31% E	18 18%	33 25%	30 30% E	20 23%	46 30%	32 24%	15 23%	88 28% m	25 20%	31 28%	82 26%	44 25%	47 24%	22 39% pQ	62 28%	11 21%	12 23%	9 19%
Somewhat disagree	54 12%	33 16% c	21 9%	10 10%	17 17% G	22 17% G	5 5%	10 12% K	22 15% K	20 15% K	2 3%	44 14% m	10 8%	13 12%	41 13%	28 16% q	19 10%	7 12%	29 13%	10 19%	6 12%	0 0
Completely disagree	13 3%	11 5% C	2 1%	5 5%	3 3%	5 4%	0 0	3 3%	7 5% J	1 1%	2 3%	8 3%	5 4%	5 4%	8 2%	7 4%	4 2%	2 4%	9 4%	2 4%	0 0	0 0

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STUDENT MONITOR® Spring 2018

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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
I support the legalization of the recreational use of marijuana																						
TOP 2 BOX	276 64%	122 58%	154 69%	62 60%	61 61%	89 68%	64 64%	50 58%	90 60%	85 65%	51 78%	199 64%	77 63%	71 63%	205 64%	107 60%	139 70%	30 53%	136 61%	27 52%	36 69%	42 89%
Completely agree	181 42%	88 42%	93 42%	39 38%	36 36%	68 52%	38 38%	32 37%	58 38%	56 43%	35 54%	127 41%	54 44%	51 46%	130 40%	67 38%	96 48%	18 32%	84 38%	16 31%	33 63%	24 51%
Somewhat agree	95 22%	34 16%	61 27%	23 22%	25 25%	21 16%	26 26%	18 21%	32 21%	29 22%	16 25%	72 23%	23 19%	20 18%	75 23%	40 23%	43 22%	12 21%	52 23%	11 21%	3 6%	18 38%
Neither agree nor disagree	106 24%	57 27%	49 22%	26 25%	29 29%	26 20%	25 25%	25 29%	46 30%	27 21%	8 12%	76 25%	30 24%	28 25%	78 24%	46 26%	42 21%	18 32%	53 24%	17 33%	12 23%	5 11%
Somewhat disagree	31 7%	22 10%	9 4%	9 9%	6 6%	10 8%	6 6%	6 7%	8 5%	14 11%	3 5%	25 8%	6 5%	5 4%	26 8%	17 10%	10 5%	4 7%	22 10%	5 10%	2 4%	0 0%
Completely disagree	15 3%	6 3%	9 4%	5 5%	2 2%	3 2%	5 5%	5 6%	4 3%	4 3%	2 3%	7 2%	8 7%	5 4%	10 3%	6 3%	5 3%	4 7%	9 4%	2 4%	1 2%	0 0%

I'm not concerned about maintaining my online privacy

TOP 2 BOX	133 31%	44 21%	89 40%	25 24%	40 40%	45 35%	23 23%	11 13%	34 23%	66 50%	22 34%	96 31%	37 30%	48 43%	85 26%	59 33%	62 31%	12 21%	56 25%	19 37%	22 42%	16 34%
			B		DG	dg			H	HIK	Hi			O		r					S	

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	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Completely agree	69 16%	24 11%	45 20% B	11 11%	21 21% DG	27 21% DG	10 10%	5 6%	13 9%	39 30% HIk	12 18% Hi	41 13%	28 23% L	34 30% O	35 11%	25 14%	38 19% r	6 11%	16 7%	9 17% s	18 35% ST	14 30% S
Somewhat agree	64 15%	20 9%	44 20% B	14 14%	19 19%	18 14%	13 13%	6 7%	21 14% h	27 21% H	10 15%	55 18% M	9 7%	14 12%	50 16%	34 19% qr	24 12%	6 11%	40 18% UV	10 19% uV	4 8%	2 4%
Neither agree nor disagree	114 26%	61 29%	53 24%	22 21%	27 27%	34 26%	31 31%	29 34% JK	49 32% JK	27 21%	9 14%	75 24%	39 32%	33 29%	81 25%	48 27%	49 25%	17 30%	66 30% U	11 21%	9 17%	9 19%
Somewhat disagree	103 24%	73 35% C	30 14%	30 29%	20 20%	33 25%	20 20%	24 28% j	37 25%	23 18%	19 29% j	78 25%	25 20%	18 16%	85 26% N	38 21%	50 25%	15 26%	59 26%	9 17%	14 27%	9 19%
Completely disagree	78 18%	32 15%	46 21%	22 21% f	13 13% f	17 13%	26 26% EF	19 22% J	31 21% J	14 11%	14 22% j	59 19%	19 15%	12 11%	66 21% N	28 16%	37 19%	13 23%	40 18%	10 19%	7 13%	13 28% u
It is important to pursue alternative energy resources to reduce dependency on petroleum																						
TOP 2 BOX	255 59%	118 56%	137 62%	48 47%	55 55%	80 62% D	72 72% DEf	48 56%	72 48%	94 72% HI	41 63% I	180 58%	75 61%	61 54%	194 60%	95 54%	134 67% PR	26 46%	137 61% T	20 38%	35 67% T	37 79% ST
Completely agree	159 37%	74 35%	85 38%	33 32%	31 31%	57 44% dE	38 38%	29 34%	42 28%	58 44% I	30 46% I	107 35%	52 42%	46 41%	113 35%	62 35%	83 42% R	14 25%	71 32%	14 27%	33 63% STv	22 47% sT
Somewhat agree	96 22%	44 21%	52 23%	15 15%	24 24% d	23 18%	34 34% DF	19 22%	30 20%	36 27% k	11 17%	73 24%	23 19%	15 13%	81 25% N	33 19%	51 26%	12 21%	66 30% TU	6 12%	2 4%	15 32% TU
Neither agree nor disagree	130 30%	66 31%	64 29%	42 41% FG	33 33% G	35 27%	20 20%	25 29%	62 41% hJK	30 23%	13 20%	98 32%	32 26%	36 32%	94 29%	55 31%	48 24%	27 47% PQ	65 29%	27 52% SUV	13 25%	9 19%

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	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Somewhat disagree	33 8%	25 12% C	8 4%	10 10%	8 8%	11 8%	4 4%	8 9%	13 9%	7 5%	5 8%	22 7%	11 9%	10 9%	23 7%	21 12% QR	10 5%	2 4%	15 7% v	3 6%	3 6%	1 2%
Completely disagree	7 2%	2 1%	5 2%	2 2%	0 0	2 2%	3 3%	4 5%	2 1%	0 0	1 2%	2 1%	5 4% 1	1 1%	6 2%	5 3% q	1 1%	1 2%	4 2%	2 4%	0 0	0 0
Renting textbooks is good for the environment																						
TOP 2 BOX	231 53%	100 47%	131 59% B	48 47%	52 52%	78 60% D	53 53%	41 48%	67 44%	84 64% HI	39 60% I	168 54%	63 51%	62 55%	169 53%	90 51%	116 58% r	25 44%	113 51%	23 44%	36 69% ST	28 60%
Completely agree	135 31%	56 27%	79 36% B	28 27%	28 28%	46 35%	33 33%	23 27%	34 23%	54 41% HI	24 37% I	92 30%	43 35%	44 39% O	91 28%	45 25%	70 35% P	20 35%	56 25%	12 23%	31 60% ST	22 47% ST
Somewhat agree	96 22%	44 21%	52 23%	20 19%	24 24%	32 25%	20 20%	18 21%	33 22%	30 23%	15 23%	76 25% M	20 16%	18 16%	78 24% n	45 25% R	46 23% R	5 9%	57 26% UV	11 21% u	5 10%	6 13%
Neither agree nor disagree	162 37%	86 41%	76 34%	45 44% F	41 41% F	36 28%	40 40% F	32 37%	71 47% JK	39 30%	20 31%	113 36%	49 40%	47 42%	115 36%	64 36%	69 35%	29 51% pQ	85 38%	24 46% v	16 31%	14 30%
Somewhat disagree	26 6%	17 8% c	9 4%	7 7% g	6 6%	11 8% G	2 2%	9 10% j	8 5%	5 4%	4 6%	20 6%	6 5%	3 3%	23 7% N	15 8% q	8 4%	3 5%	15 7%	3 6%	0 0	5 11%
Completely disagree	12 3%	7 3%	5 2%	3 3%	1 1%	3 2%	5 5% e	3 3%	5 3%	3 2%	1 2%	8 3%	4 3%	0 0	12 4%	8 5%	4 2%	0 0	8 4%	2 4%	0 0	0 0

The cost of college is excessive

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

290. (HAND CARD) How much do you agree with each of these statements?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
TOP 2 BOX	308 71%	129 61%	179 81%	71 69%	68 68%	93 72%	76 76%	66 77%	98 65%	90 69%	54 83%	213 69%	95 77%	70 62%	238 74%	121 68%	151 76%	36 63%	152 68%	32 62%	41 79%	43 91%
			B					I			IJ		l		N		r				sT	STu
Completely agree	235 54%	91 43%	144 65%	50 49%	53 53%	76 58%	56 56%	52 60%	74 49%	71 54%	38 58%	161 52%	74 60%	60 54%	175 55%	96 54%	110 55%	29 51%	99 44%	24 46%	35 67%	41 87%
			B					i													ST	STU
Somewhat agree	73 17%	38 18%	35 16%	21 20%	15 15%	17 13%	20 20%	14 16%	24 16%	19 15%	16 25%	52 17%	21 17%	10 9%	63 20%	25 14%	41 21%	7 12%	53 24%	8 15%	6 12%	2 4%
															N		p		UV	v		
Neither agree nor disagree	89 21%	57 27%	32 14%	24 23%	19 19%	23 18%	23 23%	13 15%	42 28%	29 22%	5 8%	69 22%	20 16%	31 28%	58 18%	33 19%	37 19%	19 33%	49 22%	13 25%	7 13%	4 9%
			C						HK	K				O				PQ	V	V		
Somewhat disagree	23 5%	17 8%	6 3%	4 4%	9 9%	9 7%	1 1%	5 6%	8 5%	8 6%	2 3%	18 6%	5 4%	5 4%	18 6%	15 8%	7 4%	1 2%	13 6%	3 6%	4 8%	0 0%
			C		G	G										QR						
Completely disagree	7 2%	6 3%	1 *	3 3%	2 2%	2 2%	0 0%	2 2%	1 1%	3 2%	1 2%	4 1%	3 2%	2 2%	5 2%	6 3%	1 1%	0 0%	5 2%	2 4%	0 0%	0 0%
		c														Q						
The cost of textbooks is excessive																						
TOP 2 BOX	317 73%	138 65%	179 81%	71 69%	75 75%	97 75%	74 74%	64 74%	103 68%	102 78%	48 74%	225 73%	92 75%	74 66%	243 76%	124 70%	152 76%	41 72%	162 73%	30 58%	40 77%	45 96%
			B						i						n				T		T	STU
Completely agree	243 56%	95 45%	148 67%	52 50%	58 58%	75 58%	58 58%	54 63%	76 50%	76 58%	37 57%	168 54%	75 61%	65 58%	178 55%	94 53%	118 59%	31 54%	116 52%	24 46%	33 63%	38 81%
			B					i												t		STU
Somewhat agree	74 17%	43 20%	31 14%	19 18%	17 17%	22 17%	16 16%	10 12%	27 18%	26 20%	11 17%	57 18%	17 14%	9 8%	65 20%	30 17%	34 17%	10 18%	46 21%	6 12%	7 13%	7 15%
		c							h						N				t			

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.



(Continued)  
STUDENT MONITOR® Spring 2018

290. (HAND CARD) How much do you agree with each of these statements?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Neither agree nor disagree	89 21%	52 25% C	37 17%	24 23%	18 18%	21 16%	26 26% f	15 17%	37 25%	24 18%	13 20%	66 21%	23 19%	29 26%	60 19%	34 19%	39 20%	16 28%	49 22% V	13 25% V	8 15% v	2 4%
Somewhat disagree	19 4%	15 7% C	4 2%	4 4%	5 5%	10 8%	0 0	5 6%	10 7% jK	3 2%	1 2%	14 5%	5 4%	6 5%	13 4%	13 7% q	6 3%	0 0	6 3%	7 13% S	4 8%	0 0
Completely disagree	6 1%	6 3%	0 0	3 3%	2 2%	1 1%	0 0	2 2%	1 1%	2 2%	1 2%	3 1%	3 2%	3 3%	3 1%	6 3%	0 0	0 0	4 2%	2 4%	0 0	0 0
Having my degree will help me get a better job than I would otherwise																						
TOP 2 BOX	306 71%	137 65%	169 76% B	73 71%	69 69%	87 67%	77 77% f	61 71%	98 65%	104 79% Ik	43 66%	215 69%	91 74%	73 65%	233 73%	126 71%	140 70%	40 70%	156 70%	32 62%	38 73%	45 96% STU
Completely agree	211 49%	85 40%	126 57% B	51 50%	44 44%	67 52%	49 49%	39 45%	75 50%	71 54% k	26 40%	147 47%	64 52%	56 50%	155 48%	80 45%	100 50%	31 54%	107 48%	22 42%	31 60% t	30 64% ST
Somewhat agree	95 22%	52 25%	43 19%	22 21%	25 25% f	20 15%	28 28% F	22 26% i	23 15%	33 25% I	17 26% i	68 22%	27 22%	17 15%	78 24% N	46 26% r	40 20%	9 16%	49 22%	10 19%	7 13%	15 32% U
Neither agree nor disagree	80 18%	48 23% C	32 14%	21 20%	16 16%	25 19%	18 18%	16 19%	39 26% JK	16 12%	9 14%	60 19%	20 16%	23 21%	57 18%	31 18%	36 18%	13 23%	42 19% V	11 21% V	9 17% V	2 4%
Somewhat disagree	32 7%	20 9%	12 5%	7 7%	8 8%	14 11% G	3 3%	8 9%	11 7%	7 5%	6 9%	22 7%	10 8%	10 9%	22 7%	17 10% r	13 7%	2 4%	17 8%	7 13%	5 10%	0 0
Completely disagree	12 3%	6 3%	6 3%	2 2%	7 7% d	3 2%	0 0	0 0	3 2%	3 2%	6 9% ij	10 3%	2 2%	6 5%	6 2%	3 2%	8 4%	1 2%	5 2%	2 4%	0 0	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

290. (HAND CARD) How much do you agree with each of these statements?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
There are affordable options for purchasing a new printed textbook																						
TOP 2 BOX	175 40%	69 33%	106 48% B	38 37%	37 37%	63 48% deg	37 37%	30 35%	40 26%	78 60% HIK	27 42% I	119 38%	56 46%	56 50% O	119 37%	68 38%	77 39%	30 53% pq	77 35%	22 42%	30 58% S	30 64% ST
Completely agree	88 20%	34 16%	54 24% B	21 20%	19 19%	35 27% G	13 13%	8 9%	19 13%	56 43% HIK	5 8%	60 19%	28 23%	33 29% O	55 17%	36 20%	35 18%	17 30% q	33 15%	11 21%	24 46% ST	17 36% St
Somewhat agree	87 20%	35 17%	52 23% b	17 17%	18 18%	28 22%	24 24%	22 26% I	21 14%	22 17%	22 34% IJ	59 19%	28 23%	23 21%	64 20%	32 18%	42 21%	13 23%	44 20%	11 21%	6 12%	13 28% U
Neither agree nor disagree	157 36%	91 43% C	66 30%	45 44% F	40 40% F	35 27%	37 37%	28 33%	71 47% HJK	38 29%	20 31%	119 38%	38 31%	36 32%	121 38%	65 37%	72 36%	20 35%	82 37% v	20 38% v	17 33%	11 23%
Somewhat disagree	59 14%	37 18% C	22 10%	13 13%	13 13%	19 15%	14 14%	18 21% JK	22 15%	13 10%	6 9%	40 13%	19 15%	8 7%	51 16% N	22 12%	33 17% R	4 7%	44 20% TUV	3 6%	2 4%	1 2%
Completely disagree	38 9%	14 7%	24 11%	7 7%	8 8%	12 9%	11 11%	10 12% J	15 10% J	2 2%	11 17% J	28 9%	10 8%	9 8%	29 9%	19 11%	16 8%	3 5%	19 9%	5 10%	2 4%	5 11%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

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STUDENT MONITOR® Spring 2018

## 291. (HAND CARD) TOP 2 BOX SUMMARY - How much do you agree with each of these statements?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total Answering	433 100	211 100	222 100	103 100	100 100	130 100	100 100	86 100	151 100	131 100	65 100	310 100	123 100	112 100	321 100	177 100	199 100	57 100	223 100	52 100	52 100	47 100
My parents and family are an important financial partner for me to be able to complete my education	271 63%	117 55%	154 70% B	46 46%	62 62% D	90 69% D	73 73% De	49 58%	90 60%	87 66%	45 69%	189 61%	82 68%	66 59%	205 64%	96 55%	134 67% P	41 72% P	135 61% t	23 46%	41 79% ST	43 91% STu
I'm more likely to work to help offset the cost of my education because of the economy's impact on my family	186 43%	73 35%	113 51% B	26 26%	44 44% D	67 52% D	49 49% D	36 42%	54 36%	69 53% I	27 43%	124 40%	62 52% L	47 43%	139 43%	72 41%	83 42%	31 54% pq	82 37%	19 37%	30 59% ST	31 66% ST
If my family's primary income provider became permanently disabled, passes away or became unemployed, I would still be able to complete my education	177 41%	85 40%	92 42%	33 32%	48 49% D	57 44% d	39 39%	31 36%	44 29%	79 60% HIK	23 37%	118 38%	59 48% 1	53 48%	124 39%	69 39%	83 42%	25 44%	94 42%	18 35%	25 48% T	25 56% T
The current economy has had a negative impact on my family's income	174 40%	74 35%	100 45% B	28 27%	41 41% D	58 45% D	47 47% D	35 41% i	44 29%	74 56% HIK	21 32%	119 38%	55 45%	50 45%	124 39%	67 38%	81 41%	26 46%	75 34%	18 35%	30 58% ST	28 60% ST
The current economy has caused me to increase my student loans	142 33%	61 29%	81 37% b	29 28%	34 34% b	53 41% DG	26 26%	17 20%	43 29%	61 47% HIk	21 33% h	105 34%	37 30%	43 38%	99 31%	60 34%	63 32%	19 33%	49 22%	19 37% s	32 62% ST	22 47% s
Compared to last year, I'm receiving less financial aid from my school	128 30%	60 29%	68 31%	24 24%	30 30%	47 37% D	27 27%	16 19%	41 27%	55 42% HIK	16 25%	92 30%	36 30%	37 33%	91 29%	52 30%	52 26%	24 42% pQ	48 22%	19 37% s	30 58% ST	22 47% s
It's more difficult to find and keep a part-time job than last year	122 28%	54 26%	68 31%	17 17%	31 31% D	50 39% DG	24 24%	13 15%	32 21%	59 45% HIK	18 28% h	80 26%	42 34% 1	43 38% O	79 25%	45 25%	60 30%	17 30%	42 19%	14 27%	27 52% ST	17 36% s

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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Lowercase letters indicate significance at the 90% level.

STUDENT MONITOR® Spring 2018

## 291. (HAND CARD) How much do you agree with each of these statements?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	433 100	211 100	222 100	103 100	100 100	130 100	100 100	86 100	151 100	131 100	65 100	310 100	123 100	112 100	321 100	177 100	199 100	57 100	223 100	52 100	52 100	47 100
The current economy has had a negative impact on my family's income																						
TOP 2 BOX	174 40%	74 35%	100 45%	28 27%	41 41%	58 45%	47 47%	35 41%	44 29%	74 56%	21 32%	119 38%	55 45%	50 45%	124 39%	67 38%	81 41%	26 46%	75 34%	18 35%	30 58%	28 60%
Completely agree	74 17%	23 11%	51 23%	14 14%	13 13%	32 25%	15 15%	9 10%	15 10%	43 33%	7 11%	45 15%	29 24%	31 28%	43 13%	27 15%	33 17%	14 25%	31 14%	8 15%	21 40%	9 19%
Somewhat agree	100 23%	51 24%	49 22%	14 14%	28 28%	26 20%	32 32%	26 30%	29 19%	31 24%	14 22%	74 24%	26 21%	19 17%	81 25%	40 23%	48 24%	12 21%	44 20%	10 19%	9 17%	19 40%
Neither agree nor disagree	141 33%	66 31%	75 34%	38 37%	33 33%	37 28%	33 33%	29 34%	64 42%	25 19%	23 35%	104 34%	37 30%	37 33%	104 32%	59 33%	71 36%	11 19%	80 36%	21 40%	9 17%	11 23%
Somewhat disagree	83 19%	52 25%	31 14%	30 29%	14 14%	24 18%	15 15%	15 17%	35 23%	18 14%	15 23%	63 20%	20 16%	15 13%	68 21%	34 19%	34 17%	15 26%	43 19%	9 17%	12 23%	7 15%
Completely disagree	35 8%	19 9%	16 7%	7 7%	12 12%	11 8%	5 5%	7 8%	8 5%	14 11%	6 9%	24 8%	11 9%	10 9%	25 8%	17 10%	13 7%	5 9%	25 11%	4 8%	1 2%	1 2%

If my family's primary income provider became permanently disabled, passes away or became unemployed, I would still be able to complete my education

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

291. (HAND CARD) How much do you agree with each of these statements?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
TOP 2 BOX	174 40%	74 35%	100 45%	28 27%	41 41%	58 45%	47 47%	35 41%	44 29%	74 56%	21 32%	119 38%	55 45%	50 45%	124 39%	67 38%	81 41%	26 46%	75 34%	18 35%	30 58%	28 60%
			B		D	D	D	i		HIK											ST	ST
Completely agree	74 17%	23 11%	51 23%	14 14%	13 13%	32 25%	15 15%	9 10%	15 10%	43 33%	7 11%	45 15%	29 24%	31 28%	43 13%	27 15%	33 17%	14 25%	31 14%	8 15%	21 40%	9 19%
			B			DEg				HIK			L	O							STV	
Somewhat agree	100 23%	51 24%	49 22%	14 14%	28 28%	26 20%	32 32%	26 30%	29 19%	31 24%	14 22%	74 24%	26 21%	19 17%	81 25%	40 23%	48 24%	12 21%	44 20%	10 19%	9 17%	19 40%
					D		DF	i							n							STU
Neither agree nor disagree	141 33%	66 31%	75 34%	38 37%	33 33%	37 28%	33 33%	29 34%	64 42%	25 19%	23 35%	104 34%	37 30%	37 33%	104 32%	59 33%	71 36%	11 19%	80 36%	21 40%	9 17%	11 23%
								J	J		J					R	R		Uv	Uv		
Somewhat disagree	83 19%	52 25%	31 14%	30 29%	14 14%	24 18%	15 15%	15 17%	35 23%	18 14%	15 23%	63 20%	20 16%	15 13%	68 21%	34 19%	34 17%	15 26%	43 19%	9 17%	12 23%	7 15%
			C	EfG					J						N							
Completely disagree	35 8%	19 9%	16 7%	7 7%	12 12%	11 8%	5 5%	7 8%	8 5%	14 11%	6 9%	24 8%	11 9%	10 9%	25 8%	17 10%	13 7%	5 9%	25 11%	4 8%	1 2%	1 2%
					g					i									UV			

My parents and family  
are an important  
financial partner for me  
to be able to complete  
my education

TOP 2 BOX	174 40%	74 35%	100 45%	28 27%	41 41%	58 45%	47 47%	35 41%	44 29%	74 56%	21 32%	119 38%	55 45%	50 45%	124 39%	67 38%	81 41%	26 46%	75 34%	18 35%	30 58%	28 60%
			B		D	D	D	i		HIK											ST	ST
Completely agree	74 17%	23 11%	51 23%	14 14%	13 13%	32 25%	15 15%	9 10%	15 10%	43 33%	7 11%	45 15%	29 24%	31 28%	43 13%	27 15%	33 17%	14 25%	31 14%	8 15%	21 40%	9 19%
			B			DEg				HIK			L	O							STV	
Somewhat agree	100 23%	51 24%	49 22%	14 14%	28 28%	26 20%	32 32%	26 30%	29 19%	31 24%	14 22%	74 24%	26 21%	19 17%	81 25%	40 23%	48 24%	12 21%	44 20%	10 19%	9 17%	19 40%
					D		DF	i							n							STU

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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(Continued)  
STUDENT MONITOR® Spring 2018

291. (HAND CARD) How much do you agree with each of these statements?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Neither agree nor disagree	141 33%	66 31%	75 34%	38 37%	33 33%	37 28%	33 33%	29 34%	64 42%	25 19%	23 35%	104 34%	37 30%	37 33%	104 32%	59 33%	71 36%	11 19%	80 36%	21 40%	9 17%	11 23%
								J	J		J					R	R		Uv	Uv		
Somewhat disagree	83 19%	52 25%	31 14%	30 29%	14 14%	24 18%	15 15%	15 17%	35 23%	18 14%	15 23%	63 20%	20 16%	15 13%	68 21%	34 19%	34 17%	15 26%	43 19%	9 17%	12 23%	7 15%
		C		EfG					J						N							
Completely disagree	35 8%	19 9%	16 7%	7 7%	12 12%	11 8%	5 5%	7 8%	8 5%	14 11%	6 9%	24 8%	11 9%	10 9%	25 8%	17 10%	13 7%	5 9%	25 11%	4 8%	1 2%	1 2%
					g					i								UV				
I'm more likely to work to help offset the cost of my education because of the economy's impact on my family																						
TOP 2 BOX	174 40%	74 35%	100 45%	28 27%	41 41%	58 45%	47 47%	35 41%	44 29%	74 56%	21 32%	119 38%	55 45%	50 45%	124 39%	67 38%	81 41%	26 46%	75 34%	18 35%	30 58%	28 60%
			B		D	D	D	i		HIK										ST	ST	
Completely agree	74 17%	23 11%	51 23%	14 14%	13 13%	32 25%	15 15%	9 10%	15 10%	43 33%	7 11%	45 15%	29 24%	31 28%	43 13%	27 15%	33 17%	14 25%	31 14%	8 15%	21 40%	9 19%
			B			DEg				HIK			L	O						STV		
Somewhat agree	100 23%	51 24%	49 22%	14 14%	28 28%	26 20%	32 32%	26 30%	29 19%	31 24%	14 22%	74 24%	26 21%	19 17%	81 25%	40 23%	48 24%	12 21%	44 20%	10 19%	9 17%	19 40%
					D		DF	i						n						STU		
Neither agree nor disagree	141 33%	66 31%	75 34%	38 37%	33 33%	37 28%	33 33%	29 34%	64 42%	25 19%	23 35%	104 34%	37 30%	37 33%	104 32%	59 33%	71 36%	11 19%	80 36%	21 40%	9 17%	11 23%
								J	J		J					R	R		Uv	Uv		
Somewhat disagree	83 19%	52 25%	31 14%	30 29%	14 14%	24 18%	15 15%	15 17%	35 23%	18 14%	15 23%	63 20%	20 16%	15 13%	68 21%	34 19%	34 17%	15 26%	43 19%	9 17%	12 23%	7 15%
		C		EfG					J						N							
Completely disagree	35 8%	19 9%	16 7%	7 7%	12 12%	11 8%	5 5%	7 8%	8 5%	14 11%	6 9%	24 8%	11 9%	10 9%	25 8%	17 10%	13 7%	5 9%	25 11%	4 8%	1 2%	1 2%
					g					i								UV				

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

291. (HAND CARD) How much do you agree with each of these statements?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
It's more difficult to find and keep a part-time job than last year																						
TOP 2 BOX	174 40%	74 35%	100 45%	28 27%	41 41%	58 45%	47 47%	35 41%	44 29%	74 56%	21 32%	119 38%	55 45%	50 45%	124 39%	67 38%	81 41%	26 46%	75 34%	18 35%	30 58%	28 60%
Completely agree	74 17%	23 11%	51 23%	14 14%	13 13%	32 25%	15 15%	9 10%	15 10%	43 33%	7 11%	45 15%	29 24%	31 28%	43 13%	27 15%	33 17%	14 25%	31 14%	8 15%	21 40%	9 19%
Somewhat agree	100 23%	51 24%	49 22%	14 14%	28 28%	26 20%	32 32%	26 30%	29 19%	31 24%	14 22%	74 24%	26 21%	19 17%	81 25%	40 23%	48 24%	12 21%	44 20%	10 19%	9 17%	19 40%
Neither agree nor disagree	141 33%	66 31%	75 34%	38 37%	33 33%	37 28%	33 33%	29 34%	64 42%	25 19%	23 35%	104 34%	37 30%	37 33%	104 32%	59 33%	71 36%	11 19%	80 36%	21 40%	9 17%	11 23%
Somewhat disagree	83 19%	52 25%	31 14%	30 29%	14 14%	24 18%	15 15%	15 17%	35 23%	18 14%	15 23%	63 20%	20 16%	15 13%	68 21%	34 19%	34 17%	15 26%	43 19%	9 17%	12 23%	7 15%
Completely disagree	35 8%	19 9%	16 7%	7 7%	12 12%	11 8%	5 5%	7 8%	8 5%	14 11%	6 9%	24 8%	11 9%	10 9%	25 8%	17 10%	13 7%	5 9%	25 11%	4 8%	1 2%	1 2%

The current economy has caused me to increase my student loans

TOP 2 BOX	174 40%	74 35%	100 45%	28 27%	41 41%	58 45%	47 47%	35 41%	44 29%	74 56%	21 32%	119 38%	55 45%	50 45%	124 39%	67 38%	81 41%	26 46%	75 34%	18 35%	30 58%	28 60%
Completely agree	74 17%	23 11%	51 23%	14 14%	13 13%	32 25%	15 15%	9 10%	15 10%	43 33%	7 11%	45 15%	29 24%	31 28%	43 13%	27 15%	33 17%	14 25%	31 14%	8 15%	21 40%	9 19%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

291. (HAND CARD) How much do you agree with each of these statements?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Somewhat agree	100 23%	51 24%	49 22%	14 14%	28 28% D	26 20%	32 32% DF	26 30% i	29 19%	31 24%	14 22%	74 24%	26 21%	19 17%	81 25% n	40 23%	48 24%	12 21%	44 20%	10 19%	9 17%	19 40% STU
Neither agree nor disagree	141 33%	66 31%	75 34%	38 37%	33 33%	37 28%	33 33%	29 34% J	64 42% J	25 19%	23 35% J	104 34%	37 30%	37 33%	104 32%	59 33% R	71 36% R	11 19%	80 36% Uv	21 40% Uv	9 17%	11 23%
Somewhat disagree	83 19%	52 25% C	31 14%	30 29% Efg	14 14%	24 18%	15 15%	15 17%	35 23% J	18 14%	15 23%	63 20%	20 16%	15 13%	68 21% N	34 19%	34 17%	15 26%	43 19%	9 17%	12 23%	7 15%
Completely disagree	35 8%	19 9%	16 7%	7 7%	12 12% g	11 8%	5 5%	7 8%	8 5%	14 11% i	6 9%	24 8%	11 9%	10 9%	25 8%	17 10%	13 7%	5 9%	25 11% UV	4 8%	1 2%	1 2%
Compared to last year, I'm receiving less financial aid from my school																						
TOP 2 BOX	174 40%	74 35%	100 45% B	28 27%	41 41% D	58 45% D	47 47% D	35 41% i	44 29%	74 56% HIK	21 32%	119 38%	55 45%	50 45%	124 39%	67 38%	81 41%	26 46%	75 34%	18 35%	30 58% ST	28 60% ST
Completely agree	74 17%	23 11%	51 23% B	14 14%	13 13%	32 25% DEg	15 15%	9 10%	15 10%	43 33% HIK	7 11%	45 15%	29 24% L	31 28% O	43 13%	27 15%	33 17%	14 25%	31 14%	8 15%	21 40% STV	9 19%
Somewhat agree	100 23%	51 24%	49 22%	14 14%	28 28% D	26 20%	32 32% DF	26 30% i	29 19%	31 24%	14 22%	74 24%	26 21%	19 17%	81 25% n	40 23%	48 24%	12 21%	44 20%	10 19%	9 17%	19 40% STU
Neither agree nor disagree	141 33%	66 31%	75 34%	38 37%	33 33%	37 28%	33 33%	29 34% J	64 42% J	25 19%	23 35% J	104 34%	37 30%	37 33%	104 32%	59 33% R	71 36% R	11 19%	80 36% Uv	21 40% Uv	9 17%	11 23%
Somewhat disagree	83 19%	52 25% C	31 14%	30 29% Efg	14 14%	24 18%	15 15%	15 17%	35 23% J	18 14%	15 23%	63 20%	20 16%	15 13%	68 21% N	34 19%	34 17%	15 26%	43 19%	9 17%	12 23%	7 15%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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(Continued)  
STUDENT MONITOR® Spring 2018

291. (HAND CARD) How much do you agree with each of these statements?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Completely disagree	35	19	16	7	12	11	5	7	8	14	6	24	11	10	25	17	13	5	25	4	1	1
	8%	9%	7%	7%	12%	8%	5%	8%	5%	11%	9%	8%	9%	9%	8%	10%	7%	9%	11%	8%	2%	2%
					g					i									UV			

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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STUDENT MONITOR® Spring 2018

## 292. (HAND CARD) TOP 2 BOX SUMMARY - How concerned are you about each of these?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total Answering	434 100	212 100	222 100	103 100	101 100	130 100	100 100	86 100	152 100	131 100	65 100	311 100	123 100	113 100	321 100	178 100	199 100	57 100	223 100	53 100	52 100	47 100
GPA	334 77%	152 72%	182 82% B	80 78%	80 81%	99 77%	75 75%	70 81%	117 78%	97 74%	50 78%	235 76%	99 80%	83 75%	251 78%	144 81% q	144 73%	46 81%	160 72%	40 77%	47 90% st	44 94% ST
Exercising and/or staying in shape	318 74%	148 71%	170 77%	72 71%	74 75%	94 72%	78 78%	65 77% j	116 76% J	85 65%	52 80% J	224 72%	94 78%	83 75%	235 73%	132 75%	142 72%	44 77%	150 68%	36 68%	43 83% st	43 91% ST
Doing a good job of managing my time	312 72%	143 67%	169 76% B	74 72%	76 76%	90 69%	72 72%	61 71% j	123 81% hJ	77 59%	51 78% J	219 71%	93 76%	83 73%	229 72%	131 74%	140 71%	41 72%	149 67%	35 66%	45 87% ST	36 77%
Not having enough money	312 72%	135 64%	177 80% B	68 66%	79 78% D	90 70%	75 75%	64 74%	109 72%	90 69%	49 77%	218 71%	94 76%	89 79% o	223 70%	129 72%	141 72%	42 74%	145 65%	42 79% s	42 82% s	39 83% s
Eating a balanced diet	304 70%	135 64%	169 77% B	68 66%	68 68%	93 72%	75 76%	65 76% J	113 75% J	76 58%	50 77% J	212 68%	92 76% l	78 70%	226 71%	118 67%	142 71%	44 79% p	141 64%	37 70%	42 81% s	41 87% ST
Maintaining strong relationships with friends	304 70%	130 61%	174 79% B	65 63%	79 78% D	91 71%	69 69%	67 78% J	107 70%	81 62%	49 77% J	208 67%	96 78% L	85 75%	219 68%	130 73% R	142 72% R	32 56%	150 68%	39 74%	37 71%	38 81% s
Not having enough free time	286 67%	127 60%	159 73% B	63 62%	68 68%	89 69%	66 67%	48 57%	113 75% HJ	77 59%	48 75% HJ	195 63%	91 75% L	83 73% o	203 64%	118 67%	132 67%	36 63%	129 58%	36 71% s	38 73% s	40 85% st
Having the opportunity to travel	266 62%	121 57%	145 66% b	52 51%	60 59%	84 66% D	70 70% D	61 73% iJ	94 62%	70 53%	41 65%	181 59%	85 70% L	83 73% o	183 58%	112 64%	124 63%	30 53%	127 57%	32 63%	33 65%	37 79% st
Communicating with my parents often enough	261 60%	112 53%	149 67% B	59 57%	66 65%	80 62%	56 56%	45 52% HJ	105 69% HJ	69 53%	42 65%	189 61%	72 59%	70 62%	191 60%	110 62%	118 59%	33 58%	120 54%	33 62%	38 73% s	33 70% s
Paying for college	251 58%	113 53%	138 63% B	59 57%	60 60%	71 55%	61 62%	52 60%	88 59%	76 58%	35 55%	168 55%	83 67% L	74 65% o	177 56%	114 64% Q	105 54%	32 56%	108 49%	33 65% s	39 75% s	36 77% s

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

## 292. (HAND CARD) TOP 2 BOX SUMMARY - How concerned are you about each of these?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
I've selected the right major for me	250 58%	113 53%	137 63% B	58 57%	60 60%	75 59%	57 57%	47 56%	89 59%	71 54%	43 67% j	167 54%	83 68% L	79 70% O	171 54%	111 63% Q	100 51%	39 68% Q	103 47%	34 65% S	41 79% S	36 77% S
Having to repay student loan debt	247 57%	106 50%	141 64% B	48 47%	68 67% Df	73 57%	58 58%	45 52%	85 56%	85 65% hK	32 50%	174 56%	73 59%	76 67% O	171 53%	110 62% r	110 56%	27 47%	105 47%	37 70% S	34 65% S	35 74% S
Making new friends	242 56%	103 49%	139 63% B	49 48%	61 60% d	76 59% d	56 57%	48 56%	84 56%	70 53%	40 62%	160 52%	82 67% L	69 61%	173 54%	100 56% R	119 60% R	23 40%	103 46%	31 58%	31 61% s	34 74% St
I'm attending the right school for me	229 53%	103 49%	126 57% b	51 50%	63 63% dfg	65 50%	50 51%	37 44%	94 62% Hjk	67 51%	31 48%	152 49%	77 63% L	71 63% O	158 50%	104 59% Q	93 47%	32 56%	94 43%	36 69% S	34 65% S	35 74% S
What my friends, not my classmates think of me	217 50%	104 49%	113 51%	51 50%	51 50%	56 43%	59 59% F	51 59% IJ	69 46%	58 44%	39 61% IJ	154 50%	63 52%	50 44%	167 52%	98 55% Q	88 44%	31 54%	122 55% U	23 43%	18 35%	30 65% TU
What my classmates, not my friends think of me	153 35%	67 32%	86 39%	24 23%	38 38% D	47 36% D	44 44% D	36 42% I	44 29%	45 34%	28 44% I	106 34%	47 38%	39 35%	114 36%	82 46% QR	57 29%	14 25%	74 33%	18 34%	13 25%	29 62% STU

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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STUDENT MONITOR® Spring 2018

## 292. (HAND CARD) How concerned are you about each of these?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	434 100	212 100	222 100	103 100	101 100	130 100	100 100	86 100	152 100	131 100	65 100	311 100	123 100	113 100	321 100	178 100	199 100	57 100	223 100	53 100	52 100	47 100
Communicating with my parents often enough																						
TOP 2 BOX	261 60%	112 53%	149 67% B	59 57%	66 65%	80 62%	56 56%	45 52%	105 69% HJ	69 53%	42 65%	189 61%	72 59%	70 62%	191 60%	110 62%	118 59%	33 58%	120 54%	33 62%	38 73% S	33 70% S
Very concerned	86 20%	31 15%	55 25% B	22 21%	22 22%	25 19%	17 17%	14 16%	45 30% HJ	14 11%	13 20% j	71 23% M	15 12%	23 20%	63 20%	39 22%	32 16%	15 26%	36 16%	14 26%	13 25%	12 26%
Somewhat concerned	175 40%	81 38%	94 42%	37 36%	44 44%	55 42%	39 39%	31 36%	60 39%	55 42%	29 45%	118 38%	57 46%	47 42%	128 40%	71 40%	86 43%	18 32%	84 38%	19 36%	25 48%	21 45%
Not very concerned	99 23%	64 30% C	35 16%	31 30% EG	16 16%	35 27% Eg	17 17%	24 28%	33 22%	24 18%	18 28%	70 23%	29 24%	26 23%	73 23%	36 20%	48 24%	15 26%	57 26% V	11 21%	9 17%	5 11%
Not at all concerned	74 17%	36 17%	38 17%	13 13%	19 19%	15 12%	27 27% DF	17 20% IK	14 9%	38 29% IK	5 8%	52 17%	22 18%	17 15%	57 18%	32 18%	33 17%	9 16%	46 21% U	9 17%	5 10%	9 19%
Doing a good job of managing my time																						
TOP 2 BOX	312 72%	143 67%	169 76% B	74 72%	76 75%	90 69%	72 72%	61 71% j	123 81% hJ	77 59%	51 78% J	219 70%	93 76%	83 73%	229 71%	131 74%	140 70%	41 72%	149 67%	35 66%	45 87% ST	36 77%
Very concerned	133 31%	53 25%	80 36% B	36 35%	32 32%	33 25%	32 32%	32 37% J	62 41% Jk	20 15%	19 29% J	103 33% m	30 24%	29 26%	104 32%	58 33% q	49 25%	26 46% pQ	66 30%	17 32%	16 31%	16 34%
Somewhat concerned	179 41%	90 42%	89 40%	38 37%	44 44%	57 44%	40 40%	29 34%	61 40%	57 44%	32 49% h	116 37%	63 51% L	54 48%	125 39%	73 41% R	91 46% R	15 26%	83 37%	18 34%	29 56% ST	20 43%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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(Continued)  
STUDENT MONITOR® Spring 2018

292. (HAND CARD) How concerned are you about each of these?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Not very concerned	65 15%	42 20% C	23 10%	16 16%	9 9%	30 23% EG	10 10%	13 15%	19 12%	24 18%	9 14%	48 15%	17 14%	20 18%	45 14%	27 15%	28 14%	10 18%	40 18% UV	11 21% UV	3 6%	2 4%
Not at all concerned	56 13%	27 13%	29 13%	13 13%	15 15% f	10 8%	18 18% F	12 14% i	10 7%	29 22% IK	5 8%	43 14%	13 11%	10 9%	46 14% n	20 11%	30 15%	6 11%	33 15%	7 13%	4 8%	9 19% u
Eating a balanced diet																						
TOP 2 BOX	304 70%	135 64%	169 76% B	68 66%	68 67%	93 72%	75 75%	65 76% J	113 74% J	76 58%	50 77% J	212 68%	92 75%	78 69%	226 70%	118 66%	142 71%	44 77% p	141 63%	37 70%	42 81% S	41 87% ST
Very concerned	112 26%	45 21%	67 30% B	34 33% F	27 27%	24 18%	27 27%	29 34% J	46 30% J	16 12%	21 32% J	82 26%	30 24%	28 25%	84 26%	46 26%	46 23%	20 35% q	61 27%	12 23%	11 21%	12 26%
Somewhat concerned	192 44%	90 42%	102 46%	34 33%	41 41%	69 53% De	48 48% D	36 42%	67 44%	60 46%	29 45%	130 42%	62 50%	50 44%	142 44%	72 40%	96 48%	24 42%	80 36%	25 47%	31 60% S	29 62% S
Not very concerned	77 18%	45 21% c	32 14%	21 20%	16 16%	27 21%	13 13%	16 19%	28 18%	22 17%	11 17%	58 19%	19 15%	22 19%	55 17%	36 20% R	36 18% R	5 9%	45 20% uV	10 19% v	6 12%	3 6%
Not at all concerned	51 12%	32 15% C	19 9%	14 14%	16 16% f	10 8%	11 11%	5 6%	10 7%	32 24% HIK	4 6%	41 13%	10 8%	12 11%	39 12%	23 13%	21 11%	7 12%	35 16% uV	6 11%	4 8%	3 6%
Exercising and/or staying in shape																						
TOP 2 BOX	318 73%	148 70%	170 77%	72 70%	74 73%	94 72%	78 78%	65 76% j	116 76% J	85 65%	52 80% J	224 72%	94 76%	83 73%	235 73%	132 74%	142 71%	44 77%	150 67%	36 68%	43 83% St	43 91% ST

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Very concerned	141 32%	65 31%	76 34%	35 34%	38 38% F	32 25%	36 36% f	33 38% J	52 34% j	33 25%	23 35%	107 34%	34 28%	33 29%	108 34%	60 34%	54 27%	27 47% pQ	67 30%	16 30%	17 33%	24 51% STu
Somewhat concerned	177 41%	83 39%	94 42%	37 36%	36 36%	62 48% de	42 42%	32 37%	64 42%	52 40%	29 45%	117 38%	60 49% L	50 44%	127 40%	72 40%	88 44% R	17 30%	83 37%	20 38%	26 50% s	19 40%
Not very concerned	60 14%	30 14%	30 14%	16 16%	13 13%	21 16%	10 10%	16 19%	22 14%	15 11%	7 11%	42 14%	18 15%	15 13%	45 14%	23 13%	30 15%	7 12%	36 16% UV	11 21% UV	3 6%	1 2%
Not at all concerned	53 12%	31 15%	22 10%	14 14%	12 12%	15 12%	12 12%	3 3%	14 9% h	30 23% HIK	6 9%	45 14% M	8 7%	12 11%	41 13%	21 12%	26 13%	6 11%	34 15% V	6 11%	6 12%	3 6%
GPA																						
TOP 2 BOX	334 77%	152 72%	182 82% B	80 78%	80 79%	99 76%	75 75%	70 81%	117 77%	97 74%	50 77%	235 76%	99 80%	83 73%	251 78%	144 81% Q	144 72%	46 81%	160 72%	40 75%	47 90% ST	44 94% ST
Very concerned	189 44%	77 36%	112 50% B	52 50% G	41 41%	64 49% G	32 32%	32 37%	86 57% HJK	49 37%	22 34%	128 41%	61 50%	53 47%	136 42%	70 39%	82 41%	37 65% PQ	86 39%	26 49%	37 71% STV	22 47%
Somewhat concerned	145 33%	75 35%	70 32%	28 27%	39 39% df	35 27%	43 43% DF	38 44% I	31 20%	48 37% I	28 43% I	107 34%	38 31%	30 27%	115 36% n	74 42% QR	62 31% R	9 16%	74 33% U	14 26%	10 19%	22 47% sTU
Not very concerned	58 13%	35 17% c	23 10%	12 12%	9 9%	23 18% E	14 14%	13 15%	21 14%	15 11%	9 14%	40 13%	18 15%	19 17%	39 12%	20 11%	31 16%	7 12%	35 16% UV	5 9% u	1 2%	2 4%
Not at all concerned	39 9%	23 11%	16 7%	11 11%	10 10%	7 5%	11 11%	3 3%	12 8%	19 15% Hi	5 8%	33 11% M	6 5%	9 8%	30 9%	13 7%	22 11%	4 7%	26 12% V	7 13% V	4 8%	1 2%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

292. (HAND CARD) How concerned are you about each of these?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Having the opportunity to travel																						
TOP 2 BOX	266 61%	121 57%	145 65% b	52 50%	60 59%	84 65% D	70 70% D	61 71% J	94 62%	70 53%	41 63%	181 58%	85 69% L	83 73% O	183 57%	112 63%	124 62%	30 53%	127 57%	32 60%	33 63%	37 79% STu
Very concerned	113 26%	35 17%	78 35% B	23 22%	29 29%	36 28%	25 25%	28 33% i	34 22%	33 25%	18 28%	64 21%	49 40% L	46 41% O	67 21%	42 24%	60 30% r	11 19%	53 24%	15 28%	21 40% S	12 26%
Somewhat concerned	153 35%	86 41% C	67 30%	29 28%	31 31%	48 37%	45 45% DE	33 38%	60 39% J	37 28%	23 35%	117 38% m	36 29%	37 33%	116 36%	70 39%	64 32%	19 33%	74 33%	17 32%	12 23%	25 53% STU
Not very concerned	109 25%	62 29% c	47 21%	30 29% g	27 27%	34 26%	18 18%	17 20%	44 29%	29 22%	19 29%	86 28% M	23 19%	20 18%	89 28% N	42 24%	54 27%	13 23%	59 26% V	12 23%	12 23% v	5 11%
Not at all concerned	55 13%	28 13%	27 12%	19 18% F	14 14%	10 8%	12 12%	6 7%	14 9%	32 24% HIK	3 5%	42 14%	13 11%	10 9%	45 14%	21 12%	20 10%	14 25% PQ	36 16%	7 13%	6 12%	5 11%
Having to repay student loan debt																						
TOP 2 BOX	247 57%	106 50%	141 64% B	48 47%	68 67% Df	73 56%	58 58%	45 52%	85 56%	85 65% hK	32 49%	174 56%	73 59%	76 67% O	171 53%	110 62% r	110 55%	27 47%	105 47%	37 70% s	34 65% S	35 74% S
Very concerned	131 30%	59 28%	72 32%	24 23%	39 39% Dg	42 32%	26 26%	21 24% k	46 30% K	55 42% HIK	9 14%	90 29%	41 33%	47 42% O	84 26%	49 28%	61 31%	21 37%	52 23%	20 38% s	25 48% S	20 43% S
Somewhat concerned	116 27%	47 22%	69 31% B	24 23%	29 29%	31 24%	32 32%	24 28%	39 26%	30 23%	23 35% j	84 27%	32 26%	29 26%	87 27%	61 34% QR	49 25% R	6 11%	53 24%	17 32% u	9 17%	15 32% u
Not very concerned	93 21%	56 26% C	37 17%	25 24%	17 17%	29 22%	22 22%	21 24% j	32 21%	19 15%	21 32% iJ	71 23%	22 18%	21 19%	72 22%	36 20%	43 22%	14 25%	50 22%	10 19%	7 13%	8 17%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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(Continued)  
STUDENT MONITOR® Spring 2018

292. (HAND CARD) How concerned are you about each of these?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Not at all concerned	93 21%	50 24%	43 19%	30 29%	16 16%	27 21%	20 20%	20 23%	35 23%	27 21%	11 17%	65 21%	28 23%	16 14%	77 24%	32 18%	45 23%	16 28%	67 30%	6 11%	11 21%	4 9%
				E											N				TV		v	
I'm attending the right school for me																						
TOP 2 BOX	229 53%	103 49%	126 57%	51 50%	63 62%	65 50%	50 50%	37 43%	94 62%	67 51%	31 48%	152 49%	77 63%	71 63%	158 49%	104 58%	93 47%	32 56%	94 42%	36 68%	34 65%	35 74%
			b		dfg				Hjk				L	O		Q			s	s	s	
Very concerned	114 26%	44 21%	70 32%	17 17%	35 35%	42 32%	20 20%	19 22%	34 22%	50 38%	11 17%	66 21%	48 39%	43 38%	71 22%	51 29%	45 23%	18 32%	38 17%	17 32%	23 44%	20 43%
			B		DG	DG			HIK				L	O					s	s	s	
Somewhat concerned	115 26%	59 28%	56 25%	34 33%	28 28%	23 18%	30 30%	18 21%	60 39%	17 13%	20 31%	86 28%	29 24%	28 25%	87 27%	53 30%	48 24%	14 25%	56 25%	19 36%	11 21%	15 32%
			F		f		F		HJ		J								u			
Not very concerned	98 23%	57 27%	41 18%	25 24%	15 15%	33 25%	25 25%	28 33%	24 16%	25 19%	21 32%	68 22%	30 24%	24 21%	74 23%	36 20%	48 24%	14 25%	56 25%	7 13%	10 19%	5 11%
		C		e		E	e	IJ			IJ							TV				
Not at all concerned	104 24%	51 24%	53 24%	27 26%	22 22%	31 24%	24 24%	20 23%	33 22%	39 30%	12 18%	88 28%	16 13%	17 15%	87 27%	37 21%	56 28%	11 19%	71 32%	9 17%	8 15%	7 15%
									k			M			N		p		TUV			
I've selected the right major for me																						
TOP 2 BOX	250 58%	113 53%	137 62%	58 56%	60 59%	75 58%	57 57%	47 55%	89 59%	71 54%	43 66%	167 54%	83 67%	79 70%	171 53%	111 62%	100 50%	39 68%	103 46%	34 64%	41 79%	36 77%
			b										L	O		Q		Q		s	st	s
Very concerned	110 25%	47 22%	63 28%	27 26%	34 34%	26 20%	23 23%	16 19%	44 29%	32 24%	18 28%	79 25%	31 25%	34 30%	76 24%	48 27%	33 17%	29 51%	43 19%	13 25%	13 25%	23 49%
					Fg				h							Q		PQ				STU

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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(Continued)  
STUDENT MONITOR® Spring 2018

292. (HAND CARD) How concerned are you about each of these?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Somewhat concerned	140 32%	66 31%	74 33%	31 30%	26 26%	49 38%	34 34%	31 36%	45 30%	39 30%	25 38%	88 28%	52 42%	45 40%	95 30%	63 35%	67 34%	10 18%	60 27%	21 40%	28 54%	13 28%
						E							L	o		R	R			s	SV	
Not very concerned	86 20%	48 23%	38 17%	23 22%	18 18%	30 23%	15 15%	20 23%	31 20%	24 18%	11 17%	59 19%	27 22%	20 18%	66 21%	34 19%	42 21%	10 18%	53 24%	9 17%	6 12%	6 13%
																			Uv			
Not at all concerned	94 22%	51 24%	43 19%	21 20%	22 22%	23 18%	28 28%	17 20%	31 20%	36 27%	10 15%	82 26%	12 10%	14 12%	80 25%	32 18%	54 27%	8 14%	64 29%	9 17%	5 10%	5 11%
							f			K		M			N		PR		tUV			
Maintaining strong relationships with friends																						
TOP 2 BOX	304 70%	130 61%	174 78%	65 63%	79 78%	91 70%	69 69%	67 78%	107 70%	81 62%	49 75%	208 67%	96 78%	85 75%	219 68%	130 73%	142 71%	32 56%	150 67%	39 74%	37 71%	38 81%
			B		D			J			J		L			R	R				S	
Very concerned	133 31%	56 26%	77 35%	26 25%	37 37%	34 26%	36 36%	27 31%	48 32%	38 29%	20 31%	101 32%	32 26%	29 26%	104 32%	62 35%	56 28%	15 26%	62 28%	19 36%	10 19%	22 47%
			b		df		d												u		SU	
Somewhat concerned	171 39%	74 35%	97 44%	39 38%	42 42%	57 44%	33 33%	40 47%	59 39%	43 33%	29 45%	107 34%	64 52%	56 50%	115 36%	68 38%	86 43%	17 30%	88 39%	20 38%	27 52%	16 34%
			b			g		J					L	O			r				v	
Not very concerned	71 16%	51 24%	20 9%	15 15%	12 12%	26 20%	18 18%	13 15%	24 16%	24 18%	10 15%	54 17%	17 14%	15 13%	56 17%	22 12%	35 18%	14 25%	44 20%	6 11%	4 8%	4 9%
			C			e												P	tUV			
Not at all concerned	58 13%	31 15%	27 12%	23 22%	10 10%	12 9%	13 13%	6 7%	21 14%	26 20%	5 8%	48 15%	10 8%	13 12%	45 14%	26 15%	21 11%	11 19%	28 13%	8 15%	11 21%	5 11%
				EFg					h	HK		M										
Making new friends																						

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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(Continued)  
STUDENT MONITOR® Spring 2018

292. (HAND CARD) How concerned are you about each of these?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
TOP 2 BOX	242 56%	103 49%	139 63% B	49 48%	61 60% d	76 58% d	56 56%	48 56%	84 55%	70 53%	40 62%	160 51%	82 67% L	69 61%	173 54%	100 56% R	119 60% R	23 40%	103 46%	31 58%	31 60% s	34 72% S
Very concerned	75 17%	30 14%	45 20% b	16 16%	25 25% dG	21 16%	13 13%	18 21%	24 16%	17 13%	16 25% j	53 17%	22 18%	19 17%	56 17%	37 21%	29 15%	9 16%	35 16%	11 21%	8 15%	5 11%
Somewhat concerned	167 38%	73 34%	94 42% b	33 32%	36 36%	55 42%	43 43%	30 35%	60 39%	53 40%	24 37%	107 34%	60 49% L	50 44%	117 36%	63 35%	90 45% pR	14 25%	68 30%	20 38%	23 44% s	29 62% STu
Not very concerned	125 29%	76 36% C	49 22%	28 27%	31 31%	41 32%	25 25%	28 33%	48 32% j	30 23%	19 29%	93 30%	32 26%	32 28%	93 29%	51 29%	53 27%	21 37%	82 37% tUV	13 25%	12 23%	7 15%
Not at all concerned	64 15%	31 15%	33 15%	25 24% EF	9 9%	12 9%	18 18% ef	9 10%	19 12%	31 24% HIK	5 8%	56 18% M	8 7%	12 11%	52 16%	26 15%	25 13%	13 23% q	37 17%	9 17%	8 15%	5 11%
Not having enough free time																						
TOP 2 BOX	286 66%	127 60%	159 72% B	63 61%	68 67%	89 68%	66 66%	48 56%	113 74% HJ	77 59%	48 74% HJ	195 63%	91 74% L	83 73% O	203 63%	118 66%	132 66%	36 63%	129 58%	36 68%	38 73% S	40 85% ST
Very concerned	106 24%	35 17%	71 32% B	24 23%	36 36% dFg	22 17%	24 24%	19 22%	49 32% hJ	18 14%	20 31% J	82 26%	24 20%	22 19%	84 26%	38 21%	49 25%	19 33% p	53 24%	17 32% u	9 17%	11 23%
Somewhat concerned	180 41%	92 43%	88 40%	39 38%	32 32%	67 52% DE	42 42%	29 34%	64 42%	59 45% h	28 43%	113 36%	67 54% L	61 54% O	119 37%	80 45% R	83 42% r	17 30%	76 34%	19 36%	29 56% ST	29 62% ST
Not very concerned	92 21%	53 25% c	39 18%	20 19%	23 23%	30 23%	19 19%	26 30% I	25 16%	27 21%	14 22%	67 22%	25 20%	24 21%	68 21%	37 21%	43 22%	12 21%	60 27% tUV	9 17%	6 12%	4 9%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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(Continued)  
STUDENT MONITOR® Spring 2018

292. (HAND CARD) How concerned are you about each of these?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Not at all concerned	51 12%	31 15% c	20 9%	18 17% eF	9 9%	10 8%	14 14%	10 12% K	13 9% k	26 20% hIK	2 3%	46 15% M	5 4%	6 5%	45 14% N	21 12%	21 11%	9 16%	32 14% v	6 11%	8 15%	3 6%
Not having enough money																						
TOP 2 BOX	312 72%	135 64%	177 80% B	68 66%	79 78% D	90 69%	75 75%	64 74%	109 72%	90 69%	49 75%	218 70%	94 76%	89 79% O	223 69%	129 72%	141 71%	42 74%	145 65%	42 79% S	42 81% S	39 83% S
Very concerned	155 36%	51 24%	104 47% B	29 28%	42 42% D	49 38%	35 35%	28 33%	60 39%	44 34%	23 35%	112 36%	43 35%	46 41%	109 34%	51 29%	80 40% P	24 42% p	67 30%	24 45% S	30 58% SV	14 30%
Somewhat concerned	157 36%	84 40%	73 33%	39 38%	37 37%	41 32%	40 40%	36 42%	49 32%	46 35%	26 40%	106 34%	51 41%	43 38%	114 36%	78 44% Qr	61 31%	18 32%	78 35% u	18 34%	12 23%	25 53% STU
Not very concerned	70 16%	46 22% C	24 11%	21 20% e	12 12%	24 18%	13 13%	16 19%	26 17%	14 11%	14 22% j	51 16%	19 15%	17 15%	53 17%	30 17%	30 15%	10 18%	43 19% T	4 8%	7 13%	6 13%
Not at all concerned	50 12%	30 14% c	20 9%	14 14%	10 10%	14 11%	12 12%	6 7% k	17 11% K	26 20% HIK	1 2%	40 13%	10 8%	7 6%	43 13% N	19 11%	26 13%	5 9%	34 15% UV	7 13% u	2 4%	2 4%
Paying for college																						
TOP 2 BOX	251 58%	113 53%	138 62% b	59 57%	60 59%	71 55%	61 61%	52 60%	88 58%	76 58%	35 54%	168 54%	83 67% L	74 65% O	177 55%	114 64% Q	105 53%	32 56%	108 48%	33 62% s	39 75% S	36 77% S
Very concerned	115 26%	38 18%	77 35% B	26 25%	23 23%	39 30%	27 27%	23 27%	48 32% K	33 25%	11 17%	73 23%	42 34% L	42 37% O	73 23%	43 24%	55 28%	17 30%	47 21%	19 36% SV	25 48% SV	8 17%
Somewhat concerned	136 31%	75 35% c	61 27%	33 32%	37 37% F	32 25%	34 34%	29 34%	40 26%	43 33%	24 37%	95 31%	41 33%	32 28%	104 32%	71 40% QR	50 25%	15 26%	61 27%	14 26%	14 27%	28 60% STU

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(Continued)  
STUDENT MONITOR® Spring 2018

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	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Not very concerned	100 23%	58 27% C	42 19%	25 24%	23 23%	34 26%	18 18%	22 26%	37 24%	23 18%	18 28%	77 25%	23 19%	24 21%	76 24%	40 22%	44 22%	16 28%	57 26%	10 19%	9 17%	8 17%
Not at all concerned	79 18%	41 19%	38 17%	19 18%	17 17%	24 18%	19 19%	12 14%	24 16%	32 24% Hi	11 17%	62 20%	17 14%	15 13%	64 20% n	24 13%	46 23% P	9 16%	56 25% tUV	8 15%	4 8%	3 6%
What my classmates, not my friends think of me																						
TOP 2 BOX	153 35%	67 32%	86 39%	24 23%	38 38% D	47 36% D	44 44% D	36 42% I	44 29%	45 34%	28 43% I	106 34%	47 38%	39 35%	114 36%	82 46% QR	57 29%	14 25%	74 33%	18 34%	13 25%	29 62% STU
Very concerned	44 10%	23 11%	21 9%	12 12%	13 13%	10 8%	9 9%	14 16% Ik	9 6%	16 12% i	5 8%	29 9%	15 12%	12 11%	32 10%	27 15% Q	11 6%	6 11%	26 12%	5 9%	3 6%	4 9%
Somewhat concerned	109 25%	44 21%	65 29%	12 12%	25 25% D	37 28% D	35 35% D	22 26%	35 23%	29 22%	23 35% ij	77 25%	32 26%	27 24%	82 26%	55 31% qR	46 23% r	8 14%	48 22%	13 25%	10 19%	25 53% STU
Not very concerned	148 34%	81 38% c	67 30%	42 41% EG	28 28%	56 43% EG	22 22%	28 33%	62 41% jK	41 31%	17 26%	95 31%	53 43% L	49 43% O	99 31%	52 29%	74 37% p	22 39%	67 30% V	22 42% V	25 48% SV	6 13%
Not at all concerned	132 30%	64 30%	68 31%	37 36% F	35 35% F	26 20%	34 34% F	22 26%	46 30%	45 34%	19 29%	109 35% M	23 19%	25 22%	107 33% N	44 25%	67 34% p	21 37% p	81 36% t	13 25%	14 27%	12 26%
What my friends, not my classmates think of me																						
TOP 2 BOX	217 50%	104 49%	113 51%	51 50%	51 50%	56 43%	59 59% F	51 59% IJ	69 45%	58 44%	39 60% IJ	154 50%	63 51%	50 44%	167 52%	98 55% Q	88 44%	31 54%	122 55% U	23 43%	18 35%	30 64% TU

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(Continued)  
STUDENT MONITOR® Spring 2018

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	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Very concerned	59 14%	23 11%	36 16%	15 15%	16 16%	13 10%	15 15%	14 16%	18 12%	21 16%	6 9%	44 14%	15 12%	11 10%	48 15%	29 16% q	19 10%	11 19% q	39 17% Tv	3 6%	5 10%	4 9%
Somewhat concerned	158 36%	81 38%	77 35%	36 35%	35 35%	43 33%	44 44% f	37 43% J	51 34%	37 28%	33 51% IJ	110 35%	48 39%	39 35%	119 37%	69 39%	69 35%	20 35%	83 37% u	20 38%	13 25%	26 55% StU
Not very concerned	127 29%	62 29%	65 29%	25 24%	29 29%	50 38% DG	23 23%	26 30% k	54 36% K	35 27%	12 18%	83 27%	44 36% l	41 36% o	86 27%	46 26%	67 34% p	14 25%	53 24%	19 36% s	23 44% SV	10 21%
Not at all concerned	88 20%	45 21%	43 19%	26 25%	21 21%	23 18%	18 18%	9 10%	28 18% h	38 29% HI	13 20%	73 23% M	15 12%	22 19%	66 21%	33 19%	43 22%	12 21%	47 21%	11 21%	11 21%	6 13%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

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STUDENT MONITOR® Spring 2018

## 293. (USE SAME CARD) Which of these are causes of daily stress to you?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	436 100	215 100	221 100	103 100	103 100	130 100	100 100	89 100	152 100	131 100	64 100	310 100	126 100	113 100	323 100	178 100	199 100	59 100	223 100	53 100	51 100	47 100
GPA	284 65%	140 65%	144 65%	73 71% g	63 61%	89 68%	59 59%	59 66%	94 62%	85 65%	46 72%	188 61%	96 76% L	87 77% O	197 61%	126 71% Q	117 59%	41 69%	133 60%	31 58%	38 75% st	37 79% ST
Not having enough money	197 45%	78 36%	119 54% B	39 38%	46 45%	60 46%	52 52% D	41 46%	68 45%	61 47%	27 42%	134 43%	63 50%	49 43%	148 46%	71 40%	101 51% P	25 42%	89 40%	25 47%	25 49%	32 68% STu
Doing a good job of managing my time	159 36%	74 34%	85 38%	44 43% E	29 28%	43 33%	43 43% E	36 40% J	68 45% J	21 16%	34 53% J	121 39% m	38 30%	32 28%	127 39% N	68 38%	72 36%	19 32%	82 37%	15 28%	14 27%	16 34%
Exercising and/or staying in shape	158 36%	68 32%	90 41% B	46 45% EF	31 30%	37 28%	44 44% EF	45 51% J	67 44% J	17 13%	29 45% J	114 37%	44 35%	30 27%	128 40% N	63 35%	74 37%	21 36%	87 39% T	10 19%	18 35% t	21 45% T
Eating a balanced diet	153 35%	64 30%	89 40% B	33 32%	37 36%	42 32%	41 41%	45 51% IJ	56 37% J	19 15%	33 52% IJ	108 35%	45 36%	26 23%	127 39% N	66 37%	69 35%	18 31%	88 39% TU	11 21%	11 22%	21 45% TU
Not having enough free time	135 31%	63 29%	72 33%	31 30%	35 34%	36 28%	33 33%	25 28%	51 34%	33 25%	26 41% J	101 33%	34 27%	20 18%	115 36% N	60 34%	58 29%	17 29%	71 32% U	15 28% u	7 14%	20 43% U
Paying for college	120 28%	40 19%	80 36% B	23 22%	23 22%	47 36% DE	27 27%	20 22%	44 29%	42 32%	14 22%	76 25%	44 35% L	49 43% O	71 22%	44 25%	56 28%	20 34%	48 22%	26 49% SV	23 45% SV	10 21%
Having to repay student loan debt	86 20%	39 18%	47 21%	22 21%	16 16%	22 17%	26 26% ef	11 12%	40 26% Hj	23 18%	12 19%	69 22% M	17 13%	20 18%	66 20%	35 20%	36 18%	15 25%	35 16%	17 32% SU	5 10%	13 28% sU
Communicating with my parents often enough	84 19%	41 19%	43 19%	27 26% eF	16 16%	20 15%	21 21%	15 17%	37 24% J	16 12%	16 25% J	65 21%	19 15%	17 15%	67 21%	38 21%	36 18%	10 17%	39 17%	11 21%	7 14%	9 19%
I've selected the right major for me	84 19%	47 22%	37 17%	30 29% EFG	17 17%	23 18%	14 14%	11 12%	39 26% HJ	19 15%	15 23% h	65 21%	19 15%	11 10%	73 23% N	34 19%	29 15%	21 36% PQ	37 17%	5 9%	11 22% t	12 26% T

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

293. (USE SAME CARD) Which of these are causes of daily stress to you?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Maintaining strong relationships with friends	74 17%	38 18%	36 16%	21 20% f	14 14%	15 12%	24 24% eF	22 25% J	28 18% J	10 8%	14 22% J	58 19%	16 13%	5 4%	69 21% N	30 17%	35 18%	9 15%	39 17% t	5 9%	8 16%	10 21% t
Making new friends	59 14%	36 17% c	23 10%	17 17%	11 11%	18 14%	13 13%	12 13%	24 16%	14 11%	9 14%	40 13%	19 15%	10 9%	49 15% n	32 18% Q	18 9%	9 15%	33 15%	6 11%	5 10%	5 11%
What my friends, not my classmates think of me	58 13%	28 13%	30 14%	18 17%	10 10%	15 12%	15 15%	15 17% j	21 14%	11 8%	11 17% j	36 12%	22 17%	13 12%	45 14%	32 18% Q	19 10%	7 12%	26 12%	8 15%	4 8%	8 17%
I'm attending the right school for me	53 12%	30 14%	23 10%	15 15% g	19 18% FG	12 9%	7 7%	5 6%	17 11%	21 16% H	10 16% h	41 13%	12 10%	7 6%	46 14% N	26 15%	19 10%	8 14%	21 9%	6 11%	0 0%	16 34% ST
Having the opportunity to travel	47 11%	25 12%	22 10%	10 10%	6 6%	11 8%	20 20% DEF	14 16% J	20 13% J	8 6%	5 8%	31 10%	16 13%	5 4%	42 13% N	17 10%	26 13%	4 7%	24 11% U	8 15% U	1 2%	4 9%
What my classmates, not my friends think of me	40 9%	22 10%	18 8%	10 10%	5 5%	14 11% e	11 11%	8 9%	16 11%	7 5%	9 14% j	26 8%	14 11%	9 8%	31 10%	26 15% QR	12 6%	2 3%	16 7%	4 8%	4 8%	3 6%
None of these	41 9%	29 13% C	12 5%	10 10%	14 14% f	9 7%	8 8%	4 4%	12 8%	21 16% HIK	4 6%	38 12% M	3 2%	8 7%	33 10%	11 6%	24 12% P	6 10%	24 11% v	4 8%	5 10%	2 4%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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STUDENT MONITOR® Spring 2018

## 294. (HAND CARD) What are the 3 biggest problems on campus?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	437 100	215 100	222 100	103 100	104 100	130 100	100 100	89 100	152 100	131 100	65 100	311 100	126 100	113 100	324 100	178 100	199 100	60 100	223 100	53 100	52 100	47 100
Cost of education	228 52%	106 49%	122 55%	53 51%	46 44%	67 52%	62 62% E	56 63% J	80 53%	59 45%	33 51%	148 48%	80 63% L	65 58%	163 50%	97 54%	105 53%	26 43%	102 46%	25 47%	38 73% ST	35 74% ST
Stress	187 43%	95 44%	92 41%	50 49% g	43 41%	58 45%	36 36%	40 45%	68 45%	54 41%	25 38%	125 40%	62 49% l	55 49%	132 41%	70 39%	86 43%	31 52% p	96 43%	21 40%	33 63% STV	17 36%
Alcohol abuse/binge drinking	122 28%	55 26%	67 30%	26 25%	27 26%	35 27%	34 34%	34 38% iJ	40 26%	28 21%	20 31%	82 26%	40 32%	24 21%	98 30% n	44 25% r	69 35% PR	9 15%	66 30% u	17 32%	10 19%	14 30%
Student loan debt	115 26%	57 27%	58 26%	32 31% g	30 29%	33 25%	20 20%	21 24%	44 29%	31 24%	19 29%	91 29% M	24 19%	34 30%	81 25%	55 31% q	45 23%	15 25%	57 26%	16 30%	14 27%	8 17%
Lack of adequate parking	110 25%	53 25%	57 26%	33 32% F	26 25%	22 17%	29 29% F	15 17% Hj	45 30% Hj	27 21%	23 35% HJ	89 29% M	21 17%	22 19%	88 27% n	42 24%	55 28%	13 22%	71 32% Tv	8 15%	13 25%	9 19%
Sexual assault	93 21%	36 17%	57 26% B	15 15%	22 21%	30 23% d	26 26% D	14 16%	35 23%	31 24%	13 20%	69 22%	24 19%	14 12%	79 24% N	35 20%	49 25% r	9 15%	49 22% U	15 28% U	4 8%	10 21% u
Drug abuse (non-prescription drug)	74 17%	35 16%	39 18%	12 12%	18 17%	23 18%	21 21% d	20 22%	22 14%	20 15%	12 18%	51 16%	23 18%	16 14%	58 18%	22 12%	43 22% P	9 15%	39 17% tU	5 9% u	1 2%	11 23% tU
Lack of adequate financial aid	62 14%	34 16%	28 13%	11 11%	15 14%	21 16%	15 15%	20 22% iJK	21 14%	15 11%	6 9%	45 14%	17 13%	11 10%	51 16% n	38 21% QR	18 9%	6 10%	37 17% U	6 11%	4 8%	5 11%
Drunk driving	56 13%	23 11%	33 15%	8 8%	16 15% d	23 18% DG	9 9%	5 6%	12 8%	35 27% HIK	4 6%	29 9%	27 21% L	26 23% O	30 9%	23 13%	23 12%	10 17%	16 7%	8 15%	15 29% St	12 26% S
Inability to enroll in required courses needed to graduate on time	48 11%	26 12%	22 10%	11 11%	11 11%	14 11%	12 12%	8 9%	15 10%	13 10%	12 18% h	42 14% M	6 5%	6 5%	42 13% N	19 11%	21 11%	8 13%	23 10%	4 8%	7 13%	7 15%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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(Continued)  
STUDENT MONITOR® Spring 2018

294. (HAND CARD) What are the 3 biggest problems on campus?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Students are not academically prepared for college	39 9%	24 11%	15 7%	12 12%	8 8%	12 9%	7 7%	3 3%	19 12% H	9 7%	8 12% H	31 10%	8 6%	12 11%	27 8%	13 7%	11 6%	15 25% PQ	15 7%	3 6%	9 17% st	4 9%
Tensions between students based on ethnic, racial or religious differences	36 8%	21 10%	15 7%	10 10% e	4 4%	12 9% e	10 10% e	4 4%	7 5%	22 17% HIK	3 5%	29 9%	7 6%	10 9%	26 8%	13 7%	17 9%	6 10%	17 8% V	7 13% V	3 6%	1 2%
Prescription drug abuse	33 8%	23 11% C	10 5%	8 8%	13 12% G	8 6%	4 4%	0 0	9 6% k	23 18% IK	1 2%	29 9% M	4 3%	4 4%	29 9% N	18 10% Q	7 4%	8 13% Q	17 8%	3 6%	3 6%	7 15%
Bullying by other students	27 6%	12 6%	15 7%	6 6%	8 8%	6 5%	7 7%	3 3%	13 9% hj	5 4%	6 9%	24 8% M	3 2%	7 6%	20 6%	5 3%	20 10% PR	2 3%	12 5%	4 8%	0 0	0 0
Theft of personal property	25 6%	14 7%	11 5%	6 6%	8 8%	7 5%	4 4%	2 2%	7 5%	14 11% HiK	2 3%	20 6%	5 4%	7 6%	18 6%	4 2%	17 9% P	4 7%	18 8% V	4 8%	2 4%	1 2%
Student credit card debt	21 5%	8 4%	13 6%	3 3%	3 3%	13 10% DEG	2 2%	3 3%	7 5%	7 5%	4 6%	16 5%	5 4%	7 6%	14 4%	11 6%	8 4%	2 3%	12 5%	3 6%	2 4%	0 0
Students' irresponsible spending/impulse buying	19 4%	11 5%	8 4%	4 4%	4 4%	6 5%	5 5%	6 7% k	4 3%	8 6% k	1 2%	12 4%	7 6%	5 4%	14 4%	10 6%	6 3%	3 5%	12 5%	2 4%	2 4%	1 2%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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STUDENT MONITOR® Spring 2018

## 295. (HAND CARD) What are the 3 most important issues facing the U.S. today?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	436 100	214 100	222 100	103 100	103 100	130 100	100 100	89 100	152 100	130 100	65 100	310 100	126 100	113 100	323 100	177 100	199 100	60 100	222 100	53 100	52 100	47 100
Cost of education	153 35%	73 34%	80 36%	30 29%	50 49% DG	50 38% G	23 23%	38 43% I	37 24%	51 39% I	27 42% I	91 29%	62 49% L	65 58% O	88 27%	73 41% Q	61 31%	19 32%	59 27%	21 40% s	27 52% S	21 45% S
Gun violence	141 32%	70 33%	71 32%	30 29%	33 32%	37 28%	41 41% dF	35 39% jk	54 36%	35 27%	17 26%	104 34%	37 29%	21 19%	120 37% N	57 32%	64 32%	20 33%	73 33%	17 32%	15 29%	19 40%
Corruption/misconduct among government officials	107 25%	57 27%	50 23%	29 28%	26 25%	27 21%	25 25%	11 12%	38 25% H	35 27% H	23 35% H	87 28% M	20 16%	19 17%	88 27% N	47 27%	46 23%	14 23%	53 24%	10 19%	8 15%	21 45% STU
U.S. economy	80 18%	36 17%	44 20%	29 28% EG	9 9%	32 25% EG	10 10%	15 17%	28 18%	27 21%	10 15%	51 16%	29 23%	23 20%	57 18%	25 14%	40 20%	15 25% p	25 11%	8 15%	22 42% STV	9 19%
Drug abuse	77 18%	32 15%	45 20%	12 12%	24 23% D	25 19%	16 16%	20 22% J	30 20% J	12 9%	15 23% J	56 18%	21 17%	20 18%	57 18% R	36 20% R	37 19% R	4 7%	45 20% UV	11 21% uV	4 8%	3 6%
Fake news	75 17%	39 18%	36 16%	18 17%	16 16%	22 17%	19 19%	11 12% j	30 20% j	16 12%	18 28% HJ	59 19% m	16 13%	21 19%	54 17%	24 14%	42 21% p	9 15%	37 17% v	8 15%	8 15%	4 9%
Political divide	74 17%	33 15%	41 18%	19 18%	14 14%	21 16%	20 20%	13 15%	26 17%	21 16%	14 22%	59 19% m	15 12%	9 8%	65 20% N	23 13%	40 20% p	11 18%	41 18% tU	5 9%	2 4%	14 30% TU
Domestic terrorism	73 17%	35 16%	38 17%	14 14%	15 15%	22 17%	22 22%	15 17% j	33 22% J	11 8%	14 22% J	51 16%	22 17%	13 12%	60 19% n	32 18% R	36 18% R	5 8%	37 17% v	15 28% sV	8 15%	4 9%
Immigration reform	60 14%	31 14%	29 13%	19 18% E	8 8%	14 11%	19 19% Ef	16 18% JK	28 18% JK	11 8%	5 8%	44 14%	16 13%	7 6%	53 16% N	10 6%	33 17% P	17 28% Pq	29 13%	5 9%	11 21% t	13 28% ST
Homelessness	58 13%	29 14%	29 13%	15 15% G	21 20% fg	16 12% g	6 6%	10 11%	22 14%	19 15%	7 11%	43 14%	15 12%	20 18%	38 12%	25 14%	21 11%	12 20% q	37 17% UV	9 17% UV	2 4%	1 2%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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STUDENT MONITOR® Spring 2018

295. (HAND CARD) What are the 3 most important issues facing the U.S. today?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Lack of Congressional bipartisanship	56 13%	27 13%	29 13%	2 2%	11 11% D	26 20% DE	17 17% D	5 6%	7 5%	41 32% HIK	3 5%	26 8%	30 24% L	28 25% O	28 9%	22 12%	28 14%	6 10%	20 9%	3 6%	16 31% ST	12 26% ST
Violent crime	50 11%	25 12%	25 11%	11 11%	9 9%	17 13%	13 13%	13 15%	14 9%	16 12%	7 11%	31 10%	19 15%	17 15%	33 10%	24 14%	19 10%	7 12%	37 17% UV	7 13% UV	1 2%	1 2%
Global terrorism	39 9%	19 9%	20 9%	8 8%	11 11%	14 11%	6 6%	15 17% IJK	12 8%	9 7%	3 5%	29 9%	10 8%	4 4%	35 11% N	14 8%	18 9%	7 12%	30 14% V	0 0	5 10%	1 2%
Pollution of the environment	38 9%	18 8%	20 9%	13 13% f	11 11%	8 6%	6 6%	6 7%	9 6%	10 8%	13 20% HIJ	30 10%	8 6%	8 7%	30 9%	18 10% R	18 9% r	2 3%	24 11% T	1 2%	5 10% t	5 11% t
Unemployment	38 9%	22 10%	16 7%	13 13%	8 8%	11 8%	6 6%	5 6%	13 9%	16 12% h	4 6%	28 9%	10 8%	5 4%	33 10% N	16 9%	13 7%	9 15% q	17 8%	8 15%	4 8%	4 9%
Federal deficit	33 8%	16 7%	17 8%	6 6%	8 8%	11 8%	8 8%	0 0	13 9% K	19 15% K	1 2%	30 10% M	3 2%	4 4%	29 9% N	15 8%	15 8%	3 5%	17 8%	4 8%	0 0	4 9%
Gun ownership reform	33 8%	19 9%	14 6%	11 11%	5 5%	9 7%	8 8%	6 7%	12 8%	11 8%	4 6%	32 10% M	1 1%	5 4%	28 9% n	16 9% r	15 8%	2 3%	21 9% T	1 2%	3 6%	2 4%
World economy	22 5%	11 5%	11 5%	5 5%	8 8%	6 5%	3 3%	2 2%	10 7% h	4 3%	6 9% h	17 5%	5 4%	7 6%	15 5%	9 5%	11 6%	2 3%	12 5%	2 4%	2 4%	3 6%
North Korean aggression	21 5%	12 6%	9 4%	4 4%	7 7%	6 5%	4 4%	4 4%	10 7% K	6 5%	1 2%	16 5%	5 4%	10 9% o	11 3%	6 3%	11 6%	4 7%	14 6% u	3 6%	1 2%	0 0
Quality of education	21 5%	10 5%	11 5%	6 6%	4 4%	7 5%	4 4%	0 0	11 7% h	7 5%	3 5%	17 5%	4 3%	4 4%	17 5%	6 3%	11 6%	4 7%	8 4%	5 9%	3 6%	4 9%
Reproductive rights	21 5%	10 5%	11 5%	1 1%	3 3%	8 6% D	9 9% De	4 4%	5 3%	8 6%	4 6%	16 5%	5 4%	1 1%	20 6% N	7 4%	14 7%	0 0	14 6%	2 4%	4 8%	0 0

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(Continued)  
STUDENT MONITOR® Spring 2018

295. (HAND CARD) What are the 3 most important issues facing the U.S. today?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Election meddling	16 4%	7 3%	9 4%	2 2%	3 3%	8 6% d	3 3%	1 1%	5 3%	4 3%	6 9% H	11 4%	5 4%	4 4%	12 4%	7 4%	5 3%	4 7%	7 3%	0 0	3 6%	1 2%
Lack of financial literacy	14 3%	9 4%	5 2%	1 1%	3 3%	5 4%	5 5% d	2 2%	6 4%	3 2%	3 5%	11 4%	3 2%	3 3%	11 3%	7 4%	5 3%	2 3%	6 3%	0 0	5 10%	0 0
Russian aggression	10 2%	4 2%	6 3%	3 3%	1 1%	5 4%	1 1%	3 3%	3 2%	4 3%	0 0	6 2%	4 3%	4 4%	6 2%	6 3%	4 2%	0 0	5 2%	2 4%	1 2%	1 2%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

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STUDENT MONITOR® Spring 2018

## 296. Do you approve of the way President Trump is doing his job?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	434 100	212 100	222 100	101 100	104 100	129 100	100 100	87 100	153 100	130 100	64 100	309 100	125 100	109 100	325 100	176 100	198 100	60 100	219 100	53 100	52 100	47 100
Yes	63 15%	33 16%	30 14%	10 10%	16 15%	23 18% d	14 14%	7 8%	25 16% HK	27 21% HK	4 6%	48 16%	15 12%	19 17%	44 14%	26 15%	23 12%	14 23% Q	52 24% TUV	5 9%	3 6%	1 2%
No	291 67%	139 66%	152 68%	71 70%	64 62%	90 70%	66 66%	53 61%	97 63%	86 66%	55 86% HIJ	203 66%	88 70%	73 67%	218 67%	116 66%	139 70%	36 60%	122 56%	41 77% S	47 90% St	43 91% ST
Don't know	80 18%	40 19%	40 18%	20 20%	24 23% F	16 12%	20 20%	27 31% iJK	31 20% K	17 13%	5 8%	58 19%	22 18%	17 16%	63 19%	34 19%	36 18%	10 17%	45 21% UV	7 13% u	2 4%	3 6%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

STUDENT MONITOR® Spring 2018

## 297. Do you approve of the way Congress is doing their job?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	435 100	215 100	220 100	101 100	104 100	130 100	100 100	87 100	153 100	131 100	64 100	310 100	125 100	113 100	322 100	176 100	198 100	61 100	222 100	51 100	52 100	47 100
Yes	63 14%	34 16%	29 13%	9 9%	16 15%	23 18% D	15 15%	7 8%	23 15% hK	29 22% HK	4 6%	52 17% M	11 9%	13 12%	50 16%	27 15%	24 12%	12 20%	52 23% TUV	4 8%	3 6%	2 4%
No	275 63%	128 60%	147 67%	69 68% G	68 65% G	87 67% G	51 51%	45 52%	97 63% h	83 63% h	50 78% HIJ	194 63%	81 65%	79 70% o	196 61%	113 64%	121 61%	41 67%	121 55%	37 73% S	43 83% S	35 74% S
Don't know	97 22%	53 25%	44 20%	23 23%	20 19%	20 15%	34 34% dEF	35 40% IJK	33 22%	19 15%	10 16%	64 21%	33 26%	21 19%	76 24%	36 20%	53 27% R	8 13%	49 22% U	10 20%	6 12%	10 21%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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STUDENT MONITOR® Spring 2018

## 298. (HAND CARD) What is your political party of choice?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	438 100	216 100	222 100	103 100	104 100	130 100	101 100	89 100	153 100	131 100	65 100	311 100	127 100	113 100	325 100	178 100	199 100	61 100	223 100	53 100	52 100	47 100
Democrat	120 27%	55 25%	65 29%	33 32%	23 22%	34 26%	30 30%	29 33%	52 34%	17 13%	22 34%	95 31%	25 20%	14 12%	106 33%	36 20%	58 29%	26 43%	41 18%	24 45%	22 42%	19 40%
								J	J		J	M			N		P	Pq		S	S	S
Republican	118 27%	67 31%	51 23%	21 20%	27 26%	50 38%	20 20%	18 20%	38 25%	50 38%	12 18%	82 26%	36 28%	35 31%	83 26%	54 30%	52 26%	12 20%	77 35%	4 8%	20 38%	9 19%
		c				DEG				HIK						r		TV		TV	t	
Independent	86 20%	38 18%	48 22%	24 23%	25 24%	16 12%	21 21%	9 10%	28 18%	32 24%	17 26%	59 19%	27 21%	28 25%	58 18%	36 20%	37 19%	13 21%	51 23%	11 21%	2 4%	10 21%
				F	F		f		h	H	H								U	U		U
Libertarian	26 6%	17 8%	9 4%	6 6%	5 5%	12 9%	3 3%	8 9%	9 6%	9 7%	0 0%	16 5%	10 8%	10 9%	16 5%	15 8%	9 5%	2 3%	14 6%	3 6%	3 6%	0 0%
		c				G										r						
Green Party	4 1%	3 1%	1 *	1 1%	2 2%	1 1%	0 0%	0 0%	1 1%	2 2%	1 2%	3 1%	1 1%	1 1%	3 1%	3 2%	1 1%	0 0%	3 1%	0 0%	0 0%	1 2%
Tea Party	4 1%	1 *	3 1%	0 0%	1 1%	2 2%	1 1%	0 0%	1 1%	1 1%	2 3%	2 1%	2 2%	3 3%	1 *	2 1%	0 0%	2 3%	1 *	0 0%	0 0%	0 0%
Other	28 6%	10 5%	18 8%	7 7%	12 12%	4 3%	5 5%	2 2%	4 3%	13 10%	9 14%	23 7%	5 4%	13 12%	15 5%	13 7%	13 7%	2 3%	15 7%	6 11%	0 0%	0 0%
					Fg					HI	HI			O								
None of these	52 12%	25 12%	27 12%	11 11%	9 9%	11 8%	21 21%	23 26%	20 13%	7 5%	2 3%	31 10%	21 17%	9 8%	43 13%	19 11%	29 15%	4 7%	21 9%	5 9%	5 10%	8 17%
							DEF	IJK	JK				1		n		R					

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

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## 299. (HAND CARD) Which of these best describes you?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	438 100	216 100	222 100	103 100	104 100	130 100	101 100	89 100	153 100	131 100	65 100	311 100	127 100	113 100	325 100	178 100	199 100	61 100	223 100	53 100	52 100	47 100
Middle of the road	167 38%	79 37%	88 40%	36 35%	36 35%	58 45%	37 37%	33 37% k	57 37% K	62 47% iK	15 23%	106 34%	61 48% L	51 45% o	116 36%	66 37%	81 41%	20 33%	71 32%	22 42%	35 67% STV	17 36%
Progressive	101 23%	51 24%	50 23%	31 30% F	23 22%	23 18%	24 24%	20 22%	30 20%	30 23%	21 32% i	75 24%	26 20%	17 15%	84 26% N	37 21%	42 21%	22 36% PQ	48 22%	12 23%	9 17%	18 38% StU
Conservative	60 14%	35 16%	25 11%	10 10%	20 19% D	17 13%	13 13%	6 7%	26 17% HK	23 18% HK	5 8%	53 17% M	7 6%	15 13%	45 14%	27 15%	22 11%	11 18%	48 22% TUV	1 2%	5 10% t	1 2%
Far left	28 6%	17 8%	11 5%	13 13% eFG	6 6%	6 5%	3 3%	7 8%	5 3%	7 5%	9 14% Ij	22 7%	6 5%	6 5%	22 7%	10 6%	13 7%	5 8%	13 6%	4 8%	1 2%	7 15% sU
Far right	10 2%	6 3%	4 2%	2 2%	3 3%	4 3%	1 1%	4 4% i	1 1%	2 2%	3 5%	6 2%	4 3%	5 4%	5 2%	3 2%	6 3%	1 2%	4 2%	2 4%	0 0	0 0
Don't know	72 16%	28 13%	44 20% b	11 11%	16 15%	22 17%	23 23% D	19 21% J	34 22% J	7 5%	12 18% J	49 16%	23 18%	19 17%	53 16%	35 20% R	35 18% R	2 3%	39 17% Uv	12 23% UV	2 4%	4 9%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.



## 307. (HAND CARD) Which of these items are popular or "IN" on your campus?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	396 100	188 100	208 100	94 100	111 100	99 100	92 100	85 100	147 100	102 100	62 100	283 100	113 100	107 100	289 100	194 100	139 100	63 100	210 100	59 100	24 100	37 100
Apple iPhone	276 70%	115 61%	161 77% B	66 70%	74 67%	74 75%	62 67%	54 64%	121 82% HJK	61 60%	40 65%	207 73% M	69 61%	64 60%	212 73% N	131 68%	103 74%	42 67%	152 72%	45 76%	19 79%	27 73%
Coffee	260 66%	115 61%	145 70% b	62 66%	67 60%	68 69%	63 68%	62 73% J	98 67%	60 59%	40 65%	180 64%	80 71%	71 66%	189 65%	118 61%	104 75% PR	38 60%	155 74% T	27 46%	17 71% T	24 65% t
Working out	250 63%	114 61%	136 65%	59 63%	65 59%	61 62%	65 71% e	56 66%	91 62%	65 64%	38 61%	187 66% m	63 56%	64 60%	186 64%	122 63% r	97 70% R	31 49%	147 70% Tu	26 44%	12 50%	32 86% STU
Snapchat	248 63%	108 57%	140 67% B	57 61%	62 56%	65 66%	64 70% E	54 64%	103 70% JK	59 58%	32 52%	176 62%	72 64%	60 56%	188 65%	113 58%	100 72% PR	35 56%	145 69% T	28 47%	15 62%	24 65% t
Instagram	235 59%	93 49%	142 68% B	60 64%	62 56%	65 66% g	48 52%	54 64% J	94 64% J	50 49%	37 60%	172 61%	63 56%	53 50%	182 63% N	117 60% r	88 63% R	30 48%	134 64% T	26 44%	16 67% t	27 73% T
Text messaging	225 57%	93 49%	132 63% B	53 56%	57 51%	63 64% e	52 57%	51 60%	88 60%	55 54%	31 50%	157 55%	68 60%	54 50%	171 59%	109 56%	86 62% r	30 48%	133 63% T	21 36%	15 62% T	25 68% T
Apple MacBook	222 56%	94 50%	128 62% B	55 59%	61 55%	53 54%	53 58%	44 52%	97 66% HJ	46 45%	35 56%	173 61% M	49 43%	49 46%	173 60% N	96 49%	84 60% P	42 67% P	124 59% t	27 46%	15 62%	25 68% T
Drinking beer	207 52%	98 52%	109 52%	53 56% E	47 42%	57 58% E	50 54% e	45 53%	78 53%	48 47%	36 58%	150 53%	57 50%	49 46%	158 55%	94 48%	89 64% PR	24 38%	128 61% T	15 25%	12 50% T	28 76% sTU
Hooking up	200 51%	94 50%	106 51%	52 55% e	47 42%	48 48%	53 58% E	55 65% IJ	66 45%	42 41%	37 60% IJ	136 48%	64 57%	46 43%	154 53% n	90 46%	82 59% Pr	28 44%	120 57% T	15 25%	15 62% T	19 51% T
Beats headphones	193 49%	79 42%	114 55% B	52 55% G	60 54% G	44 44%	37 40%	45 53% K	80 54% K	46 45%	22 35%	132 47%	61 54%	49 46%	144 50%	96 49%	65 47%	32 51%	100 48%	31 53%	15 62%	18 49%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

307. (HAND CARD) Which of these items are popular or "IN" on your campus?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
College football	185 47%	82 44%	103 50%	40 43%	56 50%	48 48%	41 45%	38 45%	76 52%	46 45%	25 40%	147 52% M	38 34%	47 44%	138 48%	89 46%	74 53% R	22 35%	110 52% u	25 42%	8 33%	19 51%
Uber	184 46%	81 43%	103 50%	49 52% e	44 40%	48 48%	43 47%	44 52% J	78 53% J	33 32%	29 47% j	142 50% M	42 37%	36 34%	148 51% N	82 42%	80 58% PR	22 35%	111 53% T	13 22%	9 38%	22 59% Tu
Apple Watch	180 45%	75 40%	105 50% B	43 46%	44 40%	50 51%	43 47%	36 42%	84 57% HJk	33 32%	27 44%	142 50% M	38 34%	46 43%	134 46%	74 38%	76 55% P	30 48%	106 50%	24 41%	11 46%	16 43%
Going out to clubs/bars	177 45%	68 36%	109 52% B	41 44%	41 37%	48 48% e	47 51% E	40 47%	77 52% Jk	36 35%	24 39%	137 48% M	40 35%	31 29%	146 51% N	79 41%	79 57% PR	19 30%	113 54% T	15 25%	10 42%	20 54% T
Twitter	175 44%	76 40%	99 48%	52 55% EF	41 37%	40 40%	42 46%	36 42%	74 50% k	42 41%	23 37%	137 48% M	38 34%	50 47%	125 43%	89 46%	60 43%	26 41%	92 44%	27 46%	10 42%	22 59% s
Smoking marijuana	172 43%	65 35%	107 51% B	38 40%	43 39%	47 47%	44 48%	43 51% I	54 37%	41 40%	34 55% Ij	119 42%	53 47%	41 38%	131 45%	69 36%	77 55% Pr	26 41%	116 55% TV	10 17%	10 42% T	13 35% T
Tinder	166 42%	70 37%	96 46% b	52 55% Ef	28 25%	42 42% E	44 48% E	37 44%	70 48% J	36 35%	23 37%	125 44%	41 36%	33 31%	133 46% N	70 36%	76 55% PR	20 32%	90 43% T	11 19%	14 58% T	26 70% ST
Internships	165 42%	69 37%	96 46% b	38 40%	47 42%	40 40%	40 43%	43 51% J	64 44% J	28 27%	30 48% J	117 41%	48 42%	27 25%	138 48% N	74 38%	73 53% PR	18 29%	103 49% T	14 24%	9 38%	22 59% Tu
Drinking mixed drinks	164 41%	65 35%	99 48% B	38 40%	38 34%	47 47% E	41 45%	36 42%	60 41%	39 38%	29 47%	117 41%	47 42%	37 35%	127 44% n	73 38%	68 49% Pr	23 37%	109 52% TU	16 27%	5 21%	17 46% tU
Studying at coffee shops	164 41%	56 30%	108 52% B	40 43%	38 34%	44 44%	42 46% e	38 45%	60 41%	38 37%	28 45%	121 43%	43 38%	34 32%	130 45% N	67 35%	70 50% P	27 43%	109 52% Tv	15 25%	11 46% t	13 35%
Buying things online	162 41%	65 35%	97 47% B	36 38%	43 39%	45 45%	38 41%	36 42%	59 40%	34 33%	33 53% iJ	114 40%	48 42%	36 34%	126 44% n	67 35%	70 50% P	25 40%	99 47% T	11 19%	10 42% T	16 43% T

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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STUDENT MONITOR® Spring 2018

307. (HAND CARD) Which of these items are popular or "IN" on your campus?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Facebook	162 41%	59 31%	103 50% B	42 45%	43 39%	42 42%	35 38%	41 48% i	53 36%	42 41%	26 42%	114 40%	48 42%	37 35%	125 43%	81 42%	59 42%	22 35%	100 48% T	11 19%	9 38% t	19 51% T
Taking photos with a mobile phone	160 40%	57 30%	103 50% B	41 44%	39 35%	42 42%	38 41%	39 46% j	64 44%	34 33%	23 37%	115 41%	45 40%	35 33%	125 43% n	69 36%	66 47% P	25 40%	100 48% T	9 15%	10 42% T	21 57% T
Working	158 40%	58 31%	100 48% B	35 37%	41 37%	38 38%	44 48%	33 39%	65 44% J	30 29%	30 48% J	123 43% M	35 31%	37 35%	121 42%	64 33%	69 50% P	25 40%	86 41%	18 31%	10 42%	20 54% T
Eating healthy	157 40%	68 36%	89 43%	36 38%	41 37%	43 43%	37 40%	38 45%	53 36%	35 34%	31 50% iJ	113 40%	44 39%	39 36%	118 41%	66 34%	76 55% PR	15 24%	101 48% TV	13 22%	9 38%	9 24%
Tattoos	157 40%	64 34%	93 45% B	39 41%	43 39%	34 34%	41 45%	26 31%	66 45% Hj	34 33%	31 50% HJ	125 44% M	32 28%	53 50% O	104 36%	70 36%	58 42%	29 46%	86 41% U	22 37% U	4 17%	18 49% U
Going to concerts	156 39%	62 33%	94 45% B	40 43%	35 32%	39 39%	42 46% E	31 36%	60 41%	35 34%	30 48% j	123 43% M	33 29%	30 28%	126 44% N	62 32%	73 53% PR	21 33%	100 48% T	9 15%	9 38% T	18 49% T
Debit cards	154 39%	63 34%	91 44% B	42 45%	38 34%	41 41%	33 36%	34 40%	61 41%	34 33%	25 40%	119 42% M	35 31%	29 27%	125 43% N	69 36%	68 49% PR	17 27%	96 46% T	10 17%	8 33%	17 46% T
Apple iPad	153 39%	68 36%	85 41%	39 41%	45 41%	31 31%	38 41%	33 39%	65 44% k	35 34%	20 32%	116 41%	37 33%	43 40%	110 38%	65 34%	54 39%	34 54% PQ	84 40%	18 31%	10 42%	19 51% T
e-cigarettes	153 39%	77 41%	76 37%	38 40%	41 37%	37 37%	37 40%	36 42%	47 32% i	44 43% i	26 42%	110 39%	43 38%	35 33%	118 41%	67 35%	62 45% p	24 38%	100 48% TU	6 10%	6 25%	15 41% T
Fake IDs	151 38%	59 31%	92 44% B	39 41% g	43 39%	42 42% g	27 29%	48 56% IJK	52 35%	30 29%	21 34%	109 39%	42 37%	23 21%	128 44% N	72 37% R	65 47% pR	14 22%	100 48% Tu	10 17%	7 29%	21 57% TU
Attending a movie with friends or a date	145 37%	56 30%	89 43% B	34 36%	40 36%	36 36%	35 38%	28 33%	53 36%	39 38%	25 40%	107 38%	38 34%	34 32%	111 38%	65 34%	59 42% p	21 33%	82 39% t	16 27%	8 33%	17 46% t

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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STUDENT MONITOR® Spring 2018

307. (HAND CARD) Which of these items are popular or "IN" on your campus?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Going to collegiate sporting events	143 36%	62 33%	81 39%	34 36%	34 31%	37 37%	38 41%	26 31%	58 39%	38 37%	21 34%	120 42% M	23 20%	16 15%	127 44% N	64 33%	62 45% PR	17 27%	88 42% T	11 19%	9 38% t	17 46% T
Being eco-friendly	142 36%	59 31%	83 40% b	44 47% EF	32 29%	30 30%	36 39%	23 27%	42 29%	43 42% HI	34 55% HI	110 39% M	32 28%	32 30%	110 38%	64 33%	54 39%	24 38%	83 40% t	16 27%	7 29%	19 51% Tu
Taking videos with a mobile phone	142 36%	52 28%	90 43% B	32 34%	37 33%	36 36%	37 40%	34 40%	49 33%	33 32%	26 42%	107 38%	35 31%	36 34%	106 37%	58 30%	58 42% P	26 41%	90 43% T	9 15%	8 33% t	16 43% T
Downloading music	141 36%	51 27%	90 43% B	37 39% e	31 28%	40 40% e	33 36%	34 40%	49 33%	30 29%	28 45% J	99 35%	42 37%	34 32%	107 37%	63 32%	59 42% pr	19 30%	94 45% TU	8 14%	5 21%	17 46% TU
Laptop computers	141 36%	56 30%	85 41% B	31 33%	34 31%	39 39%	37 40%	26 31%	55 37%	33 32%	27 44%	101 36%	40 35%	23 21%	118 41% N	53 27%	63 45% P	25 40% p	94 45% TUV	11 19%	6 25%	11 30%
Buying things other than textbooks from Amazon	133 34%	49 26%	84 40% B	34 36%	29 26%	37 37% e	33 36%	25 29%	45 31%	39 38%	24 39%	100 35%	33 29%	25 23%	108 37% N	57 29%	50 36%	26 41% p	82 39% TU	14 24%	5 21%	14 38%
Vaping	133 34%	56 30%	77 37%	28 30%	41 37%	29 29%	35 38%	44 52% IJK	34 23%	32 31%	23 37% I	87 31%	46 41% l	31 29%	102 35%	57 29%	53 38% p	23 37%	88 42% Tu	5 8%	6 25% t	12 32% T
Apple AirPods	132 33%	62 33%	70 34%	31 33%	31 28%	35 35%	35 38%	27 32%	61 41% jK	31 30%	13 21%	102 36% m	30 27%	25 23%	107 37% N	59 30%	49 35%	24 38%	71 34%	18 31%	10 42%	12 32%
Doing drugs	131 33%	65 35%	66 32%	30 32%	33 30%	35 35%	33 36%	33 39% J	43 29%	25 25%	30 48% IJ	90 32%	41 36%	26 24%	105 36% N	56 29%	57 41% Pr	18 29%	74 35% T	10 17%	10 42% T	12 32% t
Credit cards	124 31%	42 22%	82 39% B	27 29%	38 34%	32 32%	27 29%	35 41% iJ	43 29%	21 21%	25 40% J	87 31%	37 33%	20 19%	104 36% N	54 28%	52 37% p	18 29%	83 40% TU	8 14%	4 17%	14 38% Tu
Running	124 31%	52 28%	72 35%	29 31% e	23 21%	44 44% DEG	28 30%	25 29%	46 31%	34 33%	19 31%	92 33%	32 28%	27 25%	97 34% n	49 25%	59 42% PR	16 25%	85 40% TU	5 8%	5 21%	16 43% Tu

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

307. (HAND CARD) Which of these items are popular or "IN" on your campus?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Buying textbooks from Amazon	123 31%	42 22%	81 39% B	25 27%	35 32%	35 35%	28 30%	34 40% ik	43 29%	30 29%	16 26%	92 33%	31 27%	19 18%	104 36% N	55 28%	50 36%	18 29%	79 38% T	9 15%	7 29%	12 32% t
Going to the movies	123 31%	40 21%	83 40% B	35 37% E	24 22%	32 32% e	32 35% E	21 25%	49 33%	35 34%	18 29%	93 33%	30 27%	34 32%	89 31%	55 28%	44 32%	24 38%	71 34% T	12 20%	7 29%	16 43% T
Volunteering	121 31%	50 27%	71 34%	32 34%	28 25%	30 30%	31 34%	20 24%	50 34% h	33 32%	18 29%	95 34% M	26 23%	23 21%	98 34% N	59 30%	45 32%	17 27%	67 32%	16 27%	5 21%	17 46% tU
Using an Amazon Prime account	119 30%	46 24%	73 35% B	31 33% e	24 22%	37 37% E	27 29%	28 33%	42 29%	25 25%	24 39% j	92 33% m	27 24%	21 20%	98 34% N	53 27%	53 38% PR	13 21%	72 34% TU	6 10%	4 17%	19 51% sTU
Downloading movies	113 29%	48 26%	65 31%	22 23%	25 23%	33 33% e	33 36% dE	24 28%	31 21%	29 28%	29 47% HIJ	84 30%	29 26%	27 25%	86 30%	40 21%	55 40% P	18 29%	80 38% TUV	2 3%	4 17% t	9 24% T
Going to graduate school	112 28%	33 18%	79 38% B	28 30%	27 24%	30 30%	27 29%	25 29%	43 29%	25 25%	19 31%	88 31% M	24 21%	21 20%	91 31% N	52 27%	48 35% R	12 19%	67 32% v	16 27%	9 38%	7 19%
PlayStation 4	112 28%	59 31%	53 25%	25 27%	25 23%	27 27%	35 38% dE	20 24%	45 31%	31 30%	16 26%	95 34% M	17 15%	28 26%	84 29%	48 25%	48 35% P	16 25%	58 28%	14 24%	8 33%	7 19%
Drinking herbal beverages	109 28%	49 26%	60 29%	30 32% f	27 24%	21 21%	31 34% f	24 28%	38 26%	25 25%	22 35%	76 27%	33 29%	24 22%	85 29%	45 23%	48 35% P	16 25%	70 33% TU	7 12%	4 17%	14 38% Tu
Fitbit	108 27%	43 23%	65 31% b	26 28%	27 24%	31 31%	24 26%	23 27%	34 23%	31 30%	20 32%	83 29%	25 22%	25 23%	83 29%	50 26%	41 29%	17 27%	68 32% Tu	9 15%	4 17%	11 30%
Playing sports	106 27%	42 22%	64 31% b	35 37% E	18 16%	27 27% e	26 28% E	25 29%	40 27%	24 24%	17 27%	82 29% m	24 21%	29 27%	77 27%	46 24%	48 35% PR	12 19%	60 29% T	6 10%	8 33% T	16 43% sT
Downloading music on your mobile phone	103 26%	35 19%	68 33% B	26 28% e	19 17%	30 30% E	28 30% E	20 24%	35 24%	26 25%	22 35% i	78 28%	25 22%	22 21%	81 28%	43 22%	45 32% P	15 24%	69 33% Tu	3 5%	4 17%	13 35% Tu

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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(Continued)  
STUDENT MONITOR® Spring 2018

307. (HAND CARD) Which of these items are popular or "IN" on your campus?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Fantasy Football	100 25%	49 26%	51 25%	35 37% EFG	27 24%	16 16%	22 24%	22 26%	31 21%	32 31% i	15 24%	85 30% M	15 13%	21 20%	79 27% n	48 25%	39 28%	13 21%	61 29% tU	11 19%	3 12%	13 35% tU
Sharing photos online	98 25%	35 19%	63 30% B	24 26%	27 24%	24 24%	23 25%	12 14%	38 26% H	32 31% H	16 26% h	84 30% M	14 12%	18 17%	80 28% N	42 22%	38 27%	18 29%	59 28% t	10 17%	5 21%	9 24%
Custom t-shirts	94 24%	26 14%	68 33% B	23 24%	25 23%	23 23%	23 25%	15 18%	44 30% HJ	19 19%	16 26%	74 26% m	20 18%	14 13%	80 28% N	51 26% r	33 24%	10 16%	51 24%	14 24%	6 25%	9 24%
Yoga	94 24%	41 22%	53 25%	21 22%	25 23%	25 25%	23 25%	19 22%	23 16%	24 24%	28 45% HIJ	70 25%	24 21%	25 23%	69 24%	40 21%	37 27%	17 27%	60 29%	12 20%	4 17%	7 19%
Android Smartphones	93 23%	41 22%	52 25%	23 24%	18 16%	20 20%	32 35% EF	10 12%	37 25% H	32 31% H	14 23% h	78 28% M	15 13%	23 21%	70 24%	39 20%	35 25%	19 30%	55 26%	11 19%	4 17%	8 22%
Downloading applications/ apps	91 23%	28 15%	63 30% B	22 23%	20 18%	26 26%	23 25%	17 20%	30 20%	27 26%	17 27%	68 24%	23 20%	20 19%	71 25%	39 20%	36 26%	16 25%	62 30% T	4 7%	4 17%	11 30% T
Amazon Echo	89 22%	38 20%	51 25%	24 26%	24 22%	21 21%	20 22%	13 15%	25 17%	38 37% HIK	13 21%	72 25% M	17 15%	20 19%	69 24%	40 21%	34 24%	15 24%	61 29% TUV	7 12%	3 12%	6 16%
Reality TV shows	86 22%	31 16%	55 26% B	19 20%	19 17%	26 26%	22 24%	19 22%	22 15%	32 31% I	13 21%	63 22%	23 20%	24 22%	62 21%	31 16%	35 25% P	20 32% P	60 29% TUV	8 14%	3 12%	4 11%
Smoking cigarettes	85 21%	37 20%	48 23%	20 21%	20 18%	23 23%	22 24%	15 18%	31 21%	29 28% hk	10 16%	70 25% M	15 13%	16 15%	69 24% N	35 18%	39 28% Pr	11 17%	53 25% Tu	8 14%	3 12%	8 22%
Mobile payment transactions	84 21%	23 12%	61 29% B	23 24%	17 15%	23 23%	21 23%	15 18%	38 26% k	21 21%	10 16%	70 25% M	14 12%	7 7%	77 27% N	37 19%	39 28% pR	8 13%	54 26% TU	8 14%	2 8%	13 35% TU
Vintage clothes/jeans	83 21%	28 15%	55 26% B	21 22%	20 18%	25 25%	17 18%	14 16%	29 20%	22 22%	18 29% h	67 24% M	16 14%	11 10%	72 25% N	43 22%	31 22%	9 14%	49 23% t	8 14%	4 17%	7 19%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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307. (HAND CARD) Which of these items are popular or "IN" on your campus?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Renting printed textbooks	81 20%	26 14%	55 26% B	16 17%	21 19%	24 24%	20 22%	14 16%	30 20%	24 24%	13 21%	69 24% M	12 11%	13 12%	68 24% N	34 18%	34 24%	13 21%	53 25% U	10 17%	2 8%	6 16%
Digital cameras	78 20%	27 14%	51 25% B	21 22%	24 22%	18 18%	15 16%	9 11%	36 24% Hj	16 16%	17 27% Hj	64 23% M	14 12%	14 13%	64 22% N	35 18%	26 19%	17 27%	36 17%	16 27%	3 12%	11 30% u
Microsoft Xbox One	77 19%	41 22%	36 17% EF	26 28%	16 14%	15 15%	20 22%	20 24%	26 18%	21 21%	10 16%	64 23% M	13 12%	16 15%	61 21%	30 15%	35 25% P	12 19%	52 25% TU	2 3%	1 4%	8 22% TU
Blogging	72 18%	25 13%	47 23% B	17 18%	20 18%	12 12%	23 25% F	10 12%	32 22% H	19 19%	11 18%	59 21% M	13 12%	19 18%	53 18%	34 18%	30 22%	8 13%	41 20%	10 17%	5 21%	6 16%
Supreme	72 18%	30 16%	42 20%	13 14%	21 19%	22 22%	16 17%	13 15%	23 16%	17 17%	19 31% HIJ	48 17%	24 21%	21 20%	51 18%	34 18%	29 21%	9 14%	37 18%	13 22%	0 0	9 24%
Amazon Fire	71 18%	34 18%	37 18%	16 17%	20 18%	14 14%	21 23%	18 21%	20 14%	24 24% I	9 15%	46 16%	25 22%	26 24% o	45 16%	31 16%	23 17%	17 27% p	38 18% UV	16 27% UV	1 4%	2 5%
Group dating	71 18%	28 15%	43 21%	18 19%	19 17%	12 12%	22 24% F	13 15%	19 13%	26 25% hI	13 21%	54 19%	17 15%	20 19%	51 18%	30 15%	22 16%	19 30% PQ	44 21% T	4 7%	5 21%	7 19% t
Samsung Galaxy Smartphone	70 18%	33 18%	37 18%	16 17%	14 13%	20 20%	20 22% e	6 7%	28 19% H	25 25% H	11 18% h	63 22% M	7 6%	16 15%	54 19%	26 13%	28 20%	16 25% P	38 18%	7 12%	4 17%	8 22%
Apple iPod	69 17%	28 15%	41 20%	16 17%	11 10%	19 19% e	23 25% E	2 2%	35 24% H	22 22% H	10 16% H	58 20% M	11 10%	21 20%	48 17%	25 13%	26 19%	18 29% P	31 15%	9 15%	8 33% st	9 24%
Tablet computers	67 17%	26 14%	41 20%	15 16%	27 24% F	10 10%	15 16%	14 16%	20 14%	19 19%	14 23%	55 19% M	12 11%	14 13%	53 18%	26 13%	29 21% p	12 19%	41 20% uV	10 17%	2 8%	3 8%
Pinterest	66 17%	20 11%	46 22% B	23 24% E	14 13%	15 15%	14 15%	10 12%	27 18%	21 21% h	8 13%	54 19% M	12 11%	20 19%	46 16%	27 14%	24 17%	15 24% p	38 18% T	3 5%	6 25% T	9 24% T

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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(Continued)  
STUDENT MONITOR® Spring 2018

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	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Using eTextbooks	65 16%	24 13%	41 20% b	17 18%	14 13%	14 14%	20 22% e	12 14%	23 16%	21 21%	9 15%	58 20% M	7 6%	7 7%	58 20% N	27 14%	29 21%	9 14%	40 19% u	7 12%	2 8%	7 19%
Tumblr	63 16%	27 14%	36 17%	20 21% ef	13 12%	12 12%	18 20%	9 11%	25 17%	16 16%	13 21% h	57 20% M	6 5%	10 9%	53 18% N	28 14%	25 18%	10 16%	34 16% t	5 8%	5 21%	7 19%
Amazon Echo Dot	58 15%	27 14%	31 15%	12 13%	14 13%	14 14%	18 20%	12 14%	15 10%	22 22% I	9 15%	43 15%	15 13%	15 14%	43 15%	18 9%	28 20% P	12 19% p	36 17% T	4 7%	0 0	6 16%
Amazon Kindle	57 14%	30 16%	27 13%	13 14%	12 11%	11 11%	21 23% EF	6 7%	18 12%	23 23% HI	10 16% h	43 15%	14 12%	14 13%	43 15%	28 14%	15 11%	14 22% q	31 15% U	6 10%	1 4%	5 14%
Microsoft Surface laptop	56 14%	25 13%	31 15%	12 13%	17 15%	9 9%	18 20% F	2 2%	25 17% H	20 20% H	9 15% H	46 16% M	10 9%	11 10%	45 16%	24 12%	16 12%	16 25% PQ	29 14%	9 15%	2 8%	6 16%
Chromebooks	46 12%	19 10%	27 13%	10 11%	6 5%	10 10%	20 22% DEF	6 7%	14 10%	21 21% HIK	5 8%	38 13% M	8 7%	14 13%	32 11%	13 7%	18 13% p	15 24% Pq	33 16% TV	3 5%	2 8%	1 3%
Podcasting	44 11%	19 10%	25 12%	13 14%	8 7%	10 10%	13 14%	3 4%	17 12% H	17 17% H	7 11% h	41 14% M	3 3%	11 10%	33 11%	16 8%	18 13%	10 16%	28 13% Tu	2 3%	1 4%	4 11%
Microsoft Surface tablet	43 11%	15 8%	28 13% b	11 12%	10 9%	7 7%	15 16% F	1 1%	18 12% H	17 17% H	7 11% H	34 12%	9 8%	8 7%	35 12%	13 7%	15 11%	15 24% PQ	23 11%	5 8%	2 8%	6 16%
Playing poker	42 11%	24 13%	18 9%	10 11%	14 13% f	6 6%	12 13%	2 2%	21 14% HK	16 16% HK	3 5%	38 13% M	4 4%	9 8%	33 11%	20 10%	12 9%	10 16%	24 11%	5 8%	0 0	7 19%
Reading the campus newspaper	40 10%	18 10%	22 11%	10 11%	12 11%	10 10%	8 9%	5 6%	16 11%	12 12%	7 11%	33 12% m	7 6%	10 9%	30 10%	18 9%	13 9%	9 14%	28 13% u	5 8%	1 4%	0 0
Ultimate Frisbee	40 10%	21 11%	19 9%	10 11% f	14 13% F	4 4%	12 13% F	2 2%	20 14% Hk	14 14% H	4 6%	34 12% M	6 5%	8 7%	32 11%	20 10%	15 11%	5 8%	21 10% u	9 15%	1 4%	3 8%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Nintendo WiiU	38 10%	19 10%	19 9%	14 15% eF	8 7%	6 6%	10 11%	8 9%	11 7%	9 9%	10 16% i	28 10%	10 9%	10 9%	28 10%	23 12%	10 7%	5 8%	22 10% T	2 3%	3 12%	5 14% t
Downloading ring tones	35 9%	13 7%	22 11%	9 10%	11 10%	7 7%	8 9%	1 1%	18 12% HK	14 14% HK	2 3%	29 10% m	6 5%	8 7%	27 9%	22 11% Q	5 4%	8 13% Q	17 8%	9 15%	0 0%	5 14%
Samsung Galaxy tablet	34 9%	16 9%	18 9%	8 9%	6 5%	7 7%	13 14% E	2 2%	10 7% hK	21 21% HIK	1 2%	30 11% M	4 4%	7 7%	27 9%	14 7%	10 7%	10 16% pq	21 10%	0 0%	0 0%	6 16%
Google Android Nexus One	29 7%	12 6%	17 8%	2 2%	14 13% DF	4 4%	9 10% D	1 1%	10 7% H	9 9% H	9 15% H	25 9% M	4 4%	7 7%	22 8%	13 7%	8 6%	8 13%	15 7%	5 8%	0 0%	1 3%
YikYak	29 7%	16 9%	13 6%	10 11% F	10 9% f	3 3%	6 7%	5 6%	14 10% K	9 9% K	1 2%	23 8%	6 5%	4 4%	25 9% N	19 10% Q	4 3%	6 10% q	14 7%	4 7%	2 8%	5 14%
MTV	22 6%	13 7%	9 4%	5 5%	6 5%	3 3%	8 9% f	4 5%	4 3%	10 10% I	4 6%	17 6%	5 4%	5 5%	17 6%	6 3%	8 6%	8 13% P	17 8% Tv	1 2%	0 0%	1 3%
VH1	19 5%	8 4%	11 5%	4 4%	1 1%	7 7% E	7 8% E	0 0%	7 5%	12 12% i	0 0%	19 7%	0 0%	6 6%	13 4%	9 5%	4 3%	6 10% q	12 6%	4 7%	0 0%	0 0%
Kith	16 4%	11 6% c	5 2%	3 3%	3 3%	4 4%	6 7%	3 4%	4 3%	9 9% I	0 0%	12 4%	4 4%	2 2%	14 5%	6 3%	5 4%	5 8%	14 7%	0 0%	0 0%	0 0%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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STUDENT MONITOR® Spring 2018

## 308. (HAND CARD) Which of these TV shows are popular or "IN" on your campus?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	823 100	401 100	422 100	195 100	214 100	221 100	193 100	173 100	306 100	226 100	118 100	591 100	232 100	215 100	608 100	366 100	339 100	118 100	430 100	108 100	76 100	85 100
Game of Thrones	474 58%	219 55%	255 60% b	103 53%	112 52%	123 56%	136 70% DEF	105 61%	164 54%	125 55%	80 68% IJ	344 58%	130 56%	105 49%	369 61% N	181 49% PR	229 68% PR	64 54%	280 65% TU	30 28%	34 45% T	66 78% STU
The Walking Dead	348 42%	164 41%	184 44%	79 41%	82 38%	89 40%	98 51% DEF	46 27%	131 43% HK	138 61% HIK	33 28%	262 44% m	86 37%	101 47%	247 41%	141 39%	145 43%	62 53% Pq	152 35%	47 44%	48 63% ST	51 60% ST
American Horror Story	319 39%	136 34%	183 43% B	78 40%	80 37%	77 35%	84 44% f	59 34%	118 39%	85 38%	57 48% Hi j	246 42% M	73 31%	83 39%	236 39%	131 36%	143 42% p	45 38%	181 42% u	40 37%	24 32%	29 34%
Grey's Anatomy	282 34%	97 24%	185 44% B	62 32%	77 36%	79 36%	64 33%	55 32%	121 40% hJ	67 30%	39 33%	206 35%	76 33%	55 26%	227 37% N	121 33%	113 33%	48 41%	163 38% T	24 22%	25 33%	43 51% STU
Shameless	281 34%	133 33%	148 35%	70 36%	65 30%	74 33%	72 37%	72 42% Ij	93 30%	75 33%	41 35%	207 35%	74 32%	63 29%	218 36% n	119 33%	122 36%	40 34%	173 40% TV	21 19%	32 42% TV	16 19%
Family Guy	276 34%	150 37% C	126 30%	73 37% F	73 34%	61 28%	69 36% f	54 31%	100 33%	74 33%	48 41% h	217 37% M	59 25%	75 35%	201 33%	115 31%	116 34%	45 38%	155 36% UV	37 34% uV	17 22%	18 21%
Breaking Bad	271 33%	132 33%	139 33%	77 39% F	77 36% F	51 23%	66 34% F	70 40% IK	91 30%	77 34%	33 28%	208 35% M	63 27%	51 24%	220 36% N	124 34%	116 34% r	31 26%	164 38% T	22 20%	23 30%	34 40% T
Orange Is The New Black	246 30%	92 23%	154 36% B	47 24%	66 31%	81 37% DG	52 27%	34 20%	85 28% H	96 42% HIK	31 26%	188 32% M	58 25%	63 29%	183 30%	96 26%	110 32% p	40 34%	121 28%	27 25%	33 43% ST	37 44% ST
How I Met Your Mother	239 29%	106 26%	133 32%	53 27%	54 25%	54 24%	78 40% DEF	52 30%	90 29%	59 26%	38 32%	181 31% m	58 25%	36 17%	203 33% N	91 25%	112 33% P	36 31%	144 33% TU	8 7%	15 20% T	35 41% TU
ESPN SportsCenter	211 26%	137 34% C	74 18%	54 28% F	68 32% F	41 19%	48 25%	36 21%	73 24%	76 34% HIK	26 22%	155 26%	56 24%	48 22%	163 27%	118 32% QR	75 22% r	18 15%	109 25% U	34 31% U	11 14%	22 26%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

308. (HAND CARD) Which of these TV shows are popular or "IN" on your campus?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
NFL Football	195 24%	124 31% C	71 17%	64 33% EFG	41 19%	48 22%	42 22%	48 28% iK	62 20%	64 28% IK	21 18%	150 25% m	45 19%	45 21%	150 25%	106 29% QR	75 22% R	14 12%	118 27% U	23 21% u	9 12%	17 20%
Scandal	185 22%	61 15%	124 29% B	39 20%	46 21%	46 21%	54 28% df	26 15%	94 31% HJK	49 22% hk	16 14%	144 24% M	41 18%	40 19%	145 24% n	74 20%	81 24%	30 25%	96 22%	33 31% s	19 25%	22 26%
Law & Order	184 22%	63 16%	121 29% B	49 25%	47 22%	47 21%	41 21%	31 18%	85 28% HjK	47 21%	21 18%	152 26% M	32 14%	39 18%	145 24% n	86 23%	71 21%	27 23%	95 22%	39 36% SUV	17 22%	14 16%
Shark Tank	177 22%	73 18%	104 25% B	37 19%	42 20%	51 23%	47 24%	35 20%	74 24% k	49 22%	19 16%	140 24% M	37 16%	34 16%	143 24% N	76 21%	77 23%	24 20%	111 26% V	21 19%	15 20%	10 12%
House of Cards	171 21%	82 20%	89 21%	33 17%	42 20%	53 24% d	43 22%	47 27% IK	42 14%	66 29% IK	16 14%	108 18%	63 27% L	51 24%	120 20%	63 17%	89 26% PR	19 16%	94 22% T	15 14% T	23 30%	17 20%
Modern Family	163 20%	69 17%	94 22% b	41 21%	39 18%	35 16%	48 25% F	37 21%	53 17%	52 23%	21 18%	117 20%	46 20%	45 21%	118 19%	74 20%	64 19%	25 21%	93 22% U	22 20% U	7 9%	16 19% u
The Big Bang Theory	159 19%	85 21%	74 18%	39 20%	33 15%	42 19%	45 23% E	26 15%	60 20%	49 22% h	24 20%	120 20%	39 17%	43 20%	116 19%	73 20%	54 16%	32 27% Q	89 21% Tu	14 13%	10 13%	16 19%
Empire	158 19%	73 18%	85 20%	45 23% F	41 19%	34 15%	38 20%	15 9%	68 22% HK	63 28% HK	12 10%	126 21% M	32 14%	48 22%	110 18%	70 19%	55 16%	33 28% pQ	64 15% SUV	42 39%	12 16%	21 25% s
The Voice	156 19%	69 17%	87 21%	34 17%	31 14%	36 16%	55 28% DEF	17 10%	65 21% Hk	57 25% HK	17 14%	126 21% M	30 13%	38 18%	118 19%	64 17%	58 17%	34 29% PQ	87 20% V	16 15%	20 26% tV	9 11%
The New Girl	151 18%	50 12%	101 24% B	36 18%	28 13%	45 20% E	42 22% E	27 16%	60 20%	46 20%	18 15%	128 22% M	23 10%	31 14%	120 20% n	61 17%	66 19%	24 20%	97 23% Tu	7 6%	11 14% t	15 18% T
American Idol	139 17%	67 17%	72 17%	27 14%	41 19% F	26 12%	45 23% DF	9 5%	41 13% H	68 30% HIK	21 18% H	107 18%	32 14%	41 19%	98 16%	71 19% Q	39 12%	29 25% Q	73 17% U	19 18% u	7 9%	14 16%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

308. (HAND CARD) Which of these TV shows are popular or "IN" on your campus?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Fear The Walking Dead	138 17%	62 15%	76 18%	24 12%	37 17%	43 19% D	34 18%	12 7%	35 11% h	78 35% HIK	13 11%	93 16%	45 19%	54 25% O	84 14%	56 15%	55 16%	27 23% p	54 13%	22 20% s	25 33% StV	11 13%
Last Week Tonight With John Oliver	131 16%	52 13%	79 19% B	36 18% g	36 17%	36 16%	23 12%	18 10%	28 9%	67 30% HIK	18 15% i	84 14%	47 20% L	42 20%	89 15%	57 16%	54 16%	20 17%	64 15%	17 16%	19 25% s	17 20%
Pretty Little Liars	130 16%	44 11%	86 20% B	25 13%	39 18%	35 16%	31 16%	18 10%	42 14%	54 24% HIK	16 14%	105 18% M	25 11%	32 15%	98 16%	56 15%	54 16%	20 17%	74 17% V	16 15%	12 16%	7 8%
Blackish	128 16%	58 14%	70 17%	37 19% f	34 16%	27 12%	30 16%	13 8%	51 17% HK	56 25% HIK	8 7%	109 18% M	19 8%	37 17%	91 15%	74 20% QR	41 12%	13 11%	52 12% uV	34 31% SUV	5 7%	5 6%
Silicon Valley	118 14%	59 15%	59 14%	22 11%	28 13%	37 17%	31 16%	13 8%	17 6%	74 33% HIK	14 12% i	80 14%	38 16%	39 18% o	79 13%	43 12%	59 17% P	16 14%	56 13%	11 10%	19 25% ST	22 26% ST
American Ninja Warrior	112 14%	61 15%	51 12%	24 12%	34 16% f	22 10%	32 17% F	17 10%	27 9%	56 25% HIK	12 10%	81 14%	31 13%	43 20% O	69 11%	51 14%	37 11%	24 20% Q	67 16% tUV	10 9%	6 8%	7 8%
Arrested Development	108 13%	61 15% c	47 11%	30 15%	32 15%	25 11%	21 11%	15 9%	34 11%	40 18% HI	19 16% h	90 15% M	18 8%	19 9%	89 15% N	53 14%	42 12%	13 11%	59 14% TU	8 7%	5 7%	20 24% STU
MTV	98 12%	35 9%	63 15% B	17 9%	32 15% DG	34 15% DG	15 8%	12 7%	27 9%	46 20% HIK	13 11%	60 10%	38 16% L	41 19% O	57 9%	52 14% R	38 11%	8 7%	37 9%	19 18% S	18 24% Sv	11 13%
Mad Men	93 11%	49 12%	44 10%	22 11%	25 12%	24 11%	22 11%	15 9%	28 9%	43 19% HIK	7 6%	80 14% M	13 6%	15 7%	78 13% N	40 11%	39 12%	14 12%	65 15% tUV	10 9%	3 4%	6 7%
Better Call Saul	90 11%	42 10%	48 11%	24 12%	20 9%	29 13%	17 9%	6 3%	28 9% HK	53 23% HIK	3 3%	62 10%	28 12%	33 15% O	57 9%	45 12% r	37 11%	8 7%	38 9%	16 15%	15 20% S	12 14%
Daredevil	87 11%	55 14% C	32 8%	21 11% f	30 14% F	13 6%	23 12% F	11 6%	27 9% k	44 19% HIK	5 4%	72 12% M	15 6%	14 7%	73 12% N	53 14% Qr	24 7%	10 8%	41 10%	7 6%	5 7%	16 19% STU

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

308. (HAND CARD) Which of these TV shows are popular or "IN" on your campus?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Real Time With Bill Maher	87 11%	31 8%	56 13% B	16 8%	21 10%	27 12%	23 12%	8 5%	20 7%	59 26% HI	0 0	52 9%	35 15% L	41 19% O	46 8%	34 9%	36 11%	17 14%	25 6%	18 17% S	17 22% S	11 13% s
American Gothic	85 10%	50 12% C	35 8%	24 12%	25 12%	18 8%	18 9%	9 5%	12 4%	61 27% HIK	3 3%	64 11%	21 9%	28 13%	57 9%	49 13% Q	17 5%	19 16% Q	37 9%	14 13% u	4 5%	15 18% SU
The Real World	84 10%	38 9%	46 11%	16 8%	28 13% F	14 6%	26 13% dF	9 5%	15 5%	52 23% HIK	8 7%	61 10%	23 10%	21 10%	63 10%	52 14% Q	17 5%	15 13% Q	40 9% U	10 9% U	2 3%	19 22% STU
Ballers	81 10%	36 9%	45 11%	11 6%	28 13% DF	16 7%	26 13% DF	13 8%	18 6%	45 20% HIK	5 4%	58 10%	23 10%	31 14% O	50 8%	33 9%	29 9%	19 16% PQ	37 9%	14 13% u	4 5%	8 9%
Bloodline	79 10%	30 7%	49 12% B	17 9%	22 10% F	11 5%	29 15% dF	0 0	28 9% K	46 20% IK	5 4%	67 11% M	12 5%	29 13% O	50 8%	41 11% q	24 7%	14 12%	39 9% U	16 15% U	4 5%	9 11%
Grace and Frankie	73 9%	26 6%	47 11% B	14 7%	27 13% dF	12 5%	20 10% f	7 4%	29 9% HK	35 15% HIK	2 2%	64 11% M	9 4%	13 6%	60 10% n	32 9%	28 8%	13 11%	44 10% U	9 8% U	1 1%	5 6%
Homeland	72 9%	36 9%	36 9%	13 7%	30 14% DF	11 5%	18 9% f	10 6%	18 6% k	41 18% HIK	3 3%	61 10% M	11 5%	13 6%	59 10% n	37 10%	23 7%	12 10%	40 9%	13 12%	6 8%	7 8%
Ozark	72 9%	45 11% C	27 6%	20 10%	17 8%	15 7%	20 10%	11 6%	28 9%	26 12% hk	7 6%	59 10% M	13 6%	23 11%	49 8%	33 9%	31 9%	8 7%	39 9% V	15 14% V	7 9% V	1 1%
Girls	60 7%	31 8%	29 7%	12 6%	16 7%	13 6%	19 10%	3 2%	18 6% H	28 12% HI	11 9% H	46 8%	14 6%	16 7%	44 7%	25 7%	20 6%	15 13% PQ	35 8% v	8 7%	3 4%	3 4%
Grimm	47 6%	22 5%	25 6%	12 6%	13 6%	7 3%	15 8% F	0 0	12 4% K	34 15% IK	1 1%	46 8% M	1 *	10 5%	37 6%	24 7% Q	9 3%	14 12% Q	33 8% t	4 4%	0 0	4 5%
mtvU	37 4%	23 6% c	14 3%	7 4%	13 6%	10 5%	7 4%	3 2%	7 2%	19 8% HI	8 7% Hi	34 6% M	3 1%	8 4%	29 5%	20 5%	11 3%	6 5%	20 5%	5 5%	2 3%	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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Lowercase letters indicate significance at the 90% level.

STUDENT MONITOR® Spring 2018

309. (HAND CARD) Which one of these statements applies to you?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	833 100	403 100	430 100	200 100	215 100	224 100	194 100	176 100	306 100	232 100	119 100	596 100	237 100	215 100	618 100	368 100	341 100	124 100	434 100	108 100	79 100	85 100
I'm interested in studying abroad but currently have no plans to do so	298 36%	130 32%	168 39% B	86 43% eG	73 34%	82 37%	57 29%	55 31%	101 33%	81 35%	61 51% HIJ	216 36%	82 35%	81 38%	217 35%	127 35%	112 33%	59 48% PQ	165 38% V	40 37%	26 33%	23 27%
I have no interest in studying abroad	275 33%	165 41% C	110 26%	54 27%	69 32%	71 32%	81 42% DEF	58 33% K	104 34% K	88 38% K	25 21%	211 35% M	64 27%	68 32%	207 33%	112 30%	117 34%	46 37%	148 34%	37 34%	25 32%	29 34%
I plan to study abroad as a college student	145 17%	58 14%	87 20% B	52 26% FG	52 24% FG	28 12% G	13 7%	41 23% J	61 20% J	21 9%	22 18% J	95 16%	50 21% 1	33 15%	112 18%	86 23% QR	47 14%	12 10%	76 18% U	15 14% u	5 6%	21 25% tU
I have studied abroad as a college student	115 14%	50 12%	65 15%	8 4%	21 10% D	43 19% DE	43 22% DE	22 12%	40 13%	42 18% K	11 9%	74 12%	41 17% 1	33 15%	82 13%	43 12% R	65 19% PR	7 6%	45 10%	16 15%	23 29% STV	12 14%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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STUDENT MONITOR® Spring 2018

310. In the past 12 months how many domestic air travel trips within the U.S. have you taken?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	781 100	382 100	399 100	191 100	209 100	200 100	181 100	176 100	302 100	180 100	123 100	570 100	211 100	193 100	588 100	349 100	317 100	115 100	425 100	100 100	63 100	71 100
None	382 49%	208 54%	174 44%	108 57%	99 47%	98 49%	77 43%	85 48%	152 50%	112 62%	33 27%	299 52%	83 39%	99 51%	283 48%	186 53%	125 39%	71 62%	198 47%	60 60%	35 56%	38 54%
		C		eG				K	K	HIK		M				Q		Q		S		
1 or more	399 51%	174 46%	225 56%	83 43%	110 53%	102 51%	104 57%	91 52%	150 50%	68 38%	90 73%	271 48%	128 61%	94 49%	305 52%	163 47%	192 61%	44 38%	227 53%	40 40%	28 44%	33 46%
			B		d		D	J	J		HIJ		L				PR		T			
Total mean	1.7	1.6	1.7	1.4	1.7	1.7	1.8	1.4 J	2.0 HJ	0.7	2.5 HJ	1.5	2.1 L	1.4	1.8 n	1.3	2.2 PR	1.3	1.8 T	1.2	1.5	1.5
User mean	3.3	3.4	3.1	3.3	3.2	3.3	3.2	2.7 J	4.1 HJk	1.9	3.4 J	3.2	3.4	2.8	3.4	2.8	3.6 P	3.5	3.3	3.0	3.4	3.2

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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STUDENT MONITOR® Spring 2018

311. In the past 12 months how many international air travel trips outside the U.S. have you taken?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	773 100	380 100	393 100	190 100	208 100	197 100	178 100	173 100	303 100	174 100	123 100	568 100	205 100	190 100	583 100	348 100	310 100	115 100	422 100	98 100	62 100	71 100
None	567 73%	286 75%	281 72%	148 78%	159 76%	148 75%	112 63%	96 55%	230 76%	154 89%	87 71%	450 79%	117 57%	142 75%	425 73%	272 78%	205 66%	90 78%	320 76%	82 84%	36 58%	52 73%
				G	G	G			H	HIK	H	M				Q		Q	U	sU		u
1 or more	206 27%	94 25%	112 28%	42 22%	49 24%	49 25%	66 37%	77 45%	73 24%	20 11%	36 29%	118 21%	88 43%	48 25%	158 27%	76 22%	105 34%	25 22%	102 24%	16 16%	26 42%	19 27%
					D	D	DEF	IJK	J		J		L				PR		t	STv		
Total mean	0.6	0.5	0.6	0.3	0.6	0.6	0.8	0.9	0.5	0.2	0.7	0.4	0.9	0.7	0.5	0.5	0.7	0.4	0.5	0.4	0.6	0.4
					D	D	D	IJ	J		J		L				PR					
User mean	2.1	2.1	2.1	1.3	2.5	2.4	2.2	2.1	2.2	1.6	2.5	2.2	2.1	2.6	2.0	2.3	2.2	1.7	2.2	2.4	1.5	1.5
					D	D	D	j	j		J						R		UV	uv		

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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STUDENT MONITOR® Spring 2018

312. In the past 12 months how many domestic rail travel trips inside the U.S. have you taken?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	771 100	377 100	394 100	189 100	209 100	196 100	177 100	172 100	303 100	175 100	121 100	566 100	205 100	188 100	583 100	348 100	308 100	115 100	421 100	98 100	61 100	70 100
None	632 82%	303 80%	329 84%	160 85%	167 80%	157 80%	148 84%	87 51%	281 93%	164 94%	100 83%	491 87%	141 69%	157 84%	475 81%	293 84%	240 78%	99 86%	339 81%	80 82%	54 89%	62 89%
									HK	HK	H	M				Q		Q			s	s
1 or more	139 18%	74 20%	65 16%	29 15%	42 20%	39 20%	29 16%	85 49%	22 7%	11 6%	21 17%	75 13%	64 31%	31 16%	108 19%	55 16%	68 22%	16 14%	82 19%	18 18%	7 11%	8 11%
								IJK			IJ		L				PR		uv			
Total mean	0.9	0.9	0.9	0.4	0.7 d	1.1 D	1.3 D	3.0 IJK	0.3 J	0.1	0.5 iJ	0.7	1.3 l	0.5	1.0 N	0.7	1.2 pR	0.5	1.1 TUV	0.5	0.3	0.5
User mean	4.8	4.3	5.3	2.7	3.5	5.6 d	7.7 De	6.0 IJK	3.5 J	1.5	2.9 J	5.2	4.3	2.8	5.4 N	4.3	5.5	3.6	5.6 TU	2.6	2.3	4.5 TU

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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313. In the past 12 months how many international rail travel trips outside the U.S. have you taken?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	768 100	377 100	391 100	190 100	205 100	196 100	177 100	173 100	300 100	174 100	121 100	563 100	205 100	188 100	580 100	348 100	305 100	115 100	420 100	95 100	61 100	71 100
None	673 88%	333 88%	340 87%	172 91%	176 86%	169 86%	156 88%	133 77%	270 90%	166 95%	104 86%	510 91%	163 80%	155 82%	518 89%	315 91%	257 84%	101 88%	381 91%	82 86%	57 93%	60 85%
									H	HIK	H	M			N	Q				v		
1 or more	95 12%	44 12%	51 13%	18 9%	29 14%	27 14%	21 12%	40 23%	30 10%	8 5%	17 14%	53 9%	42 20%	33 18%	62 11%	33 9%	48 16%	14 12%	39 9%	13 14%	4 7%	11 15%
								IJK	J		J		L	O		P					u	
Total mean	0.6	0.3	0.8 B	0.1	0.7 D	0.5 D	0.9 D	0.8 J	0.5 J	0.1	1.2 iJ	0.5	0.7	0.8	0.5	0.3	0.9 Pr	0.4	0.3	0.5	0.4	1.5 Stu
User mean	4.6	3.0	6.0 B	1.4	5.2 D	3.8 D	7.6 DF	3.3	4.7 hJ	2.8	8.5 HiJ	5.5 M	3.5	4.8	4.5	3.4	5.7 P	3.6	3.4	3.4	5.5	9.5 ST

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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314. Not including local bus travel, how many inter city or interstate bus trips have you taken?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	770	378	392	190	207	196	177	173	301	175	121	564	206	187	583	347	308	115	420	97	61	71
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
None	606	287	319	151	163	151	141	118	245	156	87	457	149	134	472	264	252	90	336	70	52	59
	79%	76%	81%	79%	79%	77%	80%	68%	81%	89%	72%	81%	72%	72%	81%	76%	82%	78%	80%	72%	85%	83%
			b						HK	HIK		M			N		p				T	t
1 or more	164	91	73	39	44	45	36	55	56	19	34	107	57	53	111	83	56	25	84	27	9	12
	21%	24%	19%	21%	21%	23%	20%	32%	19%	11%	28%	19%	28%	28%	19%	24%	18%	22%	20%	28%	15%	17%
		c						IJ	J		IJ		L	O		q				Uv		
Total mean	1.2	1.5	1.0	1.2	1.2	1.0	1.6	1.0 J	1.7 hJ	0.3	1.7 J	1.2	1.3	1.6	1.1	1.0	1.6	1.0	1.1	1.1	0.8	1.8
User mean	5.8	6.4	5.1	5.9	5.6	4.3	7.8	3.2	9.4 HJ	2.5	6.1 j	6.4	4.8	5.6	5.9	4.4	8.6 PR	4.4	5.4	3.8	5.2	10.9

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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315. Thinking about the domestic flights you've taken in the past 12 months, how much in total did you spend for these flights?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	389 100	175 100	214 100	82 100	102 100	98 100	107 100	80 100	149 100	68 100	92 100	272 100	117 100	90 100	299 100	154 100	188 100	47 100	216 100	38 100	28 100	33 100
Nothing	66 17%	32 18%	34 16%	25 30% eFG	19 19% G	15 15% G	7 7%	10 12%	23 15%	20 29% HIK	13 14%	51 19%	15 13%	14 16%	52 17%	29 19%	25 13%	12 26% q	39 18%	5 13%	3 11%	6 18%
\$1 or more	323 83%	143 82%	180 84%	57 70%	83 81% d	83 85% D	100 93% DEF	70 88% J	126 85% J	48 71%	79 86% J	221 81%	102 87%	76 84%	247 83%	125 81%	163 87% r	35 74%	177 82%	33 87%	25 89%	27 82%
Total mean	\$559	\$534	\$580	\$395	\$554	\$730 Dg	\$532	\$498	\$627 J	\$417	\$607	\$532	\$622	\$350	\$622 N	\$456	\$683 PR	\$403	\$624 V	\$528	\$559	\$415
User mean	\$673	\$653	\$689	\$568	\$681	\$862 G	\$569	\$569	\$741	\$591	\$707	\$655	\$713	\$414	\$753 N	\$561	\$787 PR	\$541	\$761 V	\$608	\$626	\$507

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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316. Thinking about the international flights you've taken in the past 12 months, how much in total did you spend for these flights?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	205 100	93 100	112 100	44 100	47 100	48 100	66 100	76 100	69 100	21 100	39 100	118 100	87 100	46 100	159 100	74 100	105 100	26 100	103 100	15 100	26 100	19 100
Nothing	23 11%	15 16%	8 7%	12 27%	4 9%	2 4%	5 8%	3 4%	9 13%	3 14%	8 21%	16 14%	7 8%	9 20%	14 9%	7 9%	11 10%	5 19%	9 9%	0 0	5 19%	1 5%
				C	EFG				H		H			o								
\$1 or more	182 89%	78 84%	104 93%	32 73%	43 91%	46 96%	61 92%	73 96%	60 87%	18 86%	31 79%	102 86%	80 92%	37 80%	145 91%	67 91%	94 90%	21 81%	94 91%	15 100%	21 81%	18 95%
				B	D	D	D	IK						n						SU		
Total mean	\$1137	\$1014	\$1238	\$890	\$873	\$1534 e	\$1200	\$1084	\$1115 j	\$752	\$1486 J	\$1223	\$1020	\$969	\$1185	\$885	\$1418 PR	\$716	\$1118 u	*	\$701	\$2311 SU
User mean	\$1280	\$1209	\$1334	\$1223	\$954	\$1601 e	\$1299	\$1128	\$1282 j	\$878	\$1869 hJ	\$1414	\$1109	\$1205	\$1299	\$977	\$1584 Pr	\$886	\$1226	*	\$868	\$2439 SU

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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317. Thinking about the domestic rail travel trips you've taken in the past 12 months, how much in total did you spend for these trips?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	139 100	75 100	64 100	32 100	40 100	38 100	29 100	86 100	19 100	11 100	23 100	75 100	64 100	28 100	111 100	54 100	68 100	17 100	82 100	17 100	7 100	9 100
Nothing	16 12%	14 19% C	2 3%	3 9%	7 18%	3 8%	3 10%	11 13%	1 5%	1 9%	3 13%	10 13%	6 9%	4 14%	12 11%	5 9%	9 13%	2 12%	12 15%	2 12%	0 0	0 0
\$1 or more	123 88%	61 81%	62 97% B	29 91%	33 82%	35 92%	26 90%	75 87%	18 95%	10 91%	20 87%	65 87%	58 91%	24 86%	99 89%	49 91%	59 87%	15 88%	70 85%	15 88%	7 100% S	9 100% S
Total mean	\$164	\$189	\$134	\$302	\$137	\$115	\$111	\$152 I	\$58	\$186 I	\$284	\$162	\$166	\$151	\$167	\$244 q	\$105	\$142	\$144	\$273	\$115	\$254
User mean	\$185	\$232	\$138	\$334	\$166	\$125	\$124	\$174 I	\$62	\$204 I	\$327	\$187	\$183	\$176	\$187	\$269 q	\$121	\$161	\$169	\$310	\$115	\$254

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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318. Thinking about the international rail travel trips you've taken in the past 12 months, how much in total did you spend for these trips?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	95 100	45 100	50 100	22 100	26 100	26 100	21 100	41 100	27 100	8 100	19 100	54 100	41 100	30 100	65 100	32 100	48 100	15 100	39 100	13 100	4 100	12 100
Nothing	25 26%	11 24%	14 28%	8 36% F	10 38% F	3 12%	4 19%	10 24%	6 22%	2 25%	7 37%	17 31%	8 20%	8 27%	17 26%	7 22%	10 21%	8 53% PQ	13 33%	2 15%	1 25%	4 33%
\$1 or more	70 74%	34 76%	36 72%	14 64%	16 62%	23 88% DE	17 81%	31 76%	21 78%	6 75%	12 63%	37 69%	33 80%	22 73%	48 74%	25 78% R	38 79% R	7 47%	26 67%	11 85%	3 75%	8 67%
Total mean	\$235	\$348 c	\$133	\$318	\$372 g	\$123	\$116	\$289	\$132	\$176	\$286	\$183	\$303	\$151	\$273	\$257	\$142	\$483	\$192	\$287	\$80	\$150
User mean	\$318	\$460 c	\$185	\$499	\$604 fg	\$139	\$144	\$383	\$170	\$235	\$454	\$266	\$377	\$206	\$370	\$329	\$179	\$1036	\$288	\$339	\$107	\$225

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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319. Thinking about the intercity or interstate bus trips you've taken in the past 12 months, how much in total did you spend for these trips?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	156 100	88 100	68 100	37 100	42 100	42 100	35 100	50 100	53 100	18 100	35 100	104 100	52 100	46 100	110 100	75 100	56 100	25 100	80 100	24 100	9 100	12 100
Nothing	47 30%	22 25%	25 37%	8 22%	19 45% DG	13 31%	7 20%	6 12%	24 45% HJ	3 17%	14 40% Hj	35 34%	12 23%	16 35%	31 28%	18 24%	20 36%	9 36%	22 28% T	2 8%	3 33%	8 67% ST
\$1 or more	109 70%	66 75%	43 63%	29 78% E	23 55% E	29 69%	28 80% E	44 88% IK	29 55%	15 83% Ik	21 60%	69 66%	40 77%	30 65%	79 72%	57 76%	36 64%	16 64%	58 72% V	22 92% SV	6 67%	4 33%
Total mean	\$76	\$93 C	\$54	\$99	\$56	\$54	\$102	\$69	\$66	\$165 HIK	\$55	\$78	\$72	\$62	\$82	\$92	\$59	\$67	\$81	\$104 v	\$100	\$36
User mean	\$109	\$124	\$85	\$127	\$102	\$78	\$128	\$79	\$120	\$198 HiK	\$92	\$117	\$94	\$94	\$114	\$121	\$92	\$104	\$112	\$114	\$150	\$108

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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320. (HAND CARD) Thinking about the next 12 months, how many trips do you think you will take using each of these methods?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	778 100	381 100	397 100	193 100	206 100	196 100	183 100	170 100	301 100	182 100	125 100	572 100	206 100	194 100	584 100	350 100	315 100	113 100	425 100	102 100	63 100	71 100
Domestic air travel (within the U.S.)																						
None	337 43%	176 46%	161 41%	86 45%	89 43%	86 44%	76 42%	72 42% K	126 42% K	116 64% HIK	23 18%	263 46% M	74 36%	87 45%	250 43%	163 47% Q	113 36%	61 54% Q	187 44%	55 54% s	28 44%	32 45%
1 or more	428 55%	196 51%	232 58% B	105 54%	117 57%	104 53%	102 56%	93 55% J	170 56% J	63 35%	102 82% HIJ	301 53%	127 62% L	103 53%	325 56%	182 52%	195 62% PR	51 45%	231 54% T	44 43%	32 51%	39 55%
Total mean	1.7	1.6	1.7	1.5	1.6	1.6	1.9	1.5 J	2.0 HJ	0.6	2.5 HJ	1.4	2.3 L	1.3	1.8 N	1.2	2.2 PR	1.6	1.7 Tu	1.0	1.2	1.7 T
User mean	3.0	3.1	2.8	2.8	2.9	2.9	3.4	2.6 J	3.5 HJ	1.7	3.1 J	2.6	3.7 L	2.5	3.1 n	2.3	3.5 P	3.5 P	3.1 Tu	2.2	2.3	3.2 t
International air travel (outside the U.S.)																						
None	512 66%	265 70% C	247 62%	133 69%	131 64%	136 69% g	112 61%	91 54%	201 67% HK	151 83% HIK	69 55%	405 71% M	107 52%	125 64%	387 66%	239 68%	197 63%	76 67%	288 68%	75 74% u	37 59%	45 63%
1 or more	241 31%	101 27%	140 35% B	54 28%	69 33%	53 27%	65 36% f	76 45% IJ	90 30% J	27 15%	48 38% iJ	149 26%	92 45% L	56 29%	185 32%	102 29%	110 35% r	29 26%	122 29%	24 24%	23 37% t	26 37% t
Total mean	0.5	0.4	0.5 b	0.4	0.5 d	0.5	0.6 D	0.8 IJ	0.5 J	0.2	0.6 iJ	0.4	0.8 L	0.5	0.5	0.5	0.6 r	0.4	0.5	0.4	0.5	0.5
User mean	1.5	1.6	1.5	1.3	1.5	1.8 D	1.6 d	1.7 iJ	1.5	1.3	1.6	1.5	1.6	1.7	1.5	1.5	1.6	1.4	1.5 U	1.5	1.2	1.5

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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320. (HAND CARD) Thinking about the next 12 months, how many trips do you think you will take using each of these methods?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Domestic rail travel (within the U.S., not including subways and light rail)																						
None	633 81%	305 80%	328 83%	161 83%	161 78%	155 79%	156 85% e	102 60%	264 88% HK	168 92% HiK	99 79% H	484 85% M	149 72%	150 77%	483 83%	297 85% Q	244 77%	92 81%	343 81%	81 79%	52 83%	67 94% STU
1 or more	107 14%	54 14%	53 13%	25 13% g	34 17% G	35 18% G	13 7%	64 38% IJK	18 6% J	4 2% IJ	21 17% IJ	60 10%	47 23% L	28 14%	79 14%	48 14%	47 15%	12 11%	63 15% UV	15 15% uV	4 6%	3 4%
Total mean	0.6	0.5	0.6	0.3	0.5	1.2 DeG	0.3	2.0 IJK	0.2 J	0.0	0.4 iJ	0.4	1.1 L	0.3	0.7 N	0.5	0.7	0.5	0.7 tUV	0.4 uV	0.1	0.1
User mean	4.1	3.5	4.6	2.6	2.8	6.5 DE	3.9	5.1 JK	3.2 J	1.2	2.2 J	3.7	4.5	2.0	4.8 N	3.8	4.3	4.2	4.7 TUV	2.5	1.8	2.0
International rail travel (within the U.S., not including subways and light rail)																						
None	674 87%	333 87%	341 86%	169 88%	171 83%	171 87%	163 89% e	137 81%	268 89% HK	168 92% HK	101 81%	511 89% M	163 79%	147 76%	527 90% N	310 89%	269 85%	95 84%	382 90% t	84 82%	53 84%	70 99% STU
1 or more	57 7%	24 6%	33 8%	16 8% g	17 8% g	17 9% G	7 4%	22 13% IJ	14 5% IJ	6 3% IJ	15 12% IJ	31 5%	26 13% L	29 15% O	28 5%	25 7%	24 8%	8 7%	15 4% SV	12 12% u	4 6%	1 1%
Total mean	0.2	0.1	0.2	0.1	0.2	0.2	0.1	0.3 iJ	0.1	0.1	0.4 IJ	0.2	0.2	0.4 O	0.1	0.1	0.3 P	0.1	0.1	0.2 u	0.1	0.1
User mean	2.3	2.0	2.5	1.6	2.8 d	2.4 d	2.6	1.9	2.5	1.7	3.0	2.8 M	1.7	2.4	2.2	1.8	3.1 PR	1.6	2.5 U	1.8 u	1.0	5.0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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320. (HAND CARD) Thinking about the next 12 months, how many trips do you think you will take using each of these methods?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Intercity/interstate bus travel (not including local bus travel)																						
None	604 78%	287 75%	317 80%	148 77%	158 77%	157 80%	141 77%	114 67%	247 82% HK	157 86% HK	86 69%	464 81% M	140 68%	134 69%	470 80% N	270 77%	249 79%	85 75%	341 80% T	71 70%	50 79%	58 82% t
1 or more	130 17%	72 19%	58 15%	37 19%	31 15%	33 17%	29 16%	46 27% IJ	39 13% j	15 8%	30 24% IJ	82 14%	48 23% L	42 22% O	88 15%	66 19%	45 14%	19 17%	56 13% SU	25 25%	8 13%	13 18%
Total mean	1.4	2.0 C	0.8	1.5	1.7	0.8	1.7	1.1 J	2.2 hJ	0.2	1.5 J	1.4	1.4	1.3	1.4	0.9	1.8 p	1.7	1.4 tU	0.7	0.5	2.3 u
User mean	8.0	10.2 C	5.2	7.3	10.3 f	4.6	10.3	4.0 J	16.3 HJK	2.1	5.8	9.1	5.8	5.4	9.2	4.7	12.4 p	9.2	10.3 TU	2.6	3.9	12.5 tu

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

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STUDENT MONITOR® Spring 2018

## 321. (HAND CARD) In the past 12 months how many times have you used?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	819 100	397 100	422 100	197 100	216 100	215 100	191 100	172 100	302 100	220 100	125 100	589 100	230 100	214 100	605 100	365 100	333 100	121 100	427 100	105 100	78 100	84 100
Uber																						
None	207 27%	100 26%	107 27%	57 30%	50 24%	58 29%	42 23%	17 11%	96 34% HK	75 34% HK	19 16%	175 31% M	32 15%	58 28%	149 26%	96 27% q	63 21%	48 42% PQ	98 24%	37 37% Su	19 24%	27 33%
1 or more	574 73%	288 74%	286 73%	136 70%	158 76%	141 71%	139 77%	143 89% IJ	187 66%	143 66%	101 84% IJ	386 69%	188 85% L	150 72%	424 74%	263 73% R	244 79% pR	67 58%	305 76% T	64 63%	59 76% t	54 67%
Total mean	11.8 C	13.1 C	10.5	8.0	12.9 D	11.6 D	14.6 Df	19.9 IJK	10.4 J	7.0	12.7 J	9.9	16.6 L	8.3	13.0 N	9.9	14.6 PR	10.0	13.7 TV	4.5	11.7 T	9.4 T
User mean	16.0	17.6 C	14.4	11.4	17.0 D	16.3 D	19.0 D	22.3 IJK	15.7 J	10.7	15.1 J	14.3	19.4 L	11.5	17.6 N	13.5	18.4 P	17.1	18.1 TV	7.1	15.5 T	14.1 T
Lyft																						
None	458 58%	224 59%	234 57%	128 67% EFG	118 57%	115 57%	97 52%	93 57% K	198 69% HJK	117 54% K	50 42%	356 63% M	102 46%	108 52%	350 60% N	205 58%	177 56%	76 66% q	254 63% V	66 63% v	43 56%	39 49%
1 or more	328 42%	155 41%	173 43%	64 33%	89 43% D	87 43% D	88 48% D	71 43% I	88 31%	100 46% I	69 58% HIJ	208 37%	120 54% L	98 48% O	230 40%	150 42%	139 44% r	39 34%	150 37%	38 37%	34 44%	40 51% St
Total mean	4.7	4.9	4.5	4.0	4.9	4.0	6.1 DF	4.9	3.6	4.5	7.5 HIJ	4.1	6.2 L	4.6	4.8	4.6 R	5.5 R	3.0	4.2 T	2.2	6.2 T	7.2 ST
User mean	11.3	12.1	10.7	12.1	11.3	9.2	12.9 F	11.4	11.7	9.8	13.0 J	11.2	11.5	9.8	12.0	10.9	12.5 R	8.8	11.3 T	6.1	14.1 T	14.2 T
Zip car																						

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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(Continued)  
STUDENT MONITOR® Spring 2018

321. (HAND CARD) In the past 12 months how many times have you used?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
None	675 94%	327 93%	348 95%	172 95%	181 95%	167 93%	155 93%	145 88%	271 98% HjK	151 94% H	108 93%	505 96% M	170 90%	151 89%	524 96% N	314 96% r	265 94%	96 91%	376 96% T	80 87%	55 95% t	65 98% T
1 or more	42 6%	23 7%	19 5%	10 5%	9 5%	12 7%	11 7%	20 12% IJ	5 2%	9 6% i	8 7% I	23 4%	19 10% L	18 11% O	24 4%	14 4%	18 6%	10 9% p	15 4%	12 13% SuV	3 5%	1 2%
Total mean	0.2	0.3	0.2	0.2	0.3	0.3	0.2	0.4 i	0.1	0.3	0.3	0.2	0.3	0.4	0.2	0.2	0.2	0.4	0.1	0.5 Sv	0.4	0.1
User mean	4.1	4.0	4.2	3.6	5.4	4.6	3.0	3.1	6.2	5.6	3.8	5.1 M	2.9	3.6	4.5	4.8	3.7	4.0	3.7	4.1	7.0	8.0

#### Airbnb

None	523 72%	264 73%	259 70%	146 78% FG	153 78% FG	115 64%	109 65%	124 75% K	203 71% K	129 79% iK	67 57%	390 73%	133 69%	126 72%	397 71%	257 77% Q	181 62%	85 79% Q	289 73% v	73 78% V	45 75% v	41 61%
1 or more	208 28%	98 27%	110 30%	41 22%	42 22%	66 36% DE	59 35% DE	42 25%	81 29% j	34 21%	51 43% HIJ	147 27%	61 31%	49 28%	159 29%	75 23%	111 38% PR	22 21%	109 27%	21 22%	15 25%	26 39% sTu
Total mean	0.8	0.8	0.8	0.6	0.5	1.2 dE	1.0 E	0.7	0.7	0.6	1.5 hiJ	0.8	0.9	0.7	0.8	0.6	1.2 PR	0.4	0.6	1.0	1.1	1.0
User mean	2.9	3.1	2.7	3.0	2.1	3.4 E	2.8 e	2.7	2.6	2.8	3.4	2.9	2.9	2.7	2.9	2.7	3.1 R	2.0	2.2	4.6	4.3	2.6

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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STUDENT MONITOR® Spring 2018

322. (HAND CARD) In a typical month at school, how much do you spend for . . .

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	775 100	373 100	402 100	190 100	201 100	196 100	188 100	168 100	300 100	183 100	124 100	575 100	200 100	190 100	585 100	345 100	316 100	114 100	425 100	102 100	63 100	72 100
Attending concerts																						
Purchasers	161 21%	75 20%	86 21%	36 19%	26 13%	59 30% DEG	40 21% E	38 23%	59 20%	32 17%	32 26% j	120 21%	41 20%	29 15%	132 23% N	67 19% R	88 28% PR	6 5%	93 22% T	13 13%	14 22%	15 21%
Total mean	\$10	\$9	\$10	\$9	\$7	\$12 E	\$11 e	\$7	\$10	\$9	\$16 HIJ	\$10	\$9	\$7	\$11 N	\$9 R	\$13 PR	\$4	\$12 Tv	\$4	\$11 T	\$8
User mean	\$39	\$38	\$39	\$40	\$43 f	\$35	\$41	\$30	\$41 H	\$40 h	\$44 H	\$40	\$35	\$32	\$41 n	\$40	\$37	\$56	\$44 tv	\$26	\$48 TV	\$32
Attending movies in theaters																						
Purchasers	400 52%	189 51%	211 52%	99 52%	93 46%	104 53%	104 55% e	73 43%	157 52% h	97 53% h	73 59% H	278 48%	122 61% L	113 59% O	287 49%	168 49%	158 50%	74 65% PQ	199 47%	63 62% S	41 65% S	38 53%
Total mean	\$12	\$12	\$13	\$12	\$13	\$11	\$13	\$8	\$11 H	\$16 HI	\$15 HI	\$12	\$12	\$14	\$12	\$10	\$11	\$20 PQ	\$12	\$13	\$14	\$12
User mean	\$22	\$21	\$23	\$22	\$26 DFG	\$19	\$22	\$17	\$19	\$27 HI	\$25 HI	\$23 M	\$20	\$22	\$22	\$20	\$21	\$29 PQ	\$24 T	\$19	\$21	\$21
Books and magazines (hard or soft cover) not required for class																						
Purchasers	125 16%	60 16%	65 16%	25 13%	33 16%	27 14%	40 21% Df	30 18%	45 15%	33 18%	17 14%	77 13%	48 24% L	36 19%	89 15%	47 14%	54 17%	24 21% p	76 18% v	17 17%	8 13%	7 10%
Total mean	\$3	\$3	\$4	\$3	\$3 f	\$2	\$5 dF	\$2	\$3	\$4 h	\$4	\$3	\$4	\$3	\$3	\$2	\$4 p	\$4 p	\$4	\$3	\$3	\$2

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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Lowercase letters indicate significance at the 90% level.

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STUDENT MONITOR® Spring 2018

322. (HAND CARD) In a typical month at school, how much do you spend for . . .

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
User mean	\$18	\$16	\$20	\$20	\$19 <sub>F</sub>	\$13	\$21 <sub>F</sub>	\$12	\$19 <sub>H</sub>	\$19 <sub>H</sub>	\$26 <sub>H</sub>	\$20	\$16	\$12	\$21 <sub>N</sub>	\$16	\$20	\$19	\$18	\$20	\$23	\$23 <sub>s</sub>
Downloadable movies																						
Purchasers	103 13%	54 14%	49 12%	29 15% <sub>g</sub>	23 11%	33 17% <sub>G</sub>	18 10%	35 21% <sub>IK</sub>	25 8%	30 16% <sub>I</sub>	13 10%	66 11%	37 18% <sub>L</sub>	27 14%	76 13%	55 16% <sub>R</sub>	40 13% <sub>r</sub>	8 7%	60 14% <sub>V</sub>	14 14% <sub>V</sub>	11 17% <sub>V</sub>	1 1%
Total mean	\$2	\$2	\$2	\$2 <sub>G</sub>	\$2	\$2 <sub>G</sub>	\$1	\$2 <sub>I</sub>	\$1	\$3 <sub>I</sub>	\$2	\$2	\$2	\$2	\$2	\$2	\$2	\$1	\$2 <sub>TV</sub>	\$1 <sub>V</sub>	\$2 <sub>tV</sub>	\$0
User mean	\$12	\$11	\$13	\$12	\$14	\$11	\$9	\$10	\$8	\$13 <sub>I</sub>	\$18 <sub>i</sub>	\$13 <sub>m</sub>	\$9	\$11	\$12	\$10	\$14 <sub>p</sub>	\$14	\$15 <sub>TU</sub>	\$5	\$10 <sub>T</sub>	\$3
Downloadable music																						
Purchasers	202 26%	105 28%	97 24%	63 33% <sub>FG</sub>	52 26%	44 22%	43 23%	70 42% <sub>IJK</sub>	60 20%	40 22%	32 26%	131 23%	71 36% <sub>L</sub>	57 30%	145 25%	105 30% <sub>qR</sub>	76 24%	21 18%	120 28% <sub>V</sub>	24 24%	20 32% <sub>V</sub>	11 15%
Total mean	\$3	\$4	\$3	\$4	\$4	\$3	\$3	\$3 <sub>I</sub>	\$2	\$4 <sub>I</sub>	\$7 <sub>HIJ</sub>	\$3	\$4	\$4	\$3	\$3	\$4	\$3	\$4 <sub>TV</sub>	\$3	\$4 <sub>v</sub>	\$2
User mean	\$12	\$13	\$12	\$12	\$14	\$11	\$13	\$8	\$8	\$16 <sub>HI</sub>	\$26 <sub>HIJ</sub>	\$14 <sub>M</sub>	\$10	\$11	\$13	\$11	\$14	\$16 <sub>p</sub>	\$15 <sub>V</sub>	\$10	\$11	\$10
Downloadable TV shows																						
Purchasers	87 11%	48 13%	39 10%	25 13%	25 12%	16 8%	21 11%	41 24% <sub>IJK</sub>	19 6% <sub>K</sub>	24 13% <sub>IK</sub>	3 2%	46 8%	41 20% <sub>L</sub>	26 14%	61 10%	54 16% <sub>QR</sub>	26 8%	7 6%	43 10%	16 16%	11 17%	0 0
Total mean	\$1	\$1	\$1	\$1	\$1	\$1	\$1	\$2 <sub>IK</sub>	\$1	\$2 <sub>IK</sub>	\$1	\$1	\$2 <sub>L</sub>	\$1	\$1	\$2 <sub>q</sub>	\$1	\$1	\$1 <sub>V</sub>	\$2 <sub>V</sub>	\$2 <sub>V</sub>	\$0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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322. (HAND CARD) In a typical month at school, how much do you spend for . . .

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
User mean	\$10	\$10	\$11	\$10	\$10	\$10	\$10	\$8	\$8	\$13 HI	\$22	\$11	\$9	\$8	\$11 N	\$9	\$10	\$14	\$11	\$9	\$10	0
Eating on campus																						
Purchasers	330 43%	167 45%	163 41%	79 42%	89 44%	81 41%	81 43%	81 48% I	114 38%	81 44%	54 44%	257 45% M	73 36%	73 38%	257 44%	132 38%	145 46% P	53 46%	177 42%	52 51% sV	32 51% v	25 35%
Total mean	\$19	\$20	\$19	\$19 f	\$22 F	\$15	\$22 F	\$19	\$16	\$22 I	\$23 I	\$21 M	\$15	\$14	\$21 N	\$16	\$21 P	\$22 P	\$19	\$18	\$23	\$17
User mean	\$34	\$34	\$33	\$35 F	\$35 F	\$28	\$36 F	\$29	\$32	\$37 Hi	\$39 HI	\$35 m	\$30	\$29	\$35 N	\$31	\$35	\$35	\$35 TV	\$27	\$40 TV	\$28
Eating off campus																						
Purchasers	415 54%	195 52%	220 55%	111 58%	103 51%	104 53%	97 52%	91 54%	148 49%	117 64% hIK	59 48%	332 58% M	83 42%	101 53%	314 54%	205 59% Q	152 48%	58 51%	221 52%	73 72% SUV	27 43%	35 49%
Total mean	\$36	\$35	\$37	\$34	\$33	\$39 dE	\$38	\$31	\$35	\$37 h	\$43 HIJ	\$38 M	\$29	\$32	\$37 n	\$34	\$41 PR	\$30	\$39 T	\$32	\$33	\$37
User mean	\$41	\$40	\$41	\$39	\$38	\$43 e	\$42	\$34	\$40 H	\$42 H	\$49 HIJ	\$42 M	\$35	\$37	\$42 N	\$38	\$45 PR	\$37	\$43 T	\$34	\$41	\$41 t
School supplies (exclusive of textbooks)																						
Purchasers	339 44%	151 40%	188 47% b	86 45%	87 43%	91 46%	75 40%	58 35%	138 46% H	79 43% h	64 52% H	261 45%	78 39%	87 46%	252 43%	164 48% q	130 41%	45 39%	168 40%	64 63% SV	37 59% SV	24 33%
Total mean	\$12	\$10	\$13 B	\$13 g	\$13 g	\$11	\$10	\$8	\$12 H	\$12 H	\$17 HIJ	\$12	\$11	\$12	\$12	\$12	\$11	\$11	\$11 V	\$19 SV	\$16 SV	\$7

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(Continued)  
STUDENT MONITOR® Spring 2018

322. (HAND CARD) In a typical month at school, how much do you spend for . . .

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
User mean	\$23	\$21	\$24 <sub>b</sub>	\$24	\$26 <sub>g</sub>	\$22	\$21	\$20	\$23	\$22	\$25	\$23	\$23	\$20	\$24 <sub>N</sub>	\$23	\$23	\$22	\$23	\$26 <sub>V</sub>	\$25 <sub>v</sub>	\$18
Video games																						
Purchasers	142 18%	106 28% <sub>C</sub>	36 9%	35 18%	36 18%	38 19%	33 18%	34 20%	51 17%	33 18%	24 19%	97 17%	45 22% <sub>1</sub>	47 25% <sub>O</sub>	95 16%	75 22% <sub>Q</sub>	47 15%	20 18%	73 17% <sub>V</sub>	24 24% <sub>uV</sub>	8 13%	5 7%
Total mean	\$6	\$11 <sub>C</sub>	\$3	\$7	\$6	\$6	\$7	\$6	\$5	\$8	\$8	\$6	\$8	\$10 <sub>O</sub>	\$6	\$7	\$5	\$7	\$7 <sub>uv</sub>	\$6	\$4	\$3
User mean	\$32	\$33 <sub>c</sub>	\$26	\$33	\$32	\$28	\$34	\$28	\$29	\$34	\$39 <sub>hi</sub>	\$31	\$32	\$33	\$31	\$31	\$31	\$35	\$34 <sub>T</sub>	\$23	\$26	\$44

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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STUDENT MONITOR® Spring 2018

## 323. (HAND CARD) Which of these types of stores have you shopped in the past week?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	807 100	394 100	413 100	194 100	216 100	212 100	185 100	165 100	299 100	219 100	124 100	586 100	221 100	215 100	592 100	361 100	328 100	118 100	420 100	110 100	79 100	78 100
Supermarket/Grocery store	488 60%	212 54%	276 67%	119 61%	124 57%	134 63%	111 60%	81 49%	177 59%	143 65%	87 70%	366 62%	122 55%	131 61%	357 60%	220 61%	215 66%	53 45%	248 59%	60 55%	57 72%	58 74%
			B						H	H	HI	m				R	R				ST	ST
Drugstore	309 38%	134 34%	175 42%	75 39%	76 35%	87 41%	71 38%	71 43%	137 46%	47 21%	54 44%	225 38%	84 38%	79 37%	230 39%	126 35%	132 40%	51 43%	178 42%	38 35%	30 38%	26 33%
			B					J	J		J											
Department store	219 27%	85 22%	134 32%	60 31%	61 28%	60 28%	38 21%	41 25%	97 32%	37 17%	44 35%	166 28%	53 24%	59 27%	160 27%	87 24%	92 28%	40 34%	118 28%	20 18%	21 27%	28 36%
			B	G	g	g		j	hJ		hJ							P	T		T	T
Athletic shoe & apparel store	204 25%	86 22%	118 29%	54 28%	64 30%	43 20%	43 23%	40 24%	97 32%	31 14%	36 29%	154 26%	50 23%	55 26%	149 25%	105 29%	73 22%	26 22%	85 20%	35 32%	21 27%	24 31%
			B	f	F			J	hJ		J					Q			S		s	s
Off campus convenience store	188 23%	99 25%	89 22%	47 24%	47 22%	51 24%	43 23%	45 27%	63 21%	57 26%	23 19%	140 24%	48 22%	38 18%	150 25%	80 22%	90 27%	18 15%	105 25%	18 16%	16 20%	25 32%
								k						N	r	R			T		Tu	Tu
Online store/merchant	166 21%	73 19%	93 23%	49 25%	42 19%	39 18%	36 19%	39 24%	67 22%	29 13%	31 25%	119 20%	47 21%	31 14%	135 23%	75 21%	72 22%	19 16%	97 23%	16 15%	9 11%	25 32%
			f					J	J		J				N				TU			TU
On campus convenience store	163 20%	71 18%	92 22%	57 29%	46 21%	32 15%	28 15%	35 21%	53 18%	47 21%	28 23%	120 20%	43 19%	28 13%	135 23%	105 29%	41 12%	17 14%	84 20%	19 17%	9 11%	20 26%
				eFG	f										N	QR			U			U
On campus bookstore	148 18%	72 18%	76 18%	42 22%	48 22%	28 13%	30 16%	32 19%	59 20%	30 14%	27 22%	103 18%	45 20%	35 16%	113 19%	80 22%	42 13%	26 22%	65 15%	31 28%	13 16%	14 18%
				F	F				j		j					Q		Q		Suv		
Electronics/Computer store	103 13%	64 16%	39 9%	32 16%	23 11%	24 11%	24 13%	15 9%	48 16%	24 11%	16 13%	76 13%	27 12%	32 15%	71 12%	45 12%	40 12%	18 15%	50 12%	14 13%	11 14%	5 6%
		C		e					Hj										v			
Discount department store	102 13%	38 10%	64 15%	29 15%	24 11%	27 13%	22 12%	26 16%	40 13%	17 8%	19 15%	75 13%	27 12%	27 13%	75 13%	35 10%	45 14%	22 19%	44 10%	11 10%	7 9%	19 24%
			B					J	J		J							P				STU

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

323. (HAND CARD) Which of these types of stores have you shopped in the past week?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Specialty clothing store	100 12%	35 9%	65 16% B	24 12%	31 14%	25 12%	20 11%	22 13%	37 12%	27 12%	14 11%	68 12%	32 14%	23 11%	77 13%	41 11%	37 11%	22 19% pq	49 12%	12 11%	10 13%	10 13%
Outlet store	87 11%	45 11%	42 10%	20 10%	25 12%	24 11%	18 10%	26 16% ij	28 9%	20 9%	13 10%	62 11%	25 11%	22 10%	65 11%	45 12% R	34 10%	8 7%	55 13% U	11 10% u	3 4%	6 8%
Off campus bookstore	62 8%	23 6%	39 9% b	18 9% E	8 4%	22 10% E	14 8% e	7 4%	38 13% HJ	7 3%	10 8% j	52 9% M	10 5%	11 5%	51 9% n	30 8%	23 7%	9 8%	33 8%	6 5%	4 5%	8 10%
Off campus office super store	51 6%	19 5%	32 8% b	16 8%	13 6%	14 7%	8 4%	4 2%	25 8% H	15 7% H	7 6%	43 7% M	8 4%	9 4%	42 7% n	34 9% Q	10 3%	7 6%	24 6%	11 10% U	2 3%	7 9% u
Home improvement store	37 5%	13 3%	24 6% b	6 3%	8 4%	11 5%	12 6%	9 5%	13 4%	12 5%	3 2%	29 5%	8 4%	7 3%	30 5%	11 3%	18 5%	8 7%	25 6% t	3 3%	4 5%	0 0%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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324. (HAND CARD) Which one of these statements applies to you?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	844	408	436	201	222	225	196	176	312	231	125	607	237	222	622	373	345	126	437	110	79	86
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
I own a Smartphone	765	363	402	177	200	210	178	152	292	203	118	553	212	190	575	330	322	113	411	90	76	76
	91%	89%	92%	88%	90%	93%	91%	86%	94%	88%	94%	91%	89%	86%	92%	88%	93%	90%	94%	82%	96%	88%
						d			HJ		HJ				N	P			T		Tv	
I own a mobile phone but it isn't a Smartphone	51	27	24	15	8	12	16	15	11	19	6	35	16	25	26	23	18	10	19	13	2	1
	6%	7%	6%	7%	4%	5%	8%	9%	4%	8%	5%	6%	7%	11%	4%	6%	5%	8%	4%	12%	3%	1%
				e			E	I		I				O					V	SUV		
Don't own a mobile phone	28	18	10	9	14	3	2	9	9	9	1	19	9	7	21	20	5	3	7	7	1	9
	3%	4%	2%	4%	6%	1%	1%	5%	3%	4%	1%	3%	4%	3%	3%	5%	1%	2%	2%	6%	1%	10%
		c		fG	FG			K	k	K						Qr				Su		SU

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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327. (HAND CARD) In addition to a Smartphone, which one combination of devices would you most prefer to own and use to meet all of your college needs?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	840 100	404 100	436 100	199 100	221 100	227 100	193 100	173 100	310 100	232 100	125 100	606 100	234 100	221 100	619 100	372 100	342 100	126 100	435 100	109 100	79 100	86 100
Laptop only	606 72%	305 75%	301 69%	132 66%	159 72%	175 77%	140 73%	124 72%	217 70%	173 75%	92 74%	429 71%	177 76%	167 76%	439 71%	270 73%	260 76%	76 60%	313 72%	77 71%	56 71%	71 83%
		C				D										R	R					STu
Tablet only	48 6%	20 5%	28 6%	10 5%	11 5%	15 7%	12 6%	12 7%	16 5%	16 7%	4 3%	35 6%	13 6%	19 9%	29 5%	18 5%	18 5%	12 10%	18 4%	8 7%	4 5%	2 2%
														o				P		v		
Laptop + Tablet	186 22%	79 20%	107 25%	57 29%	51 23%	37 16%	41 21%	37 21%	77 25%	43 19%	29 23%	142 23%	44 19%	35 16%	151 24%	84 23%	64 19%	38 30%	104 24%	24 22%	19 24%	13 15%
			b	Fg	f				j						N			Q	V			

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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STUDENT MONITOR® Spring 2018

## 328. On average, how much is your monthly mobile phone bill?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	793 100	378 100	415 100	186 100	203 100	218 100	186 100	160 100	297 100	218 100	118 100	571 100	222 100	208 100	585 100	345 100	334 100	114 100	420 100	103 100	77 100	72 100
Nothing	76 10%	41 11%	35 8%	21 11%	20 10%	18 8%	17 9%	30 19% IJk	28 9% J	5 2%	13 11% J	64 11% M	12 5%	13 6%	63 11% N	28 8%	37 11%	11 10%	45 11% U	11 11% u	3 4%	10 14% U
Something	717 90%	337 89%	380 92%	165 89%	183 90%	200 92%	169 91%	130 81%	269 91% H	213 98% HIK	105 89% h	507 89%	210 95% L	195 94% O	522 89%	317 92%	297 89%	103 90%	375 89%	92 89%	74 96% StV	62 86%
Total mean	\$76	\$74	\$78	\$65	\$85 Dg	\$78 D	\$74 d	\$72	\$81 K	\$76	\$68	\$73	\$83 L	\$74	\$76	\$81 Q	\$71	\$73	\$79	\$74	\$76	\$69
User mean	\$84	\$82	\$85	\$73	\$94 DG	\$85 D	\$82	\$88	\$89 JK	\$78	\$77	\$82	\$88	\$79	\$86	\$88 q	\$80	\$81	\$89 u	\$83	\$79	\$80
Nothing	76 10%	41 11%	35 8%	21 11%	20 10%	18 8%	17 9%	30 19% IJk	28 9% J	5 2%	13 11% J	64 11% M	12 5%	13 6%	63 11% N	28 8%	37 11%	11 10%	45 11% U	11 11% u	3 4%	10 14% U
\$1 to \$50	239 30%	115 30%	124 30%	73 39% EF	53 26%	54 25%	59 32%	57 36% J	85 29%	53 24%	44 37% iJ	174 30%	65 29%	53 25%	186 32% n	115 33% Q	88 26%	36 32%	122 29%	40 39% sU	19 25%	21 29%
\$51 TO \$75	170 21%	80 21%	90 22%	35 19%	40 20%	60 28% DeG	35 19%	9 6%	55 19% H	82 38% HIK	24 20% H	120 21%	50 23%	68 33% O	102 17%	67 19%	78 23%	25 22%	84 20%	14 14%	23 30% sT	15 21%
\$76 TO \$100	161 20%	76 20%	85 20%	31 17%	44 22%	39 18%	47 25% Df	37 23%	58 20%	46 21%	20 17%	106 19%	55 25% l	37 18%	124 21%	52 15%	85 25% P	24 21%	84 20% T	12 12%	21 27% T	17 24% T
More than \$100	147 19%	66 17%	81 20%	26 14%	46 23% Dg	47 22% Dg	28 15%	27 17%	71 24% hJK	32 15%	17 14%	107 19%	40 18%	37 18%	110 19%	83 24% QR	46 14%	18 16%	85 20% v	26 25% uV	11 14%	9 12%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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Lowercase letters indicate significance at the 90% level.

STUDENT MONITOR® Spring 2018

## 329. (HAND CARD) Who usually pays your monthly mobile phone bill?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	719 100	339 100	380 100	166 100	186 100	199 100	168 100	130 100	269 100	212 100	108 100	510 100	209 100	195 100	524 100	318 100	297 100	104 100	377 100	91 100	74 100	61 100
Parents	492 68%	219 65%	273 72%	118 71%	143 77%	132 66%	99 59%	98 75%	186 69%	144 68%	64 59%	332 65%	160 77%	123 63%	369 70%	233 73%	199 67%	60 58%	264 70%	58 64%	48 65%	53 87%
			B	G	FG			K	k				L		n	qR	r				STU	
I pay the bill	115 16%	62 18%	53 14%	28 17%	20 11%	34 17%	33 20%	13 10%	50 19%	33 16%	19 18%	93 18%	22 11%	38 19%	77 15%	36 11%	53 18%	26 25%	59 16%	16 18%	12 16%	3 5%
				e		e	E		H		h	M					P	P	V	V	V	
I share the cost with parents	66 9%	38 11%	28 7%	11 7%	16 9%	16 8%	23 14%	6 5%	19 7%	17 8%	24 22%	52 10%	14 7%	19 10%	47 9%	26 8%	29 10%	11 11%	33 9%	3 3%	12 16%	4 7%
				c			Df				HIJ								T		sTv	
Significant other	19 3%	7 2%	12 3%	2 1%	3 2%	7 4%	7 4%	3 2%	4 1%	12 6%	0 0	16 3%	3 1%	6 3%	13 2%	7 2%	6 2%	6 6%	12 3%	5 5%	1 1%	0 0
							d			I												
Employer	18 3%	7 2%	11 3%	6 4%	3 2%	5 3%	4 2%	9 7%	5 2%	3 1%	1 1%	10 2%	8 4%	7 4%	11 2%	10 3%	7 2%	1 1%	5 1%	7 8%	1 1%	0 0
								IJK											SU			
Friend	9 1%	6 2%	3 1%	1 1%	1 1%	5 3%	2 1%	1 1%	5 2%	3 1%	0 0	7 1%	2 1%	2 1%	7 1%	6 2%	3 1%	0 0	4 1%	2 2%	0 0	1 2%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

STUDENT MONITOR® Spring 2018

## 330. (HAND CARD) Who is your mobile service provider?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	808 100	386 100	422 100	191 100	206 100	219 100	192 100	165 100	302 100	220 100	121 100	581 100	227 100	213 100	595 100	348 100	339 100	121 100	427 100	102 100	78 100	75 100
Verizon Wireless	277 34%	140 36%	137 32%	46 24%	75 36% D	91 42% D	65 34% D	70 42% Ik	91 30%	77 35%	39 32%	180 31%	97 43% L	64 30%	213 36%	112 32%	135 40% PR	30 25%	181 42% TV	6 6% TV	28 36% TV	15 20% T
AT&T Wireless	232 29%	119 31%	113 27%	59 31% G	66 32% G	67 31% G	40 21%	51 31%	85 28%	54 25%	42 35% j	164 28%	68 30%	59 28%	173 29%	100 29%	97 29%	35 29%	127 30%	36 35%	19 24%	22 29%
Sprint/Nextel	127 16%	51 13%	76 18% b	42 22% EF	21 10%	22 10%	42 22% EF	10 6%	64 21% Hj	33 15% H	20 17% H	107 18% M	20 9%	41 19%	86 14%	67 19% Q	42 12%	18 15%	50 12%	25 25% S	13 17%	16 21% s
T-Mobile	124 15%	51 13%	73 17%	30 16%	33 16%	29 13%	32 17%	25 15%	45 15%	37 17%	17 14%	94 16%	30 13%	28 13%	96 16%	50 14%	52 15%	22 18%	49 11%	22 22% S	13 17%	18 24% S
Other	30 4%	15 4%	15 4%	10 5%	7 3%	5 2%	8 4%	1 1%	12 4% H	14 6% Hk	3 2%	26 4% M	4 2%	11 5%	19 3%	8 2%	7 2%	15 12% PQ	15 4%	7 7%	2 3%	2 3%
Alltel	9 1%	3 1%	6 1%	2 1%	3 1%	3 1%	1 1%	4 2% i	1 *%	4 2%	0 0	5 1%	4 2%	5 2%	4 1%	4 1%	4 1%	1 1%	4 1%	4 4% S	0 0	1 1%
Don't know	9 1%	7 2% c	2 *%	2 1%	1 *%	2 1%	4 2%	4 2%	4 1%	1 *%	0 0	5 1%	4 2%	5 2%	4 1%	7 2% q	2 1%	0 0	1 *%	2 2%	3 4% s	1 1%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.



STUDENT MONITOR® Spring 2018

## 331. (HAND CARD) What brand is your Smartphone?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	796 100	379 100	417 100	183 100	221 100	211 100	181 100	158 100	299 100	217 100	122 100	567 100	229 100	202 100	594 100	356 100	324 100	116 100	424 100	96 100	77 100	83 100
Apple iPhone	644 81%	295 78%	349 84%	145 79%	183 83%	178 84%	138 76%	141 89%	264 88%	143 66%	96 79%	462 81%	182 79%	144 71%	500 84%	293 82%	265 82%	86 74%	356 84%	69 72%	66 86%	67 81%
			B			G		JK	JK		J				N	r	r		T		T	
Samsung	108 14%	63 17%	45 11%	27 15%	26 12%	22 10%	33 18%	11 7%	25 8%	55 25%	17 14%	76 13%	32 14%	39 19%	69 12%	49 14%	35 11%	24 21%	41 10%	20 21%	8 10%	15 18%
		C				eF				HIK	h			O			pQ		Su		s	
LG	26 3%	13 3%	13 3%	6 3%	6 3%	8 4%	6 3%	3 2%	4 1%	12 6%	7 6%	16 3%	10 4%	15 7%	11 2%	8 2%	12 4%	6 5%	15 4%	6 6%	2 3%	1 1%
										hI	I			O						v		
Other	14 2%	5 1%	9 2%	4 2%	5 2%	2 1%	3 2%	2 1%	5 2%	5 2%	2 2%	10 2%	4 2%	3 1%	11 2%	5 1%	9 3%	0 0	10 2%	0 0	0 0	0 0
Don't know	4 1%	3 1%	1 *	1 1%	1 *	1 *	1 1%	1 1%	1 *	2 1%	0 0	3 1%	1 *	1 *	3 1%	1 *	3 1%	0 0	2 *	1 1%	1 1%	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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346. (USE SAME CARD) How likely are you to buy or upgrade to a new Smartphone in the next 12 months?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	843 100	405 100	438 100	201 100	221 100	226 100	195 100	176 100	311 100	231 100	125 100	607 100	236 100	222 100	621 100	374 100	346 100	123 100	437 100	111 100	79 100	86 100
TOP 2 BOX	230 27%	104 26%	126 29%	44 22%	59 27%	70 31%	57 29%	58 33%	89 29%	43 19%	40 32%	160 26%	70 30%	57 26%	173 28%	86 23%	113 33%	31 25%	135 31%	27 24%	26 33%	16 19%
						D	d	J	J		J						P		V	V	V	
Very likely	81 10%	42 10%	39 9%	16 8%	21 10%	26 12%	18 9%	17 10%	39 13%	14 6%	11 9%	60 10%	21 9%	22 10%	59 10%	39 10%	33 10%	9 7%	39 9%	12 11%	15 19%	2 2%
									J										V	V	SV	
Somewhat likely	149 18%	62 15%	87 20%	28 14%	38 17%	44 19%	39 20%	41 23%	50 16%	29 13%	29 23%	100 16%	49 21%	35 16%	114 18%	47 13%	80 23%	22 18%	96 22%	15 14%	11 14%	14 16%
			b					iJ			iJ						P		Tu			
Neither likely nor unlikely	92 11%	50 12%	42 10%	28 14%	30 14%	17 8%	17 9%	12 7%	36 12%	27 12%	17 14%	77 13%	15 6%	22 10%	70 11%	52 14%	36 10%	4 3%	49 11%	16 14%	8 10%	6 7%
				F	F				h	h	h	M				R	R			v		
Somewhat unlikely	118 14%	70 17%	48 11%	29 14%	26 12%	31 14%	32 16%	24 14%	28 9%	45 19%	21 17%	88 14%	30 13%	27 12%	91 15%	58 16%	38 11%	22 18%	64 15%	16 14%	4 5%	15 17%
		C							I	I						q	q	q	U	U		U
Very unlikely	261 31%	119 29%	142 32%	73 36%	65 29%	63 28%	60 31%	50 28%	110 35%	68 29%	33 26%	196 32%	65 28%	62 28%	199 32%	112 30%	97 28%	52 42%	137 31%	18 16%	18 23%	34 40%
				f				k										PQ	T		TU	
Don't know	142 17%	62 15%	80 18%	27 13%	41 19%	45 20%	29 15%	32 18%	48 15%	48 21%	14 11%	86 14%	56 24%	54 24%	88 14%	66 18%	62 18%	14 11%	52 12%	34 31%	23 29%	15 17%
						d		k		K			L	O		r	r			SV	Sv	

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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## 347. (HAND CARD) What brand of new Smartphone do you plan to buy or upgrade to?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Smartphone purchase intenders/upgraders	228 100	104 100	124 100	44 100	59 100	70 100	55 100	58 100	89 100	41 100	40 100	158 100	70 100	57 100	171 100	86 100	111 100	31 100	133 100	27 100	26 100	16 100
Apple iPhone	180 79%	80 77%	100 81%	35 80%	48 81%	57 81%	40 73%	46 79%	78 88% jK	30 73%	26 65%	132 84% M	48 69%	33 58%	147 86% N	75 87% qR	86 77% r	19 61%	111 83%	19 70%	24 92% Tv	11 69%
Samsung	29 13%	15 14%	14 11%	5 11%	7 12%	8 11%	9 16%	7 12%	7 8%	7 17%	8 20% i	17 11%	12 17%	13 23% O	16 9%	5 6%	16 14% P	8 26% P	11 8%	6 22% sU	1 4%	5 31% sU
LG	11 5%	5 5%	6 5%	3 7%	3 5%	4 6%	1 2%	4 7%	2 2%	1 2%	4 10%	3 2%	8 11% L	9 16% O	2 1%	5 6%	4 4%	2 6%	5 4%	2 7%	1 4%	0 0
Other	1 *%	0 0	1 1%	0 0	1 2%	0 0	0 0	1 2%	0 0	0 0	0 0	1 1%	0 0	0 0	1 1%	1 1%	0 0	0 0	1 1%	0 0	0 0	0 0
Don't know	7 3%	4 4%	3 2%	1 2%	0 0	1 1%	5 9% f	0 0	2 2%	3 7%	2 5%	5 3%	2 3%	2 4%	5 3%	0 0	5 5%	2 6%	5 4%	0 0	0 0	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

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STUDENT MONITOR® Spring 2018

## A348. (HAND CARD) Which iPhone do you plan to purchase or upgrade to?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
New iPhone purchase intenders/upgraders	182 100	80 100	102 100	35 100	48 100	59 100	40 100	46 100	78 100	30 100	28 100	132 100	50 100	35 100	147 100	77 100	86 100	19 100	113 100	19 100	24 100	11 100
X (newest iPhone	88 48%	32 40%	56 55% B	12 34%	24 50%	28 47%	24 60% D	26 57% K	40 51% K	15 50% K	7 25%	68 52%	20 40%	10 29%	78 53% N	36 47% r	47 55% R	5 26%	54 48%	7 37%	12 50%	10 91% STU
8 Plus	19 10%	11 14%	8 8%	5 14%	5 10%	7 12%	2 5%	3 7%	8 10%	4 13%	4 14%	11 8%	8 16%	7 20% o	12 8%	11 14%	7 8%	1 5%	14 12%	1 5%	2 8%	0 0
8	15 8%	6 8%	9 9%	2 6%	3 6%	5 8%	5 12%	5 11%	6 8%	4 13%	0 0	13 10%	2 4%	0 0	15 10%	6 8%	8 9%	1 5%	9 8%	3 16%	2 8%	0 0
7	13 7%	4 5%	9 9%	7 20% eFG	3 6%	2 3%	1 2%	6 13%	5 6%	0 0	2 7%	9 7%	4 8%	7 20% O	6 4%	7 9%	5 6%	1 5%	3 3%	6 32% SU	1 4%	0 0
7 Plus	6 3%	2 2%	4 4%	0 0	1 2%	5 8%	0 0	0 0	2 3%	1 3%	3 11%	3 2%	3 6%	4 11% o	2 1%	3 4%	1 1%	2 11%	6 5%	0 0	0 0	0 0
6 Plus	4 2%	3 4%	1 1%	0 0	0 0	3 5%	1 2%	0 0	3 4%	0 0	1 4%	3 2%	1 2%	1 3%	3 2%	3 4%	1 1%	0 0	4 4%	0 0	0 0	0 0
SE	4 2%	3 4%	1 1%	1 3%	1 2%	2 3%	0 0	0 0	2 3%	0 0	2 7%	3 2%	1 2%	0 0	4 3%	1 1%	3 3%	0 0	3 3%	0 0	0 0	0 0
6S	1 1%	1 1%	0 0	0 0	1 2%	0 0	0 0	1 2%	0 0	0 0	0 0	1 1%	0 0	0 0	1 1%	0 0	1 1%	0 0	1 1%	0 0	0 0	0 0
6S Plus	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
Don't know	32 18%	18 22%	14 14%	8 23%	10 21%	7 12%	7 18%	5 11%	12 15%	6 20%	9 32% Hi	21 16%	11 22%	6 17%	26 18%	10 13%	13 15%	9 47% PQ	19 17%	2 11%	7 29%	1 9%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

## 349. (HAND CARD) Which of these have you used your Smartphone for in the past week? (Among Smartphone owners)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Smartphone owners	758 100	358 100	400 100	176 100	198 100	209 100	175 100	150 100	289 100	201 100	118 100	548 100	210 100	189 100	569 100	327 100	322 100	109 100	408 100	90 100	76 100	74 100
Texted	602 79%	278 78%	324 81%	141 80%	149 75%	172 82%	140 80%	116 77%	224 78%	163 81%	99 84%	434 79%	168 80%	134 71%	468 82%	249 76%	271 84%	82 75%	337 83%	62 69%	63 83%	65 88%
						e									N		Pr		T		T	T
Checked eMail	600 79%	271 76%	329 82%	142 81%	140 71%	165 79%	153 87%	122 81%	233 81%	146 73%	99 84%	423 77%	177 84%	151 80%	449 79%	259 79%	268 83%	73 67%	325 80%	62 69%	64 84%	68 92%
			B	E		e	dEF	j	J		J		L			R	R		T		T	ST
Checked weather	580 77%	258 72%	322 80%	136 77%	138 70%	163 78%	143 82%	121 81%	227 79%	138 69%	94 80%	414 76%	166 79%	129 68%	451 79%	245 75%	256 80%	79 72%	328 80%	64 71%	60 79%	57 77%
			B	e		e	E	J	J		J				N				t			
Took photos	562 74%	256 72%	306 76%	146 83%	150 76%	144 69%	122 70%	118 79%	217 75%	128 64%	99 84%	412 75%	150 71%	121 64%	441 78%	246 75%	245 76%	71 65%	317 78%	60 67%	47 62%	68 92%
				eFG				J	J		IJ				N	r	R		TU			STU
Social media	552 73%	257 72%	295 74%	135 77%	151 76%	140 67%	126 72%	105 70%	207 72%	143 71%	97 82%	415 76%	137 65%	107 57%	445 78%	237 72%	240 75%	75 69%	323 79%	53 59%	49 64%	54 73%
				F	F						HIJ	M			N				TU			t
Looked online	527 70%	247 69%	280 70%	138 78%	133 67%	137 66%	119 68%	110 73%	210 73%	123 61%	84 71%	387 71%	140 67%	120 63%	407 72%	224 69%	228 71%	75 69%	295 72%	51 57%	49 64%	62 84%
				EFG				J	J		j				N				T			STU
Listened to streamed music	463 61%	208 58%	255 64%	103 59%	114 58%	140 67%	106 61%	87 58%	183 63%	117 58%	76 64%	332 61%	131 62%	98 52%	365 64%	191 58%	221 69%	51 47%	269 66%	37 41%	54 71%	40 54%
						dE									N	R	PR		Tv		TV	t
Checked bank or credit card balances	440 58%	188 53%	252 63%	119 68%	99 50%	119 57%	103 59%	91 61%	188 65%	76 38%	85 72%	327 60%	113 54%	97 51%	343 60%	180 55%	207 64%	53 49%	244 60%	44 49%	44 58%	38 51%
			B	EFg			e	J	J		HJ				N		PR		t			
Took videos	422 56%	182 51%	240 60%	108 61%	108 55%	114 55%	92 53%	87 58%	175 61%	97 48%	63 53%	323 59%	99 47%	91 48%	331 58%	185 57%	182 57%	55 50%	238 58%	43 48%	38 50%	50 68%
			B	g				j	J			M			N				t			TU
Watched video	405 53%	187 52%	218 54%	113 64%	100 51%	88 42%	104 59%	80 53%	158 55%	101 50%	66 56%	306 56%	99 47%	85 45%	320 56%	184 56%	162 50%	59 54%	222 54%	44 49%	30 39%	51 69%
				EF	f		eF					M			N				U			STU

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

349. (HAND CARD) Which of these have you used your Smartphone for in the past week? (Among Smartphone owners)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Voice conversation	368 49%	150 42%	218 54% B	82 47%	87 44%	107 51%	92 53% e	54 36%	147 51% HK	123 61% HIK	44 37%	274 50%	94 45%	77 41%	291 51% N	150 46%	162 50%	56 51%	202 50% T	34 38%	44 58% T	36 49%
Looked up information for a class	350 46%	148 41%	202 50% B	89 51% e	83 42%	99 47%	79 45%	75 50% J	159 55% J	57 28%	59 50% J	268 49% M	82 39%	75 40%	275 48% N	150 46%	153 48%	47 43%	195 48% T	32 36%	37 49% t	41 55% T
Used the calendar	327 43%	132 37%	195 49% B	81 46%	83 42%	92 44%	71 41%	61 41% J	159 55% HJK	58 29%	49 42% J	242 44%	85 40%	63 33%	264 46% N	141 43%	137 43%	49 45%	179 44% t	30 33%	37 49% T	35 47% t
Sent or received money	321 42%	144 40%	177 44%	79 45%	75 38%	86 41%	81 46% e	72 48% J	149 52% J	45 22%	55 47% J	239 44%	82 39%	55 29%	266 47% N	129 39% R	160 50% PR	32 29%	180 44%	32 36%	28 37%	35 47%
Video conversation	319 42%	118 33%	201 50% B	76 43%	77 39%	98 47%	68 39%	52 35%	139 48% HK	92 46% HK	36 31%	227 41%	92 44%	75 40%	244 43%	146 45%	132 41%	41 38%	164 40%	39 43%	37 49%	34 46%
Played games	287 38%	166 46% C	121 30%	69 39%	75 38%	77 37%	66 38%	56 37%	105 36%	87 43% k	39 33%	213 39%	74 35%	60 32%	227 40% N	136 42% q	112 35%	39 36%	175 43% TU	26 29%	15 20%	28 38% U
Listened to music other than streamed music	282 37%	139 39%	143 36% EFG	85 48%	60 30%	71 34%	66 38%	46 31%	121 42% HJ	63 31%	52 44% HJ	214 39% m	68 32%	63 33%	219 38%	131 40% Q	105 33%	46 42% q	145 36%	27 30%	25 33%	33 45% t
Got special deals or discounts	225 30%	88 25%	137 34% B	57 32%	51 26%	69 33%	48 27%	30 20%	131 45% HJK	37 18%	27 23%	172 31% m	53 25%	40 21%	185 33% N	94 29%	100 31%	31 28%	117 29%	22 24%	25 33%	28 38% t
Paid bills	207 27%	97 27%	110 28%	41 23%	47 24%	58 28%	61 35% DE	34 23% J	103 36% HJ	25 12%	45 38% HJ	171 31% M	36 17%	44 23%	163 29%	74 23%	104 32% P	29 27%	113 28%	20 22%	19 25%	17 23%
Made purchases online or with an app	178 23%	70 20%	108 27% B	42 24%	43 22%	55 26%	38 22%	35 23%	80 28% J	33 16%	30 25% j	133 24%	45 21%	27 14%	151 27% N	80 24%	79 25%	19 17%	103 25% V	18 20%	18 24%	11 15%
Watched TV	177 23%	76 21%	101 25%	54 31% EF	41 21%	40 19%	42 24%	31 21% K	79 27% K	55 27% K	12 10%	138 25% M	39 19%	32 17%	145 25% N	91 28% Q	57 18%	29 27% q	88 22%	27 30%	18 24%	20 27%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

349. (HAND CARD) Which of these have you used your Smartphone for in the past week? (Among Smartphone owners)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Used a dating app	171 23%	81 23%	90 22%	51 29% eF	42 21%	39 19%	39 22%	33 22% K	81 28% jK	42 21% k	15 13%	129 24%	42 20%	22 12%	149 26% N	96 29% QR	60 19%	15 14%	91 22%	17 19%	21 28%	19 26%
Made purchases in a store	131 17%	52 15%	79 20% b	35 20%	33 17%	34 16%	29 17%	31 21% J	59 20% J	24 12%	17 14%	98 18%	33 16%	21 11%	110 19% N	59 18%	49 15%	23 21%	64 16%	12 13%	14 18%	11 15%
Researched professors	83 11%	28 8%	55 14% B	21 12%	31 16% FG	19 9%	12 7%	7 5%	40 14% Hj	17 8%	19 16% Hj	68 12% M	15 7%	11 6%	72 13% N	51 16% Q	21 7%	11 10%	34 8%	9 10%	10 13%	14 19% S

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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STUDENT MONITOR® Spring 2018

## 349. (HAND CARD) Which of these have you used your Smartphone for in the past week? (Among iPhone owners)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Among iPhone owners	608 100	274 100	334 100	138 100	162 100	176 100	132 100	133 100	255 100	125 100	95 100	446 100	162 100	130 100	478 100	266 100	263 100	79 100	342 100	62 100	65 100	58 100
Checked eMail	496 82%	216 79%	280 84%	118 86% E	113 70%	147 84% E	118 89% E	111 83%	210 82%	95 76%	80 84%	354 79%	142 88% L	110 85%	386 81%	220 83% R	224 85% R	52 66%	278 81%	45 73%	58 89% ST	55 95% ST
Texted	494 81%	220 80%	274 82%	112 81%	121 75%	150 85% E	111 84% E	106 80%	201 79%	107 86% i	80 84%	358 80%	136 84%	92 71%	402 84% N	205 77%	229 87% PR	60 76%	285 83% T	39 63%	57 88% T	51 88% T
Checked weather	477 78%	202 74%	275 82% B	110 80% E	112 69%	143 81% E	112 85% E	108 81%	201 79%	95 76%	73 77%	340 76%	137 85% L	92 71%	385 81% N	206 77%	216 82% R	55 70%	275 80%	49 79%	54 83%	45 78%
Took photos	463 76%	201 73%	262 78%	116 84% FG	125 77%	125 71%	97 73%	107 80% J	196 77% J	79 63%	81 85% iJ	346 78%	117 72%	80 62%	383 80% N	209 79% R	203 77% R	51 65%	267 78% U	44 71%	42 65%	55 95% STU
Social media	451 74%	199 73%	252 75%	108 78% f	120 74%	122 69%	101 77%	95 71%	185 73%	92 74%	79 83% HIj	342 77% M	109 67%	73 56%	378 79% N	202 76%	195 74%	54 68%	268 78% Tu	40 65%	43 66%	44 76%
Looked online	421 69%	192 70%	229 69%	110 80% EFG	103 64%	118 67%	90 68%	99 74% J	186 73% J	72 58%	64 67%	318 71% m	103 64%	75 58%	346 72% N	184 69%	188 71%	49 62%	249 73% T	33 53%	41 63%	51 88% STU
Listened to streamed music	391 64%	166 61%	225 67% b	86 62% b	95 59%	123 70% E	87 66%	78 59%	164 64%	84 67%	65 68%	280 63%	111 69%	74 57%	317 66% n	162 61% R	192 73% PR	37 47%	232 68% T	25 40%	50 77% TV	34 59% T
Checked bank or credit card balances	377 62%	159 58%	218 65% b	99 72% EF	84 52%	107 61% e	87 66% E	79 59% J	170 67% J	54 43%	74 78% HIJ	286 64% m	91 56%	74 57%	303 63%	153 58%	181 69% PR	43 54%	215 63%	34 55%	39 60%	35 60%
Took videos	352 58%	148 54%	204 61% b	88 64% b	89 55%	100 57%	75 57%	78 59%	159 62% J	61 49%	54 57%	274 61% M	78 48%	65 50%	287 60% N	153 58%	158 60%	41 52%	208 61% t	30 48%	34 52%	40 69% Tu
Watched video	333 55%	148 54%	185 55%	94 68% EF	82 51%	79 45%	78 59% F	72 54%	137 54%	66 53%	58 61%	256 57% M	77 48%	59 45%	274 57% N	157 59%	137 52%	39 49%	190 56% U	36 58% u	27 42%	40 69% SU

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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Lowercase letters indicate significance at the 90% level.



(Continued)  
STUDENT MONITOR® Spring 2018

349. (HAND CARD) Which of these have you used your Smartphone for in the past week? (Among iPhone owners)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Voice conversation	310 51%	126 46%	184 55% B	71 51%	71 44%	95 54% e	73 55% E	50 38%	131 51% H	87 70% HIK	42 44%	236 53%	74 46%	55 42%	255 53% N	128 48%	141 54%	41 52%	175 51%	30 48%	40 62%	28 48%
Looked up information for a class	300 49%	120 44%	180 54% B	76 55% e	72 44%	88 50%	64 48%	70 53% J	142 56% J	35 28%	53 56% J	229 51% m	71 44%	59 45%	241 50%	137 52% r	131 50%	32 41%	172 50%	27 44%	33 51%	35 60% t
Sent or received money	291 48%	126 46%	165 49%	72 52%	72 44%	81 46%	66 50%	66 50% J	141 55% J	32 26%	52 55% J	216 48%	75 46%	48 37%	243 51% N	122 46% R	144 55% PR	25 32%	167 49% u	28 45%	24 37%	32 55% U
Used the calendar	282 46%	109 40%	173 52% B	70 51%	70 43%	84 48%	58 44%	56 42%	142 56% HJK	41 33%	43 45% j	211 47%	71 44%	45 35%	237 50% N	129 48%	121 46%	32 41%	155 45%	26 42%	35 54%	31 53%
Video conversation	274 45%	100 36%	174 52% B	65 47%	63 39%	88 50% E	58 44%	47 35%	130 51% HK	65 52% HK	32 34%	200 45%	74 46%	55 42%	219 46%	120 45%	119 45%	35 44%	147 43%	33 53%	36 55% s	28 48%
Listened to music other than streamed music	235 39%	112 41%	123 37%	75 54% EFG	49 30%	58 33%	53 40% e	43 32%	110 43% HJ	39 31%	43 45% HJ	182 41% m	53 33%	44 34%	191 40%	115 43% Q	87 33%	33 42%	120 35%	22 35%	23 35%	30 52% Stu
Played games	231 38%	130 47% C	101 30%	56 41%	60 37%	65 37%	50 38%	50 38%	92 36%	54 43%	35 37%	173 39%	58 36%	41 32%	190 40% n	112 42%	93 35%	26 33%	145 42% U	20 32% U	11 17%	21 36% U
Got special deals or discounts	199 33%	79 29%	120 36% b	53 38% E	42 26%	62 35% e	42 32%	26 20%	125 49% HJK	25 20%	23 24%	154 35%	45 28%	31 24%	168 35% N	90 34%	87 33%	22 28%	108 32%	18 29%	24 37%	24 41%
Paid bills	176 29%	80 29%	96 29%	36 26%	40 25%	49 28%	51 39% DEF	33 25% J	89 35% HJ	17 14%	37 39% HJ	148 33% M	28 17%	31 24%	145 30%	62 23%	90 34% P	24 30%	99 29%	16 26%	17 26%	17 29%
Made purchases online or with an app	162 27%	64 23%	98 29% b	40 29%	39 24%	50 28%	33 25%	33 25%	76 30% J	24 19%	29 31% j	122 27%	40 25%	22 17%	140 29% N	74 28% R	74 28% R	14 18%	98 29% V	15 24%	15 23%	10 17%
Watched TV	144 24%	62 23%	82 25%	47 34% EFG	35 22%	34 19%	28 21%	27 20% k	74 29% hK	32 26% K	11 12%	115 26% M	29 18%	21 16%	123 26% N	77 29% Q	44 17%	23 29% Q	73 21%	22 35% S	16 25%	16 28%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

349. (HAND CARD) Which of these have you used your Smartphone for in the past week? (Among iPhone owners)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Used a dating app	135 22%	61 22%	74 22%	38 28% F	36 22%	30 17%	31 23%	27 20% k	75 29% HJK	22 18%	11 12%	104 23%	31 19%	13 10%	122 26% N	75 28% QR	47 18%	13 16%	72 21%	10 16%	18 28%	19 33% sT
Made purchases in a store	112 18%	46 17%	66 20%	31 22%	29 18%	30 17%	22 17%	28 21% j	53 21% J	16 13%	15 16%	84 19%	28 17%	16 12%	96 20% N	53 20%	43 16%	16 20%	55 16%	12 19%	12 18%	10 17%
Researched professors	69 11%	24 9%	45 13% b	19 14%	25 15% Fg	14 8%	11 8%	6 5%	37 15% HJ	10 8%	16 17% Hj	58 13% M	11 7%	8 6%	61 13% N	41 15% Q	20 8%	8 10%	31 9%	7 11%	6 9%	13 22% SU

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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STUDENT MONITOR® Spring 2018

349. (HAND CARD) Which of these have you used your Smartphone for in the past week? (Among Smartphone owners who don't own an iPhone)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Among Smartphone owners who don't own an iPhone	152 100	85 100	67 100	38 100	38 100	33 100	43 100	17 100	34 100	76 100	25 100	104 100	48 100	59 100	93 100	63 100	59 100	30 100	68 100	28 100	11 100	16 100
Texted	110 72%	59 69%	51 76%	29 76%	30 79%	22 67%	29 67%	10 59%	23 68%	56 74%	21 84% h	78 75%	32 67%	42 71%	68 73%	46 73%	42 71%	22 73%	54 79%	23 82% u	6 55%	14 88% u
Checked eMail	106 70%	56 66%	50 75%	24 63%	29 76% F	18 55%	35 81% dF	11 65%	23 68%	51 67%	21 84% j	71 68%	35 73%	41 69%	65 70%	41 65%	44 75%	21 70%	49 72%	17 61%	6 55%	13 81%
Looked online	106 70%	55 65%	51 76%	28 74%	30 79% F	19 58%	29 67%	11 65%	24 71%	51 67%	20 80%	69 66%	37 77%	45 76%	61 66%	40 63%	40 68%	26 87% PQ	46 68%	18 64%	8 73%	11 69%
Checked weather	103 68%	56 66%	47 70%	26 68%	26 68%	20 61%	31 72%	13 76% j	26 76% J	43 57%	21 84% J	74 71%	29 60%	37 63%	66 71%	39 62%	40 68%	24 80% p	53 78% T	15 54%	6 55%	12 75%
Social media	101 66%	58 68%	43 64%	27 71%	31 82% FG	18 55%	25 58%	10 59%	22 65%	51 67%	18 72%	73 70%	28 58%	34 58%	67 72% n	35 56%	45 76% P	21 70%	55 81% Tu	13 46%	6 55%	10 62%
Took photos	101 66%	56 66%	45 67%	30 79% FG	27 71%	19 58%	25 58%	11 65%	21 62%	49 64%	20 80%	68 65%	33 69%	41 69%	60 65%	39 62%	42 71%	20 67%	52 76% tu	16 57%	5 45%	13 81% tU
Listened to streamed music	74 49%	43 51%	31 46%	17 45%	21 55%	17 52%	19 44%	9 53%	19 56%	33 43%	13 52%	54 52%	20 42%	24 41%	50 54%	31 49%	29 49%	14 47%	39 57%	12 43%	4 36%	6 38%
Watched video	74 49%	40 47%	34 51%	19 50% F	20 53% F	9 27%	26 60% F	8 47%	21 62% k	35 46%	10 40%	52 50%	22 46%	26 44%	48 52%	29 46%	25 42%	20 67% pQ	34 50% T	8 29%	3 27%	11 69% TU
Took videos	70 46%	34 40%	36 54% b	20 53%	19 50%	14 42%	17 40%	9 53%	16 47%	36 47%	9 36%	49 47%	21 44%	26 44%	44 47%	32 51%	24 41%	14 47%	30 44%	13 46%	4 36%	10 62%
Checked bank or credit card balances	63 41%	29 34%	34 51% B	20 53%	15 39%	12 36%	16 37%	12 71% Jk	18 53% J	22 29%	11 44%	41 39%	22 46%	23 39%	40 43%	27 43%	26 44%	10 33%	29 43% V	10 36%	5 45%	3 19%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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(Continued)  
STUDENT MONITOR® Spring 2018

349. (HAND CARD) Which of these have you used your Smartphone for in the past week? (Among Smartphone owners who don't own an iPhone)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Voice conversation	60 39%	25 29%	35 52% B	11 29%	18 47% d	12 36%	19 44%	4 24%	16 47% hK	36 47% HK	4 16%	40 38%	20 42%	22 37%	38 41%	24 38%	21 36%	15 50%	29 43% T	4 14%	4 36%	8 50% T
Played games	58 38%	37 44%	21 31%	13 34%	17 45%	12 36%	16 37%	6 35%	13 38%	33 43% k	6 24%	42 40%	16 33%	19 32%	39 42%	26 41%	19 32%	13 43%	32 47% T	6 21%	4 36%	7 44%
Looked up information for a class	52 34%	29 34%	23 34%	13 34%	13 34%	11 33%	15 35%	5 29%	17 50% J	22 29%	8 32%	41 39% M	11 23%	16 27%	36 39%	15 24%	22 37%	15 50% P	25 37% T	5 18%	4 36%	6 38%
Listened to music other than streamed music	47 31%	27 32%	20 30%	10 26%	11 29%	13 39%	13 30%	3 18%	11 32%	24 32%	9 36%	32 31%	15 31%	19 32%	28 30%	16 25%	18 31%	13 43% P	25 37% T	5 18%	2 18%	3 19%
Used the calendar	47 31%	24 28%	23 34%	11 29%	15 39%	8 24%	13 30%	5 29%	17 50% J	17 22%	8 32%	33 32%	14 29%	18 31%	29 31%	14 22%	16 27%	17 57% PQ	26 38% T	4 14%	2 18%	4 25%
Video conversation	45 30%	18 21%	27 40% B	11 29%	14 37%	10 30%	10 23%	5 29%	9 26%	27 36% K	4 16%	27 26%	18 38%	20 34%	25 27%	26 41% QR	13 22%	6 20%	17 25%	6 21%	1 9%	6 38% u
Used a dating app	36 24%	20 24%	16 24%	13 34% e	6 16%	9 27%	8 19%	6 35%	6 18%	20 26%	4 16%	25 24%	11 23%	9 15%	27 29% N	21 33% R	13 22% R	2 7%	19 28%	7 25%	3 27%	0 0
Watched TV	33 22%	14 16%	19 28% b	7 18%	6 16%	6 18%	14 33% e	4 24% k	5 15%	23 30% iK	1 4%	23 22%	10 21%	11 19%	22 24%	14 22%	13 22%	6 20%	15 22%	5 18%	2 18%	4 25%
Sent or received money	32 21%	19 22%	13 19%	7 18%	5 13%	5 15%	15 35% dEF	6 35%	8 24%	13 17%	5 20%	25 24%	7 15%	7 12%	25 27% N	9 14%	16 27% p	7 23%	15 22%	4 14%	4 36%	3 19%
Paid bills	31 20%	17 20%	14 21%	5 13%	7 18%	9 27%	10 23%	1 6%	14 41% HJ	8 11%	8 32% HJ	23 22%	8 17%	13 22%	18 19%	12 19%	14 24%	5 17%	14 21%	4 14%	2 18%	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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349. (HAND CARD) Which of these have you used your Smartphone for in the past week? (Among Smartphone owners who don't own an iPhone)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Got special deals or discounts	28 18%	10 12%	18 27% B	4 11%	11 29% Dg	7 21%	6 14%	4 24%	6 18%	12 16%	6 24%	20 19%	8 17%	9 15%	19 20%	6 10%	13 22% p	9 30% P	11 16%	4 14%	1 9%	4 25%
Made purchases in a store	19 12%	6 7%	13 19% B	4 11%	4 11%	4 12%	7 16%	3 18%	6 18%	8 11%	2 8%	14 13%	5 10%	5 8%	14 15%	6 10%	6 10%	7 23%	9 13%	0 0	2 18%	1 6%
Made purchases online or with an app	18 12%	7 8%	11 16%	2 5%	6 16%	5 15%	5 12%	2 12%	4 12%	9 12%	3 12%	13 12%	5 10%	5 8%	13 14%	8 13%	5 8%	5 17%	7 10%	3 11%	3 27%	1 6%
Researched professors	14 9%	4 5%	10 15% B	2 5%	6 16% G	5 15% g	1 2%	1 6%	3 9%	7 9%	3 12%	10 10%	4 8%	3 5%	11 12%	10 16% Q	1 2%	3 10%	3 4%	2 7%	4 36% Stv	1 6%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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350. (HAND CARD) How many times do you use the following Smartphone apps in a typical week? (Among Smartphone owners)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Smartphone owners	711 100	338 100	373 100	168 100	182 100	196 100	165 100	146 100	286 100	166 100	113 100	519 100	192 100	170 100	541 100	309 100	304 100	98 100	395 100	81 100	75 100	64 100
Amazon Mobile																						
None	442 70%	208 68%	234 71%	105 68%	118 69%	110 67%	109 74%	108 74% J	194 74% J	67 54%	73 70% J	331 70%	111 68%	92 70%	350 70%	190 66%	187 73% P	65 71%	236 66%	57 77% s	42 72%	53 83% S
1 or more	193 30%	96 32%	97 29%	49 32%	52 31%	53 33%	39 26%	37 26%	68 26%	56 46% HIK	32 30%	141 30%	52 32%	40 30%	153 30%	98 34% q	68 27%	27 29%	120 34% tv	17 23%	16 28%	11 17%
Total mean	0.9	0.9	0.9	0.8	0.9	1.0	0.7	0.5	0.8 h	1.7 HIK	0.6	0.9	0.7	0.5	1.0 N	0.8	0.9	1.1	1.0 TUV	0.5	0.6	0.5
User mean	2.9	2.8	3.0	2.6	3.1	3.1	2.7	2.0	3.1 HK	3.7 HK	2.1	3.1 M	2.3	1.8	3.2 N	2.4	3.2 P	3.7 p	2.9 u	2.2	2.1	2.8
Apple Music																						
None	423 66%	214 69% c	209 63%	97 61%	102 60%	118 72% dE	106 70% e	106 73% I	163 63%	85 64%	69 66%	320 67%	103 62%	87 65%	336 66%	183 63%	184 71% Pr	56 60%	239 65%	44 59%	37 65%	48 76% sT
1 or more	221 34%	96 31%	125 37%	61 39% b	67 40% f	47 28% Fg	46 30%	40 27%	97 37% H	48 36%	36 34%	159 33%	62 38%	46 35%	175 34%	108 37% Q	76 29%	37 40% q	126 35% v	31 41% V	20 35%	15 24%
Total mean	3.4	2.9	3.8	4.4 G	3.7 G	3.1	2.2	2.3	3.9 H	3.3	3.6	3.3	3.4	3.4	3.4	3.6	3.1	3.5	3.2	2.6	5.1 t	4.1
User mean	9.8	9.4	10.0	11.4 G	9.4	10.7 g	7.3	8.5	10.5	9.0	10.4	10.1	9.0	9.8	9.8	9.6	10.5	8.8	9.2 t	6.3	14.6 ST	17.3 sT

ESPN

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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350. (HAND CARD) How many times do you use the following Smartphone apps in a typical week? (Among Smartphone owners)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
None	475 75%	185 60%	290 89% B	111 72%	120 71%	122 74%	122 81% DE	108 74%	199 77% j	86 68%	82 77%	351 75%	124 75%	92 71%	383 75%	185 64%	216 84% P	74 80% P	265 73%	52 72%	45 79%	56 88% ST
1 or more	162 25%	125 40% C	37 11%	44 28% G	48 29% G	42 26%	28 19%	38 26%	59 23%	40 32% i	25 23%	120 25%	42 25%	37 29%	125 25%	102 36% QR	42 16%	18 20%	97 27% V	20 28% V	12 21%	8 12%
Total mean	1.7	3.0 C	0.5	1.9	2.4 g	1.4	1.2	1.8	1.8	2.0	1.2	1.9 m	1.2	1.7	1.8	2.3 R	1.5 r	0.8	2.1 UV	1.8	0.8	0.8
User mean	6.8	7.6 c	4.5	6.6	8.5	5.5	6.5	7.0	8.0	6.2	5.0	7.5 M	4.9	5.8	7.2	6.4 R	9.3 R	3.9	7.9 U	6.6	3.8	6.5
Google Allo																						
None	610 97%	294 97%	316 98%	149 97%	159 97%	158 98%	144 98%	143 99%	250 97%	116 95%	101 99% j	452 97%	158 99%	119 96%	491 98%	275 96%	252 100% PR	83 94%	345 97%	68 94%	56 98%	64 100% ST
1 or more	16 3%	9 3%	7 2%	4 3%	5 3%	4 2%	3 2%	2 1%	7 3%	6 5% k	1 1%	14 3%	2 1%	5 4%	11 2%	10 4% Q	1 *% Q	5 6% Q	10 3%	4 6%	1 2%	0 0
Total mean	0.1	0.2	0.1	0.1	0.2	0.0	0.1	0.0	0.1	0.4 h	0.1	0.1 M	0.0	0.1	0.1	0.1 q	0.0	0.3 Q	0.1 uV	0.2	0.0	0.0
User mean	4.3	5.4	2.9	3.2	7.2	1.8	4.3	1.0	2.1 h	7.2 h	9.0	4.8 M	1.0	1.4	5.6 N	4.2	1.0	5.2	5.1	3.0	1.0	0
Lyft																						
None	499 78%	241 77%	258 79%	127 81%	130 78%	124 76%	118 77%	117 81% k	203 79%	105 80%	74 71%	380 80% m	119 73%	104 81%	395 77%	229 79%	194 74%	76 86% Q	283 78%	65 90% SUV	42 72%	46 72%
1 or more	140 22%	70 23%	70 21%	30 19%	36 22%	39 24%	35 23%	28 19%	55 21%	27 20%	30 29% h	96 20%	44 27% l	25 19%	115 23%	60 21%	68 26% R	12 14%	79 22% T	7 10%	16 28% T	18 28% T

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total mean	0.6	0.8	0.5	0.5	0.9	0.6	0.5	0.8	0.5	0.7	0.7	0.6	0.8	0.8	0.6	0.7	0.6	0.5	0.7 T	0.2	0.8 T	0.8 T
User mean	2.8	3.4	2.3	2.7	4.1	2.4	2.2	4.0	2.3	3.4 ik	2.3	2.7	3.0	4.0	2.6	3.3	2.2	3.9 Q	3.0	2.0	2.8	3.0
Netflix																						
None	283 44%	144 46%	139 41%	60 38%	73 43%	79 47%	71 46%	62 43% i	92 34%	65 52% I	64 59% HI	215 45%	68 41%	50 36%	233 46% N	99 34%	144 55% Pr	40 43%	178 49% TU	20 26%	19 32%	33 52% TU
1 or more	367 56%	169 54%	198 59%	96 62%	98 57%	88 53%	85 54%	83 57% K	179 66% hJK	60 48%	45 41%	268 55%	99 59%	89 64% O	278 54%	194 66% Q	120 45%	53 57% q	188 51%	57 74% SV	40 68% SV	31 48%
Total mean	3.6	3.5	3.6	4.1	3.7	3.2	3.4	3.1	4.6 HJK	2.5	3.1	3.7	3.4	3.6	3.6	3.7	3.3	4.1	3.1	5.6 Su	3.8	4.1
User mean	6.4	6.6	6.2	6.6	6.4	6.1	6.3	5.3	6.9 J	5.2	7.5 j	6.6	5.7	5.7	6.6	5.6	7.2 P	7.1	6.0	7.5	5.6	8.5 SU
Pandora																						
None	433 68%	223 73% C	210 63%	102 65%	120 71%	108 65%	103 69%	119 82% IJK	163 62%	79 63%	72 69%	308 65%	125 77% L	72 55%	361 71% N	197 67% r	185 72% R	51 57%	249 69% T	31 40%	33 58% T	57 89% STU
1 or more	206 32%	84 27% B	122 37%	54 35%	48 29%	57 35%	47 31%	26 18% H	101 38% H	47 37% H	32 31% H	169 35% M	37 23%	60 45% O	146 29%	96 33%	71 28%	39 43% pQ	113 31% V	46 60% SUV	24 42% V	7 11%
Total mean	1.9	1.6	2.2 b	1.5	1.8	2.4 d	1.8	0.5	2.0 H	3.1 Hi	2.1 H	2.3 M	0.6	2.2	1.8	1.7	1.8	2.8	2.1 V	2.9 sV	2.1 V	0.3
User mean	5.9	5.8	6.0	4.4	6.4 d	7.0 D	5.8 d	2.7	5.3 H	8.3 HI	6.9 H	6.6 M	2.8	4.8	6.3 N	5.2	6.6	6.4	6.7 TUV	4.9 V	5.0 V	2.4

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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STUDENT MONITOR® Spring 2018

350. (HAND CARD) How many times do you use the following Smartphone apps in a typical week? (Among Smartphone owners)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
<b>Spotify</b>																						
None	215 33%	101 32%	114 34%	65 41% F	57 33% F	39 23%	54 35% F	46 32%	94 35%	43 33%	32 29%	166 34%	49 30%	46 34%	169 32%	90 31%	78 29%	47 50% PQ	111 30%	29 39%	27 45% S	23 36%
1 or more	446 68%	221 69%	225 66%	94 59%	118 69% d	133 77% DeG	101 65%	99 68%	179 66%	88 67%	80 71%	329 67%	117 70%	90 66%	356 68%	203 69% R	196 72% R	47 50%	268 71% tU	45 61%	33 55%	41 64%
Total mean	8.9	9.4	8.4	8.5	9.6 g	10.1 G	7.1	7.8	11.3 HJK	6.8	6.8	9.6 M	6.8	6.9	9.4 N	8.1	10.2 pr	7.4	9.0 v	8.3	6.6	7.1
User mean	13.2	13.7	12.6	14.4 G	14.2 g	13.1	10.9	11.5	17.2 HJK	10.1	9.6	14.4 M	9.7	10.4	13.9 N	11.7	14.3 P	14.8	12.7	13.6	12.1	11.1
<b>Skype</b>																						
None	570 90%	278 91%	292 90%	132 86%	154 93% DG	155 95% DG	129 86%	138 95% JK	240 93% Jk	102 82%	90 87%	420 90%	150 92%	108 85%	462 92% n	259 89%	237 94% PR	74 84%	326 91%	67 93%	54 95% v	53 84%
1 or more	61 10%	27 9%	34 10%	21 14% EF	11 7%	8 5%	21 14% EF	7 5%	17 7%	23 18% HI	14 13% Hi	48 10%	13 8%	19 15% o	42 8%	32 11% Q	15 6% Q	14 16% Q	31 9%	5 7%	3 5%	10 16% u
Total mean	0.4	0.4	0.5	0.6 F	0.3	0.2	0.6 F	0.1	0.4 H	1.0 HIK	0.3	0.5 M	0.2	0.4	0.4	0.5 Q	0.2	0.8 Q	0.4 T	0.1	0.3	1.0 Tu
User mean	4.3	4.2	4.4	4.3	4.4	3.6	4.5	2.4	5.3 HK	5.6 HK	1.9	4.8 M	2.6	2.6	5.1 N	4.5	3.1	5.1	4.8 T	1.8	5.0	6.3 T
<b>Tinder</b>																						
None	467 71%	223 71%	244 71%	105 67%	122 73%	128 72%	112 73%	111 77% J	179 69%	94 62%	83 81% IJ	346 73% m	121 66%	98 66%	369 72%	204 69%	199 73%	64 73%	271 75% U	53 71% U	36 50%	47 73% U

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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STUDENT MONITOR® Spring 2018

350. (HAND CARD) How many times do you use the following Smartphone apps in a typical week? (Among Smartphone owners)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
1 or more	190 29%	90 28%	100 29%	52 33%	46 26%	50 29%	42 27%	34 23%	79 29% K	57 44% HIK	20 18%	127 26%	63 38% L	50 37% O	140 27%	92 31%	74 27%	24 26%	90 24%	22 30%	36 60% STV	17 27%
Total mean	1.7	2.0	1.5	2.4 fg	1.8	1.4	1.3	1.6 K	1.9 K	2.3 K	0.6	1.7	1.8	1.8	1.7	2.3 QR	1.4	0.9	1.5	2.1	1.8	2.6
User mean	6.0	7.0 c	5.1	7.4	6.5	5.0	4.9	6.7 K	6.3 K	6.1 K	3.2	6.4	5.2	5.3	6.2	7.4 QR	5.1 R	3.4	6.0 U	7.2	3.6	9.8 sU
Uber																						
None	348 54%	165 53%	183 54%	93 59% e	82 49%	95 56%	78 51%	40 27%	157 60% HK	104 79% HIK	47 45% H	288 60% M	60 37%	71 56%	277 53%	166 57% Q	118 44%	64 72% PQ	183 49%	47 65% S	31 53%	48 75% SU
1 or more	297 46%	144 47%	153 45%	64 41%	85 51% d	74 44%	74 49%	106 73% IJK	105 40% J	28 21%	58 55% IJ	193 40%	104 63% L	56 44%	241 46%	124 43% R	148 55% PR	25 28%	187 50% TV	25 35%	27 47% V	16 25%
Total mean	1.4	1.5	1.4	1.0	1.8 D	1.4 d	1.5 d	2.7 IJK	1.0	0.8	1.5 iJ	1.2	2.1 L	1.2	1.5	1.2	1.7 P	1.2	1.7 Tv	0.7	1.6 T	1.0
User mean	3.1	3.2	3.0	2.4	3.6 D	3.3 d	3.0	3.8 IK	2.6	3.5	2.7	3.0	3.3	2.7	3.2	2.9	3.1	4.4 Pq	3.3 T	2.1	3.4 T	4.2 T

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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STUDENT MONITOR® Spring 2018

350. (HAND CARD) How many times do you use the following Smartphone apps in a typical week? (Among iPhone owners)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
iPhone owners	584 100	264 100	320 100	133 100	150 100	171 100	130 100	129 100	252 100	115 100	88 100	429 100	155 100	122 100	462 100	257 100	253 100	74 100	333 100	60 100	64 100	56 100
Amazon Mobile																						
None	364 69%	163 68%	201 71%	85 68%	99 70%	93 66%	87 73%	95 74% J	170 74% J	42 48%	57 71% J	274 70%	90 66%	66 69%	298 69%	161 66%	156 74% p	47 68%	200 66%	44 77% s	33 70%	47 84% Su
1 or more	161 31%	78 32%	83 29%	40 32%	42 30%	47 34%	32 27%	33 26%	60 26%	45 52% HIK	23 29%	115 30%	46 34%	30 31%	131 31%	84 34% q	55 26%	22 32%	101 34% tV	13 23%	14 30% v	9 16%
Total mean	0.9	0.9	0.9	0.9 g	1.0 g	1.1 G	0.6	0.5	0.8 h	2.1 HIK	0.6	0.9	0.8	0.6	1.0 N	0.9	0.8	1.3	1.1 TUV	0.6	0.6	0.5
User mean	3.0	2.9	3.0	2.8 g	3.5 g	3.2 G	2.2	2.1	3.1 HK	4.0 HK	2.0	3.2 M	2.4	1.9	3.2 N	2.6	3.2	4.0	3.1 U	2.5	1.9	3.0
Apple Music																						
None	322 60%	155 63%	167 58%	70 54%	77 55%	96 68% DE	79 64% d	90 70% IJK	135 59%	53 55%	44 55%	245 62%	77 56%	54 56%	268 61%	144 58%	143 66% pR	35 50%	190 61% T	27 47%	28 60%	40 73% sT
1 or more	213 40%	92 37%	121 42%	60 46% Fg	63 45% F	46 32%	44 36%	39 30%	94 41% H	44 45% H	36 45% H	153 38%	60 44%	43 44%	170 39%	104 42% q	74 34%	35 50% Q	119 39% v	31 53% SV	19 40%	15 27%
Total mean	4.0	3.6	4.3	5.3 G	4.4 G	3.5	2.7	2.6	4.4 H	4.3 h	4.7 h	4.0	4.1	4.5	3.9	4.1	3.6	4.6	3.7	3.3	6.1	4.7
User mean	10.0	9.7	10.2	11.5 G	9.7	10.9 g	7.5	8.6	10.6	9.5	10.4	10.3	9.3	10.2	10.0	9.8	10.6	9.3	9.5 T	6.3	15.1 ST	17.3 T

ESPN

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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350. (HAND CARD) How many times do you use the following Smartphone apps in a typical week? (Among iPhone owners)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
None	395 75%	145 58%	250 89% B	90 71%	99 71%	107 76%	99 81% dE	98 76%	178 78% j	62 68%	57 70%	292 75%	103 74%	66 69%	329 76%	161 66%	181 84% P	53 76% p	221 72%	44 80%	38 81%	48 86% S
1 or more	135 25%	103 42% C	32 11%	37 29% g	41 29% G	34 24%	23 19%	31 24%	50 22%	29 32% i	25 30%	99 25%	36 26%	29 31%	106 24%	84 34% Qr	34 16%	17 24%	86 28% V	11 20%	9 19%	8 14%
Total mean	1.8	3.2 C	0.5	1.8	2.7 fG	1.4	1.1	1.9	1.9	1.5	1.5	2.0 M	1.2	1.7	1.8	2.2 R	1.5	1.0	2.2 UV	1.5	0.9	0.9
User mean	7.0	7.6	4.8	6.2	9.3	5.6	6.0	8.1	8.5 j	4.9	5.0	7.8 M	4.6	5.6	7.3	6.5 R	9.5 R	4.0	8.0 U	7.3	4.7	6.5
Google Allo																						
None	506 97%	233 97%	273 98%	121 97%	133 98%	136 98%	116 97%	126 98%	222 98%	82 94%	76 99%	375 97%	131 98%	86 96%	420 98%	234 96%	210 100% PR	62 94%	292 97%	51 93%	47 100% ST	56 100% ST
1 or more	13 3%	8 3%	5 2%	4 3%	3 2%	3 2%	3 3%	2 2%	5 2%	5 6%	1 1%	11 3%	2 2%	4 4%	9 2%	9 4%	0 0	4 6%	8 3%	4 7%	0 0	0 0
Total mean	0.1	0.2	0.1	0.1	0.2	0.0	0.1	0.0	0.1	0.5 h	0.1	0.2 M	0.0	0.1	0.1	0.2 q	0.0	0.4 Q	0.2 UV	0.2	0.0	0.0
User mean	4.9	5.9	3.4	3.2	10.7	2.0	4.3	1.0	2.4	8.2 h	9.0	5.6 M	1.0	1.2	6.6 N	4.4	0	6.0	5.9	3.0	0	0
Lyft																						
None	411 78%	190 78%	221 79%	103 82%	106 77%	106 76%	96 79%	102 80%	178 78%	75 83% k	56 71%	314 80% m	97 73%	77 84%	334 77%	191 78%	162 76%	58 88% PQ	241 79% v	49 89% SUV	34 72%	38 68%
1 or more	114 22%	54 22%	60 21%	23 18%	31 23%	34 24%	26 21%	26 20%	50 22%	15 17%	23 29% j	78 20%	36 27% l	15 16%	99 23%	54 22% R	52 24% R	8 12%	63 21% T	6 11%	13 28% T	18 32% sT

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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STUDENT MONITOR® Spring 2018

350. (HAND CARD) How many times do you use the following Smartphone apps in a typical week? (Among iPhone owners)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total mean	0.6	0.8	0.5	0.5	1.0 <sub>g</sub>	0.6	0.4	0.9	0.5	0.7	0.6	0.5	0.9	0.9	0.6	0.8	0.5	0.5	0.7 <sub>T</sub>	0.2	0.9 <sub>t</sub>	1.0 <sub>T</sub>
User mean	2.9	3.7 <sub>c</sub>	2.3	2.9	4.4 <sub>g</sub>	2.4	2.0	4.2	2.2	4.5 <sub>IK</sub>	2.1	2.8	3.4	5.3	2.6	3.4	2.2	4.4 <sub>Q</sub>	3.1	2.2	3.1	3.0
Netflix																						
None	223 41%	112 45%	111 38%	43 34%	58 41%	69 48% <sub>D</sub>	53 42%	56 44% <sub>I</sub>	78 33%	43 48% <sub>I</sub>	46 55% <sub>I</sub>	169 42%	54 39%	34 33%	189 43% <sub>n</sub>	77 31%	124 56% <sub>PR</sub>	22 31%	148 48% <sub>TU</sub>	13 22%	14 29%	26 46% <sub>Tu</sub>
1 or more	317 59%	137 55%	180 62%	85 66% <sub>F</sub>	85 59%	74 52%	73 58%	72 56%	161 67% <sub>HJK</sub>	46 52%	38 45%	232 58%	85 61%	68 67% <sub>o</sub>	249 57%	173 69% <sub>Q</sub>	96 44%	48 69% <sub>Q</sub>	161 52%	46 78% <sub>SV</sub>	35 71% <sub>Sv</sub>	30 54%
Total mean	3.8	3.7	3.9	4.5 <sub>f</sub>	3.9	3.3	3.5	3.2	4.7 HJk	2.5	3.3	3.9	3.6	4.0	3.8	4.1 Q	3.0	5.2 q	3.2	6.6 Su	4.2	4.7 s
User mean	6.5	6.7	6.3	6.8	6.6	6.3	6.0	5.8	7.0 J	4.8	7.4 J	6.7	6.0	6.0	6.6	5.9	7.0	7.6	6.1	8.5 u	5.9	8.7 SU
Pandora																						
None	367 70%	182 75% <sub>C</sub>	185 65%	84 67%	100 71%	99 70%	84 70%	109 85% <sub>IJK</sub>	146 63%	58 65%	54 68%	261 66%	106 79% <sub>L</sub>	55 58%	312 72% <sub>N</sub>	172 69% <sub>R</sub>	162 76% <sub>pR</sub>	33 49%	215 70% <sub>T</sub>	24 41%	29 62% <sub>T</sub>	49 88% <sub>STU</sub>
1 or more	161 30%	61 25%	100 35%	42 33% <sub>B</sub>	40 29%	43 30%	36 30%	19 15%	86 37% <sub>H</sub>	31 35% <sub>H</sub>	25 32% <sub>H</sub>	133 34% <sub>M</sub>	28 21%	40 42% <sub>O</sub>	121 28%	77 31% <sub>q</sub>	50 24%	34 51% <sub>PQ</sub>	90 30% <sub>V</sub>	34 59% <sub>SUV</sub>	18 38% <sub>V</sub>	7 12%
Total mean	1.7	1.4	2.0 b	1.4	1.7	2.2	1.5	0.3	2.0 H	2.8 H	2.1 H	2.1 M	0.6	1.8	1.7	1.5	1.6	3.0 pq	1.9 V	2.9 sV	2.0 V	0.3
User mean	5.7	5.4	5.8	4.2	6.0 d	7.3 D	5.0	1.9	5.4 H	7.9 H	6.6 H	6.3 M	2.6	4.4	6.1 N	4.9	6.6 p	6.0	6.3 V	4.9 V	5.2 V	2.4

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STUDENT MONITOR® Spring 2018

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	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
<b>Spotify</b>																						
None	179 33%	80 31%	99 34%	47 36% F	50 35% f	37 25%	45 36% F	41 32%	84 35% k	32 34%	22 25%	141 34%	38 28%	33 33%	146 33%	73 29%	69 30%	37 52% PQ	95 30%	23 41%	24 48% S	20 36%
1 or more	373 68%	179 70%	194 66%	83 64%	97 67%	112 75% DG	81 64%	87 68%	158 66%	63 66%	65 75%	273 66%	100 72%	67 67%	306 68%	178 71% R	161 71% R	34 48%	229 71% tU	33 59%	26 52%	36 64%
Total mean	9.1	10.1	8.3	9.3 g	10.1 G	10.2 G	6.6	8.0	11.3 HJK	6.9	7.3	9.7 M	7.6	7.5	9.5 n	8.7	10.4 R	6.6	9.3 U	9.8	6.3	7.4
User mean	13.5	14.6	12.5	14.6 G	15.3 G	13.5 G	10.3	11.8	17.3 HJK	10.4	9.8	14.7 M	10.4	11.3	14.0 n	12.2	14.9 P	13.9	13.2	16.6	12.1	11.5
<b>Skype</b>																						
None	479 92%	225 93%	254 91%	106 85%	132 97% DG	135 96% DG	106 87%	122 95% K	212 93% K	79 90%	66 84%	352 91%	127 95% l	81 89%	398 92%	222 90%	200 96% PR	57 86%	283 94% V	51 93% v	46 98% sV	45 82%
1 or more	43 8%	17 7%	26 9%	18 15% EF	4 3%	5 4%	16 13% EF	6 5%	15 7%	9 10%	13 16% HI	36 9% m	7 5%	10 11%	33 8%	25 10% Q	9 4% Q	9 14% Q	19 6% u	4 7%	1 2%	10 18% StU
Total mean	0.3	0.3	0.3	0.7 EF	0.2	0.1	0.4 F	0.1	0.4 H	0.4	0.3	0.4 M	0.1	0.2	0.3	0.4 Q	0.1	0.5 Q	0.2 U	0.1	0.0	1.1 STU
User mean	3.8	4.0	3.6	4.7 F	5.2	2.0	2.9	2.5	5.8 HK	3.8	2.0	4.0 m	2.4	1.6	4.4 N	4.3 Q	2.1	3.9 q	3.7 t	1.8	2.0	6.3 T
<b>Tinder</b>																						
None	391 73%	179 73%	212 72%	86 68%	101 74%	113 73%	91 75%	99 77% i	156 68%	73 70%	63 81% Ij	292 75% m	99 66%	69 65%	322 74% n	177 72%	167 74%	47 71%	237 78% U	39 71% U	30 49%	39 70% U

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	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
1 or more	148 27%	65 25%	83 28%	41 32%	35 24%	41 28%	31 25%	29 23%	72 30% K	32 34% hK	15 17%	98 24%	50 36% L	37 37% O	111 25%	70 28%	59 26%	19 27%	67 21%	16 29%	31 62% STV	17 30%
Total mean	1.6	1.7	1.5	2.0	1.8	1.3	1.3	1.7 K	2.0 jK	1.3 K	0.5	1.6	1.6	1.5	1.6	2.0 qR	1.3	0.9	1.3	1.5	2.0 S	3.0
User mean	5.7	6.3	5.3	6.1	7.1 F	4.7	5.2	7.4 JK	6.4 JK	4.2 k	2.5	6.3 m	4.7	4.2	6.3 N	7.1 QR	5.1 R	3.0	5.9 U	5.3	3.9 sTU	9.8
Uber																						
None	288 54%	129 53%	159 55%	78 61% Eg	67 49%	82 56%	61 50%	36 28%	141 61% HK	76 83% HIK	35 44% H	239 60% M	49 36%	54 59%	234 53%	140 57% Q	99 45%	49 73% PQ	153 49%	37 67% Su	24 51%	42 75% SU
1 or more	245 46%	115 47%	130 45%	49 39%	71 51% D	64 44%	61 50% d	93 72% IJK	91 39% J	16 17%	45 56% IJ	159 40%	86 64% L	37 41%	208 47%	105 43% R	122 55% PR	18 27%	160 51% TV	18 33%	23 49% tV	14 25%
Total mean	1.5	1.6	1.4	1.0	2.0 DfG	1.4	1.4	2.9 IJK	1.0	0.7	1.4 J	1.2	2.3 L	1.1	1.6	1.3	1.7 p	1.2	1.7 T	0.7	1.9 T	1.2
User mean	3.2	3.3	3.2	2.7	3.9 DG	3.3	2.8	4.1 IK	2.6	4.1 ik	2.4	3.0	3.7	2.8	3.3	3.1	3.1	4.6 pq	3.4 T	2.2	3.8 T	4.6 T

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STUDENT MONITOR® Spring 2018

350. (HAND CARD) How many times do you use the following Smartphone apps in a typical week? (Among Smartphone owners who don't own an iPhone)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Smartphone owners who don't own an iPhone	127 100	74 100	53 100	35 100	32 100	25 100	35 100	17 100	34 100	51 100	25 100	90 100	37 100	48 100	79 100	52 100	51 100	24 100	62 100	21 100	11 100	8 100
Amazon Mobile																						
None	78 71%	45 71%	33 70%	20 69%	19 66%	17 74%	22 76%	13 76%	24 75%	25 69%	16 64%	57 69%	21 78%	26 72%	52 70%	29 67%	31 70%	18 78%	36 65%	13 76%	9 82%	6 75%
1 or more	32 29%	18 29%	14 30%	9 31%	10 34%	6 26%	7 24%	4 24%	8 25%	11 31%	9 36%	26 31%	6 22%	10 28%	22 30%	14 33%	13 30%	5 22%	19 35%	4 24%	2 18%	2 25%
Total mean	0.7	0.7	0.8	0.6	0.6	0.5	1.3	0.4	0.8	0.8	0.8	0.8	0.4	0.4	0.9 n	0.5	1.0	0.5	0.6	0.3	0.5	0.5
User mean	2.5	2.3	2.7	1.8	1.6	1.8	5.3 Def	1.5	3.2	2.5	2.2	2.7	1.8	1.4	3.0 N	1.6	3.5 p	2.4	1.8	1.2	3.0	2.0 t
Apple Music																						
None	101 93%	59 94%	42 91%	27 96%	25 86%	22 96%	27 93%	16 94%	28 90%	32 89%	25 100% iJ	75 93%	26 93%	33 92%	68 93%	39 91%	41 95%	21 91%	49 88%	17 100% S	9 90%	8 100% S
1 or more	8 7%	4 6%	4 9%	1 4%	4 14%	1 4%	2 7%	1 6%	3 10%	4 11%	0 0	6 7%	2 7%	3 8%	5 7%	4 9%	2 5%	2 9%	7 12%	0 0	1 10%	0 0
Total mean	0.3	0.3	0.3	0.1	0.5	0.2	0.3	0.1	0.4	0.4 k	0.0	0.3	0.1	0.3	0.3	0.4	0.3	0.1	0.5 TV	0.0	0.4	0.0
User mean	3.8	4.0	3.5	2.0	3.8	4.0	4.5	2.0	4.3	3.8	0	4.5 M	1.5	3.7	3.8	4.0 r	5.5	1.5	3.7	0	4.0	0
ESPN																						
None	80 75%	40 65%	40 89% B	21 75%	21 75%	15 65%	23 82%	10 59%	21 70%	24 69%	25 100% HIJ	59 74%	21 78%	26 76%	54 74%	24 57%	35 81% P	21 95% Pq	44 80% T	8 47%	7 70%	8 100% STU

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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350. (HAND CARD) How many times do you use the following Smartphone apps in a typical week? (Among Smartphone owners who don't own an iPhone)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
1 or more	27 25%	22 35% C	5 11%	7 25%	7 25%	8 35%	5 18%	7 41%	9 30%	11 31%	0 0	21 26%	6 22%	8 24%	19 26%	18 43% QR	8 19% r	1 5%	11 20%	9 53% S	3 30%	0 0
Total mean	1.6	2.5 C	0.2	2.2	0.8	1.7	1.6	1.0 K	1.5 K	3.0 hK	0.0	1.6	1.5	1.6	1.6	2.4 R	1.5 R	0.1	1.4 UV	3.1 v	0.3 v	0.0
User mean	6.2	7.2 C	2.0	8.7	3.3	5.0	8.8	2.4	5.1	9.5 H	0	6.0	6.8	6.6	6.1	5.6	8.2	2.0	7.2 U	5.8	1.0	0
Google Allo																						
None	104 97%	61 98%	43 96%	28 100%	26 93%	22 96%	28 100%	17 100%	28 93%	34 97%	25 100%	77 96%	27 100% 1	33 97%	71 97%	41 98%	42 98%	21 95%	53 96%	17 100%	9 90%	8 100%
1 or more	3 3%	1 2%	2 4%	0 0	2 7%	1 4%	0 0	0 0	2 7%	1 3%	0 0	3 4%	0 0	1 3%	2 3%	1 2%	1 2%	1 5%	2 4%	0 0	1 10%	0 0
Total mean	0.0	0.0	0.1	0.0	0.1	0.0	0.0	0.0	0.1	0.1	0.0	0.1 m	0.0	0.1	0.0	0.0	0.0	0.1	0.1	0.0	0.1	0.0
User mean	1.7	2.0	1.5	0	2.0	1.0	0	0	1.5	2.0	0	1.7	0	2.0	1.5	2.0	1.0	2.0	2.0	0	1.0	0
Lyft																						
None	88 77%	51 76%	37 79%	24 77%	24 83%	18 78%	22 71%	15 88%	25 83%	30 71%	18 72%	66 79%	22 73%	27 73%	61 79%	38 86% Q	32 67%	18 82%	42 72%	16 94% S	8 73%	8 100% SU
1 or more	26 23%	16 24%	10 21%	7 23%	5 17%	5 22%	9 29%	2 12%	5 17%	12 29%	7 28%	18 21%	8 27%	10 27%	16 21%	6 14%	16 33% P	4 18%	16 28% T	1 6%	3 27%	0 0
Total mean	0.5	0.5	0.5	0.5	0.4	0.5	0.8	0.1	0.5	0.6 H	0.8 H	0.6	0.4	0.5	0.5	0.3	0.8 P	0.5	0.7 TV	0.1	0.4	0.0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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350. (HAND CARD) How many times do you use the following Smartphone apps in a typical week? (Among Smartphone owners who don't own an iPhone)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
User mean	2.3	2.2	2.4	2.0	2.2	2.2	2.7	1.0	3.0 H	2.0 H	2.7 H	2.6 M	1.6	2.0	2.5	2.0	2.2	3.0	2.5 U	1.0	1.3	0
Netflix																						
None	60 55%	32 50%	28 61%	17 61%	15 54%	10 42%	18 60%	6 35%	14 44%	22 61% h	18 72% HI	46 56%	14 50%	16 43%	44 60% n	22 51%	20 45%	18 78% PQ	30 53%	7 39%	5 50%	7 88% STu
1 or more	50 45%	32 50%	18 39%	11 39%	13 46%	14 58%	12 40%	11 65% jK	18 56% K	14 39%	7 28%	36 44%	14 50%	21 57% o	29 40%	21 49% R	24 55% R	5 22%	27 47% V	11 61% V	5 50% v	1 12%
Total mean	2.6	3.1	1.9	1.8	2.5	2.8	3.2	1.6	3.2	2.6	2.2	2.8	2.0	2.6	2.5	1.8 R	4.3 PR	0.6	2.7 V	2.3 V	1.4 v	0.2
User mean	5.6	6.1	4.8	4.5	5.3	4.9	7.9	2.5	5.8 h	6.8 H	7.9 H	6.3 m	3.9	4.7	6.3	3.7	7.9 PR	2.8	5.7 tU	3.7	2.8	2.0
Pandora																						
None	66 59%	41 64%	25 53%	18 60%	20 71% F	9 39%	19 63% f	10 59%	17 53%	21 57%	18 72%	47 57%	19 68%	17 46%	49 66% N	25 57%	23 52%	18 78% pQ	34 60% t	7 37%	4 40%	8 100% STU
1 or more	45 41%	23 36%	22 47%	12 40%	8 29%	14 61% Eg	11 37%	7 41%	15 47%	16 43%	7 28%	36 43%	9 32%	20 54% O	25 34%	19 43% r	21 48% R	5 22%	23 40%	12 63% s	6 60%	0 0
Total mean	2.7	2.4	3.2	2.0	2.3	3.7	3.1	2.0	2.2	3.9	2.2	3.3 M	1.1	3.1	2.5	2.7	3.1	2.0	3.3 V	3.1 V	2.6 v	0.0
User mean	6.7	6.6	6.8	5.1	8.1	6.0	8.4	4.9	4.6	9.0 HI	7.9	7.6 M	3.3	5.8	7.4	6.3	6.4	9.4	8.1 t	4.8	4.3	0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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350. (HAND CARD) How many times do you use the following Smartphone apps in a typical week? (Among Smartphone owners who don't own an iPhone)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
<b>Spotify</b>																						
None	36 33%	21 33%	15 33%	18 62% EFG	7 25%	2 9%	9 31% F	5 29%	10 32%	11 31%	10 40%	25 31%	11 39%	13 36%	23 32%	17 40% Q	9 20%	10 43% q	16 29%	6 33%	3 30%	3 38%
1 or more	73 67%	42 67%	31 67%	11 38%	21 75% D	21 91% DG	20 69% D	12 71%	21 68%	25 69%	15 60%	56 69%	17 61%	23 64%	50 68%	25 60%	35 80% Pr	13 57%	39 71%	12 67%	7 70%	5 62%
Total mean	7.6	6.6	9.0	4.9	6.7	10.0	9.1	6.5	11.3	6.5	5.2	9.1 M	3.3	5.0	8.9 n	4.8	9.1 P	9.7	6.9 T	3.7	8.4	4.9
User mean	11.3	9.8	13.3	13.0	8.9	11.0	13.2	9.2	16.6	9.4	8.7	13.1 M	5.4	7.8	12.9 n	8.1	11.5	17.2	9.8 T	5.6	12.0	7.8
<b>Skype</b>																						
None	91 83%	53 84%	38 83%	26 90%	22 76%	20 87%	23 82%	16 94% J	28 93% J	23 62%	24 96% J	68 85%	23 79%	27 75%	64 88%	37 84%	37 86%	17 77%	43 78%	16 94% S	8 80%	8 100% S
1 or more	18 17%	10 16%	8 17%	3 10%	7 24%	3 13%	5 18%	1 6%	2 7%	14 38% HIK	1 4%	12 15%	6 21%	9 25%	9 12%	7 16%	6 14%	5 23%	12 22% T	1 6%	2 20%	0 0
Total mean	0.9	0.7	1.2	0.2	0.9	0.8	1.7	0.1	0.1	2.5 HIK	0.0	1.0	0.6	0.9	0.9	0.8	0.6	1.7	1.4 TV	0.1	1.3	0.0
User mean	5.6	4.5	6.9	2.0	3.9	6.3	9.6 d	2.0	1.5	6.7 I	1.0	6.9 m	2.8	3.7	7.4	5.1	4.5	7.4	6.6	2.0	6.5	0
<b>Tinder</b>																						
None	76 64%	44 64%	32 65%	19 63%	21 66%	15 62%	21 66%	12 71% j	23 77% J	21 46%	20 80% J	54 65%	22 63%	29 69%	47 62%	27 55%	32 68%	17 77% p	34 60%	14 70%	6 55%	8 100% STU

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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350. (HAND CARD) How many times do you use the following Smartphone apps in a typical week? (Among Smartphone owners who don't own an iPhone)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
1 or more	42 39%	25 40%	17 37%	11 38%	11 39%	9 39%	11 38%	5 29%	7 23%	25 69% HIK	5 20%	29 36%	13 46%	13 36%	29 40%	22 52% qR	15 34%	5 22%	23 42%	6 33%	5 50%	0 0
Total mean	2.4	3.2	1.3	4.5	1.7	2.4	1.4	0.9	1.2	4.6 HIK	1.0	2.4	2.6	2.6	2.3	3.9 r	1.6	1.1	2.6 V	3.6	0.9 v	0.0
User mean	6.9	8.9 c	3.9	12.2	4.9	6.3	4.0	3.0	5.1	8.5 h	5.0	6.8	7.1	8.5	6.1	8.6	5.0	4.8	6.5 u	12.2	2.0	0
Uber																						
None	60 54%	36 55%	24 51%	15 50%	15 52%	13 57%	17 57%	4 24%	16 53% H	28 70% Hk	12 48% h	49 59% M	11 38%	17 47%	43 57%	26 58%	19 42%	15 68% Q	30 53%	10 59%	7 64%	6 75%
1 or more	52 46%	29 45%	23 49%	15 50%	14 48%	10 43%	13 43%	13 76% IJk	14 47%	12 30%	13 52% j	34 41%	18 62% L	19 53%	33 43%	19 42%	26 58% R	7 32%	27 47%	7 41%	4 36%	2 25%
Total mean	1.2	1.3	1.2	0.8	0.9	1.3	1.8	1.2	1.3	0.8	1.8	1.3	1.1	1.4	1.2	0.7	1.8 P	1.2	1.5 UV	0.8 v	0.4	0.2
User mean	2.7	2.9	2.4	1.7	1.9	3.1	4.2 De	1.5	2.7	2.8	3.5 h	3.1 M	1.8	2.6	2.7	1.7	3.1 p	3.7	3.1 tUV	1.9 UV	1.0	1.0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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STUDENT MONITOR® Spring 2018

## 351. (HAND CARD) Which of the following messenger apps have you heard of?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	395 100	187 100	208 100	94 100	110 100	97 100	94 100	86 100	150 100	99 100	60 100	282 100	113 100	108 100	287 100	192 100	139 100	64 100	210 100	59 100	24 100	37 100
iMessage	327 83%	153 82%	174 84%	75 80%	89 81%	82 85%	81 86%	66 77%	132 88% HJ	76 77%	53 88% hj	243 86% M	84 74%	79 73%	248 86% N	155 81%	121 87%	51 80%	192 91% Tu	38 64%	18 75%	30 81% t
Facebook messenger	316 80%	144 77%	172 83%	74 79%	86 78%	84 87% g	72 77%	64 74%	117 78%	88 89% HIk	47 78%	230 82%	86 76%	80 74%	236 82% n	155 81%	114 82%	47 73%	173 82%	44 75%	18 75%	31 84%
GroupMe	287 73%	129 69%	158 76%	69 73%	70 64%	77 79% E	71 76% e	57 66%	121 81% HjK	69 70%	40 67%	213 76% m	74 65%	60 56%	227 79% N	144 75% R	104 75% r	39 61%	148 70%	43 73%	18 75%	29 78%
WhatsApp	237 60%	103 55%	134 64% b	61 65% E	56 51%	62 64% e	58 62%	46 53%	94 63%	61 62%	36 60%	163 58%	74 65%	53 49%	184 64% N	116 60%	89 64% r	32 50%	130 62% T	22 37%	19 79% sT	24 65% T
Google Allo	42 11%	21 11%	21 10%	12 13%	10 9%	13 13%	7 7%	9 10%	7 5%	26 26% HI	0 0	28 10%	14 12%	14 13%	28 10%	26 14% Q	8 6%	8 12%	23 11%	6 10%	2 8%	2 5%
None of these	20 5%	8 4%	12 6%	6 6%	6 5%	4 4%	4 4%	8 9%	7 5%	5 5%	0 0	13 5%	7 6%	5 5%	15 5%	12 6%	6 4%	2 3%	9 4%	3 5%	1 4%	4 11%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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STUDENT MONITOR® Spring 2018

352. (USE SAME CARD) Which of the following messenger apps do you use?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	375 100	179 100	196 100	88 100	104 100	93 100	90 100	78 100	143 100	94 100	60 100	269 100	106 100	103 100	272 100	180 100	133 100	62 100	201 100	56 100	23 100	33 100
iMessage	260 69%	113 63%	147 75% B	60 68%	70 67%	70 75%	60 67%	61 78% J	111 78% J	46 49%	42 70% J	193 72%	67 63%	54 52%	206 76% N	122 68% R	108 81% PR	30 48%	157 78% T	28 50%	14 61%	24 73% T
Facebook messenger	248 66%	114 64%	134 68%	56 64%	68 65%	64 69%	60 67%	50 64%	89 62%	64 68%	45 75% i	182 68%	66 62%	61 59%	187 69% n	117 65%	90 68%	41 66%	137 68% u	33 59%	11 48%	28 85% STU
GroupMe	207 55%	94 53%	113 58%	45 51%	58 56%	56 60%	48 53%	46 59% J	99 69% JK	35 37%	27 45%	146 54%	61 58%	43 42%	164 60% N	99 55%	80 60% R	28 45%	113 56%	33 59%	13 57%	19 58%
WhatsApp	55 15%	25 14%	30 15%	10 11%	13 12%	11 12%	21 23% DEF	13 17%	22 15%	13 14%	7 12%	36 13%	19 18%	13 13%	42 15%	22 12%	25 19%	8 13%	26 13%	7 12%	7 30% stV	3 9%
Google Allo	6 2%	2 1%	4 2%	4 5%	1 1%	0 0	1 1%	3 4%	1 1%	1 1%	1 2%	3 1%	3 3%	3 3%	3 1%	5 3%	0 0	1 2%	1 *% s	4 7%	0 0	0 0
None of these	16 4%	6 3%	10 5%	3 3%	5 5%	3 3%	5 6%	0 0	5 3%	10 11% IK	1 2%	9 3%	7 7%	8 8% o	8 3%	8 4%	3 2%	5 8%	8 4%	0 0	1 4%	2 6%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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## 353. (HAND CARD) Thinking about banking activities, which of these do you use your Smartphone for? (Among Smartphone owners)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Smartphone owners	365 100	167 100	198 100	87 100	102 100	90 100	86 100	75 100	139 100	94 100	57 100	260 100	105 100	98 100	267 100	180 100	126 100	59 100	196 100	51 100	23 100	40 100
Check account balances	216 59%	93 56%	123 62%	48 55%	56 55%	55 61%	57 66%	43 57%	91 65% J	46 49%	36 63% j	151 58%	65 62%	52 53%	164 61%	98 54%	86 68% Pr	32 54%	113 58%	30 59%	18 78% Stv	23 58%
Transfer funds	146 40%	69 41%	77 39%	33 38%	33 32%	39 43%	41 48% E	31 41% j	60 43% J	26 28%	29 51% J	105 40%	41 39%	28 29%	118 44% N	68 38% R	65 52% PR	13 22%	75 38%	14 27%	9 39%	19 48% T
Make deposits	141 39%	63 38%	78 39%	27 31%	41 40%	32 36%	41 48% D	31 41%	60 43% j	30 32%	20 35%	100 38%	41 39%	26 27%	115 43% N	53 29%	68 54% PR	20 34%	82 42% T	14 27%	8 35%	16 40%
Review account activity	131 36%	55 33%	76 38%	30 34%	29 28%	34 38%	38 44% E	22 29%	52 37%	38 40%	19 33%	97 37%	34 32%	27 28%	104 39% N	52 29%	61 48% PR	18 31%	79 40% T	9 18%	9 39% t	14 35% t
Call customer service	122 33%	43 26%	79 40% B	29 33%	29 28%	31 34%	33 38%	29 39%	43 31%	28 30%	22 39%	88 34%	34 32%	29 30%	93 35%	54 30%	46 37%	22 37%	58 30%	18 35%	10 43%	17 42%
Mobile banking via app	115 32%	45 27%	70 35% b	28 32%	23 23%	36 40% E	28 33%	18 24%	49 35% hJ	22 23%	26 46% HJ	87 33%	28 27%	29 30%	86 32%	39 22%	59 47% PR	17 29%	65 33% T	5 10%	10 43% T	11 28% T
Pay bills	88 24%	44 26%	44 22%	11 13%	30 29% D	19 21%	28 33% Df	19 25% J	40 29% J	12 13%	17 30% J	66 25%	22 21%	22 22%	66 25%	26 14%	49 39% PR	13 22%	53 27%	11 22%	4 17%	8 20%
Locate ATM's	75 21%	33 20%	42 21%	18 21%	15 15%	17 19%	25 29% E	17 23% j	38 27% JK	12 13%	8 14%	51 20%	24 23%	16 16%	59 22%	34 19%	31 25%	10 17%	38 19%	10 20%	8 35%	7 18%
Locate bank branches	59 16%	19 11%	40 20% B	14 16%	14 14%	13 14%	18 21%	9 12%	31 22% Hjk	12 13%	7 12%	47 18% m	12 11%	5 5%	54 20% N	26 14%	27 21% R	6 10%	25 13%	9 18%	6 26%	7 18%
Mobile banking via Smartphone's browser	47 13%	13 8%	34 17% B	11 13%	9 9%	10 11%	17 20% E	3 4%	20 14% H	14 15% H	10 18% H	32 12%	15 14%	15 15%	32 12%	23 13%	16 13%	8 14%	22 11%	9 18% u	1 4%	6 15%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

353. (HAND CARD) Thinking about banking activities, which of these do you use your Smartphone for? (Among Smartphone owners)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Make contact-less payments	39 11%	12 7%	27 14% B	4 5%	9 9%	14 16% D	12 14% D	7 9%	19 14% j	6 6%	7 12%	23 9%	16 15%	11 11%	28 10%	16 9%	20 16% pR	3 5%	21 11%	5 10%	2 9%	4 10%
Don't use my Smartphone for banking or to manage my credit card	53 15%	24 14%	29 15%	14 16%	15 15%	13 14%	11 13%	12 16% K	25 18% K	13 14% k	3 5%	35 13%	18 17%	21 21% O	32 12%	37 21% QR	10 8%	6 10%	29 15%	10 20%	2 9%	7 18%
Don't have a bank account or credit card in my own name	27 7%	12 7%	15 8%	9 10%	8 8%	5 6%	5 6%	6 8% k	5 4%	15 16% IK	1 2%	20 8%	7 7%	7 7%	20 7%	16 9% q	5 4%	6 10%	14 7%	3 6%	1 4%	4 10%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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354. (HAND CARD) When you think about buying something with your Smartphone, which of these statements apply to you?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Among Smartphone owners	368 100	169 100	199 100	87 100	103 100	91 100	87 100	75 100	139 100	97 100	57 100	263 100	105 100	98 100	270 100	180 100	128 100	60 100	196 100	53 100	23 100	40 100
I use my Smartphone's browser to research a purchase before I make a purchase	148 40%	64 38%	84 42%	28 32%	46 45% d	33 36%	41 47% D	30 40% J	59 42% J	25 26%	34 60% HIJ	104 40%	44 42%	45 46%	103 38%	60 33%	58 45% P	30 50% P	73 37%	20 38%	8 35%	17 42%
I make purchases with my Smartphone	148 40%	61 36%	87 44%	37 43%	38 37%	39 43%	34 39%	32 43%	57 41%	33 34%	26 46%	100 38%	48 46%	37 38%	111 41%	69 38%	56 44%	23 38%	84 43%	23 43%	7 30%	12 30%
I don't make purchases with my Smartphone	128 35%	67 40% c	61 31%	32 37%	32 31%	33 36%	31 36%	18 24%	50 36% hK	48 49% HIK	12 21%	100 38% M	28 27%	31 32%	97 36%	73 41% qR	39 30%	16 27%	67 34%	16 30%	10 43%	18 45%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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355. In a typical month, how many times do you buy something with your Smartphone?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Among Smartphone owners	344 100	160 100	184 100	83 100	95 100	85 100	81 100	75 100	137 100	75 100	57 100	249 100	95 100	88 100	256 100	169 100	123 100	52 100	190 100	49 100	22 100	32 100
None	141 41%	78 49% C	63 34%	35 42%	36 38%	33 39%	37 46%	22 29%	63 46% H	35 47% H	21 37%	116 47% M	25 26%	31 35%	110 43%	80 47% Qr	44 36%	17 33%	74 39%	18 37%	10 45%	19 59% ST
1 to 5	174 51%	68 42%	106 58% B	41 49%	54 57%	40 47%	39 48%	44 59% J	66 48%	31 41%	33 58% j	112 45%	62 65% L	49 56%	125 49%	81 48%	63 51%	30 58%	100 53% V	27 55% V	11 50%	10 31%
6 to 10	24 7%	13 8%	11 6%	4 5%	5 5%	11 13% deg	4 5%	8 11% k	7 5%	7 9%	2 4%	16 6%	8 8%	8 9%	16 6%	7 4%	14 11% P	3 6%	13 7%	3 6%	1 5%	2 6%
More than 10	5 1%	1 1%	4 2%	3 4%	0 0	1 1%	1 1%	1 1%	1 1%	2 3%	1 2%	5 2%	0 0	0 0	5 2%	1 1%	2 2%	2 4%	3 2%	1 2%	0 0	1 3%
Total mean	2.2	1.9	2.5	2.4	2.0	2.8 g	1.7	2.4	2.1	2.3	2.2	2.2	2.4	2.2	2.3	1.7	2.7 P	2.8	2.4	2.3	1.5	1.9
User mean	3.8	3.7	3.8	4.2	3.2	4.6	3.2	3.4	4.0	4.4	3.4	4.1 m	3.2	3.4	4.0	3.3	4.2	4.1	3.9	3.6	2.8	4.7

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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## 356. How much do you spend making a typical purchase with your Smartphone? (Smartphone owners who use their Smartphone to make purchases)

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Smartphone owners who use their Smartphone to make purchases	125 100	48 100	77 100	29 100	32 100	37 100	27 100	30 100	48 100	27 100	20 100	80 100	45 100	35 100	90 100	59 100	47 100	19 100	75 100	21 100	7 100	6 100
\$1 to \$5	6 5%	1 2%	5 6%	2 7%	0 0	4 11%	0 0	1 3%	2 4%	2 7%	1 5%	4 5%	2 4%	1 3%	5 6%	3 5%	2 4%	1 5%	2 3%	2 10%	0 0	2 33%
\$6 to 10	20 16%	5 10%	15 19%	2 7%	8 25% D	10 27% D	0 0	4 13%	9 19%	2 7%	5 25%	9 11%	11 24% 1	11 31% O	9 10%	5 8%	11 23% P	4 21%	14 19%	4 19%	0 0	2 33%
\$11 to \$25	60 48%	26 54%	34 44%	15 52% F	19 59% F	10 27%	16 59% F	15 50%	19 40%	14 52%	12 60%	40 50%	20 44%	8 23%	52 58% N	30 51%	21 45%	9 47%	44 59% TV	5 24%	3 43%	1 17%
More than \$25	39 31%	16 33%	23 30%	10 34% e	5 16%	13 35% e	11 41% E	10 33% K	18 38% K	9 33% K	2 10%	27 34%	12 27%	15 43% o	24 27%	21 36%	13 28%	5 26%	15 20%	10 48% Sv	4 57% sv	1 17%
Mean	\$24.7	\$27.1	\$23.22	\$25.7	\$20.3	\$25.32	\$28.15 E	\$24.23 k	\$26.46 K	\$27.41 K	\$17.70	\$25.36	\$23.60	\$30.00 o	\$22.68	\$26.03	\$23.68	\$23.26	\$22.3	\$27	\$28	\$15.8

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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## 357. (HAND CARD) TOP 2 BOX SUMMARY - How much do you agree with each of the following statements?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total Answering	395 100	187 100	208 100	94 100	110 100	97 100	94 100	86 100	150 100	99 100	60 100	282 100	113 100	108 100	287 100	192 100	139 100	64 100	210 100	59 100	24 100	37 100
I believe a good credit history or credit score is important	259 66%	113 61%	146 71%	63 68%	61 56%	74 77%	61 66%	45 53%	95 64%	74 76%	45 76%	193 70%	66 58%	68 64%	191 67%	121 64%	95 70%	43 67%	148 71%	28 47%	20 87%	28 78%
			B	e		Eg			h	Hi	Hi	M							T		ST	T
I'll be financially stable in the next 10 years	246 63%	117 64%	129 63%	51 55%	67 61%	70 74%	58 62%	48 57%	92 61%	64 66%	42 71%	180 64%	66 60%	56 53%	190 67%	117 62%	93 67%	36 56%	146 70%	28 49%	18 82%	22 59%
						DEg					h				N				T		Tv	
I'll be financially stable in the next 5 years	221 56%	107 58%	114 55%	47 50%	53 49%	65 68%	56 60%	42 49%	85 57%	58 59%	36 60%	156 56%	65 58%	55 51%	166 58%	104 55%	80 58%	37 58%	123 59%	33 57%	18 78%	17 46%
						DE															STV	
I like to save my money before I buy anything	211 54%	95 51%	116 56%	50 53%	53 49%	62 65%	46 49%	40 48%	79 53%	53 54%	39 65%	155 55%	56 50%	56 52%	155 54%	101 53%	72 52%	38 59%	118 56%	25 43%	14 61%	27 73%
						EG					Hi								t		ST	
Having credit helps me get the things I want now	193 49%	95 51%	98 47%	50 53%	47 43%	51 53%	45 48%	28 33%	73 49%	64 65%	28 47%	150 53%	43 38%	46 43%	147 51%	81 42%	72 52%	40 62%	104 50%	29 49%	14 58%	18 49%
									H	HIK	h	M					p	P				
I don't like to spend money, I would rather save than spend	189 48%	87 47%	102 49%	46 49%	50 45%	48 49%	45 48%	36 42%	73 49%	46 46%	34 57%	142 50%	47 42%	43 40%	146 51%	99 52%	59 42%	31 48%	99 47%	26 44%	14 58%	27 73%
											h				N	q						ST
I'll be financially stable in the next 3 years	163 41%	79 42%	84 40%	39 41%	41 37%	41 43%	42 45%	35 41%	58 39%	45 45%	25 42%	111 40%	52 46%	41 38%	122 43%	78 41%	56 40%	29 45%	89 42%	23 39%	9 39%	16 43%
I like to buy the things I want, now	157 40%	70 38%	87 42%	39 41%	43 39%	42 44%	33 35%	31 37%	52 35%	47 47%	27 45%	107 38%	50 45%	49 45%	108 38%	71 37%	53 38%	33 52%	81 39%	25 42%	10 43%	12 32%
										I								Pq				
It is difficult to save money	155 39%	65 35%	90 43%	37 39%	34 31%	41 43%	43 46%	22 26%	64 43%	41 41%	28 47%	117 42%	38 34%	41 38%	114 40%	57 30%	62 45%	36 56%	89 43%	17 29%	7 30%	17 46%
			b			e	E		H	H	H						P	P	T		t	
I know what my current credit score is	153 39%	70 38%	83 40%	33 35%	33 30%	45 48%	42 45%	25 29%	62 42%	42 42%	24 40%	117 42%	36 32%	42 40%	111 39%	71 38%	61 44%	21 33%	73 35%	29 49%	14 61%	16 43%
						dE	E		h	h		m							s		S	

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

(Continued)  
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357. (HAND CARD) TOP 2 BOX SUMMARY - How much do you agree with each of the following statements?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
My current spending habits won't impact my future credit report	131 33%	70 38% c	61 29%	27 29%	31 28%	33 34%	40 43% dE	22 26%	53 35%	36 36%	20 34%	105 38% M	26 23%	29 27%	102 36% n	53 28%	56 40% P	22 34%	63 30%	17 29%	8 35%	20 54% ST
I don't really worry about the way I spend or manage my money	121 31%	61 33%	60 29%	33 35% e	26 24%	34 35% e	28 30%	25 30%	37 25%	44 44% HIK	15 25%	92 33%	29 26%	26 24%	95 33% n	60 32%	41 29%	20 32%	58 28%	14 24%	6 26%	20 54% STU
Student loans help build credit	116 30%	54 29%	62 30%	23 25%	30 27%	36 38% d	27 29%	19 22%	45 30%	37 37% H	15 25%	82 29%	34 30%	24 22%	92 32% N	54 28%	35 25%	27 42% PQ	58 28%	21 36%	12 52% SV	10 27%
I'll be financially stable in the next 5 years	115 29%	56 30%	59 29%	24 26%	29 26%	29 30%	33 35%	19 22%	48 32%	32 32%	16 27%	83 30%	32 28%	34 31%	81 28%	49 26%	44 32%	22 34%	61 29%	18 31%	7 30%	11 30%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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## 357. (HAND CARD) How much do you agree with each of the following statements?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	395 100	187 100	208 100	94 100	110 100	97 100	94 100	86 100	150 100	99 100	60 100	282 100	113 100	108 100	287 100	192 100	139 100	64 100	210 100	59 100	24 100	37 100
Having credit helps me get the things I want now																						
TOP 2 BOX	193 49%	95 51%	98 47%	50 53%	47 43%	51 53%	45 48%	28 33%	73 49%	64 65%	28 47%	150 53%	43 38%	46 43%	147 51%	81 42%	72 52%	40 62%	104 50%	29 49%	14 58%	18 49%
Strongly agree	67 17%	37 20%	30 14%	12 13%	18 16%	13 13%	24 26%	7 8%	30 20%	21 21%	9 15%	49 17%	18 16%	23 21%	44 15%	25 13%	24 17%	18 28%	32 15%	14 24%	7 29%	4 11%
Somewhat agree	126 32%	58 31%	68 33%	38 40%	29 26%	38 39%	21 22%	21 24%	43 29%	43 43%	19 32%	101 36%	25 22%	23 21%	103 36%	56 29%	48 35%	22 34%	72 34%	15 25%	7 29%	14 38%
Neither agree nor disagree	128 32%	63 34%	65 31%	28 30%	42 38%	29 30%	29 31%	38 44%	49 33%	21 21%	20 33%	85 30%	43 38%	37 34%	91 32%	73 38%	40 29%	15 23%	67 32%	18 31%	5 21%	15 41%
Somewhat disagree	45 11%	18 10%	27 13%	11 12%	14 13%	10 10%	10 11%	15 17%	19 13%	8 8%	3 5%	31 11%	14 12%	14 13%	31 11%	25 13%	15 11%	5 8%	24 11%	9 15%	5 21%	4 11%
Strongly disagree	28 7%	11 6%	17 8%	5 5%	7 6%	7 7%	9 10%	4 5%	9 6%	6 6%	9 15%	16 6%	12 11%	11 10%	17 6%	12 6%	12 9%	4 6%	15 7%	3 5%	0 0	0 0
I believe a good credit history or credit score is important																						
TOP 2 BOX	259 66%	113 60%	146 70%	63 67%	61 55%	74 76%	61 65%	45 52%	95 63%	74 75%	45 75%	193 68%	66 58%	68 63%	191 67%	121 63%	95 68%	43 67%	148 70%	28 47%	20 83%	28 76%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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STUDENT MONITOR® Spring 2018

357. (HAND CARD) How much do you agree with each of the following statements?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Strongly agree	153 39%	71 38%	82 39%	33 35%	38 35%	45 46% e	37 39%	27 31%	61 41%	41 41%	24 40%	112 40%	41 36%	38 35%	115 40%	66 34%	58 42%	29 45%	90 43% T	14 24%	13 54% T	13 35%
Somewhat agree	106 27%	42 22%	64 31% b	30 32% e	23 21%	29 30%	24 26%	18 21%	34 23%	33 33% hi	21 35% hi	81 29%	25 22%	30 28%	76 26%	55 29%	37 27%	14 22%	58 28%	14 24%	7 29%	15 41% t
Neither agree nor disagree	106 27%	57 30%	49 24%	23 24%	43 39% DFG	17 18%	23 24%	30 35% JK	45 30% jk	20 20%	11 18%	71 25%	35 31%	28 26%	78 27%	56 29%	32 23%	18 28%	53 25% U	24 41% SUV	2 8%	6 16%
Somewhat disagree	15 4%	9 5%	6 3%	3 3%	1 1%	5 5% e	6 6% E	5 6%	6 4%	3 3%	1 2%	9 3%	6 5%	6 6%	9 3%	8 4%	6 4%	1 2%	2 1%	4 7% s	1 4%	2 5%
Strongly disagree	10 3%	5 3%	5 2%	4 4%	3 3%	0 0	3 3%	5 6% ij	2 1%	1 1%	2 3%	4 1%	6 5% 1	5 5%	5 2%	5 3%	3 2%	2 3%	5 2%	3 5%	0 0	0 0
I don't like to spend money, I would rather save than spend																						
TOP 2 BOX	189 48%	87 47%	102 49%	46 49%	50 45%	48 49%	45 48%	36 42%	73 49%	46 46%	34 57% h	142 50%	47 42%	43 40%	146 51% N	99 52% q	59 42%	31 48%	99 47%	26 44%	14 58%	27 73% ST
Strongly agree	65 16%	29 16%	36 17%	13 14%	15 14%	20 21%	17 18%	16 19%	25 17%	11 11%	13 22% j	48 17%	17 15%	18 17%	47 16%	28 15%	24 17%	13 20%	36 17%	8 14%	5 21%	11 30% t
Somewhat agree	124 31%	58 31%	66 32%	33 35%	35 32%	28 29%	28 30%	20 23%	48 32%	35 35% h	21 35%	94 33%	30 27%	25 23%	99 34% N	71 37% Q	35 25%	18 28%	63 30%	18 31%	9 38%	16 43%
Neither agree nor disagree	134 34%	68 36%	66 32%	29 31%	44 40%	31 32%	30 32%	35 41% K	54 36% K	32 32%	13 22%	93 33%	41 36%	41 38%	93 32%	60 31%	51 37%	23 36%	74 35% V	24 41% V	6 25%	5 14%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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357. (HAND CARD) How much do you agree with each of the following statements?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Somewhat disagree	49 12%	19 10%	30 14%	10 11%	11 10%	15 15%	13 14%	12 14%	16 11%	11 11%	10 17%	30 11%	19 17%	17 16%	32 11%	21 11%	20 14%	8 12%	27 13%	6 10%	3 12%	3 8%
Strongly disagree	23 6%	13 7%	10 5%	9 10% f	5 5%	3 3%	6 6%	3 3%	7 5%	10 10% h	3 5%	17 6%	6 5%	7 6%	16 6%	12 6%	9 6%	2 3%	10 5%	3 5%	1 4%	2 5%
I don't really worry about the way I spend or manage my money																						
TOP 2 BOX	121 31%	61 33%	60 29%	33 35% e	26 24%	34 35% e	28 30%	25 29%	37 25%	44 44% HIK	15 25%	92 33%	29 26%	26 24%	95 33% n	60 31%	41 29%	20 31%	58 28%	14 24%	6 25%	20 54% STU
Strongly agree	26 7%	15 8%	11 5%	5 5%	6 5%	8 8%	7 7%	4 5%	8 5%	8 8%	6 10%	21 7%	5 4%	6 6%	20 7%	15 8%	9 6%	2 3%	14 7%	4 7%	1 4%	2 5%
Somewhat agree	95 24%	46 25%	49 24%	28 30% e	20 18%	26 27%	21 22%	21 24%	29 19%	36 36% hIK	9 15%	71 25%	24 21%	20 19%	75 26% n	45 23%	32 23%	18 28%	44 21%	10 17%	5 21%	18 49% STU
Neither agree nor disagree	101 26%	43 23%	58 28%	26 28% F	42 38% FG	15 15%	18 19%	23 27%	35 23%	24 24%	19 32%	64 23%	37 33% L	33 31%	68 24%	54 28%	32 23%	15 23%	49 23% V	20 34% V	5 21%	3 8%
Somewhat disagree	117 30%	55 29%	62 30%	25 27%	29 26%	33 34%	30 32%	21 24%	52 35% hJ	23 23%	21 35%	88 31%	29 26%	36 33%	81 28%	56 29%	41 29%	20 31%	67 32%	19 32%	9 38%	9 24%
Strongly disagree	53 13%	25 13%	28 13%	10 11%	12 11%	14 14%	17 18%	15 17% jk	25 17% Jk	8 8%	5 8%	37 13%	16 14%	12 11%	41 14%	20 10%	25 18% p	8 12%	35 17%	6 10%	3 12%	5 14%

I know what my current credit score is

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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(Continued)  
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357. (HAND CARD) How much do you agree with each of the following statements?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
TOP 2 BOX	153 39%	70 37%	83 40%	33 35%	33 30%	45 46% E	42 45% E	25 29%	62 41% h	42 42% h	24 40%	117 41% m	36 32%	42 39%	111 39%	71 37%	61 44%	21 33%	73 35%	29 49% s	14 58% s	16 43%
Strongly agree	63 16%	34 18%	29 14%	9 10%	17 15%	19 20% D	18 19% d	7 8%	26 17% H	14 14%	16 27% Hj	52 18% M	11 10%	21 19%	42 15%	24 12%	32 23% PR	7 11%	38 18%	11 19%	2 8%	4 11%
Somewhat agree	90 23%	36 19%	54 26%	24 26% e	16 15%	26 27% E	24 26% e	18 21%	36 24% k	28 28% K	8 13%	65 23%	25 22%	21 19%	69 24%	47 24%	29 21%	14 22%	35 17%	18 31% s	12 50% St	12 32% s
Neither agree nor disagree	88 22%	40 21%	48 23%	19 20%	34 31% dFg	16 16%	19 20%	23 27% i	25 17%	24 24%	16 27%	63 22%	25 22%	23 21%	65 23%	43 22%	29 21%	16 25%	53 25% tU	9 15% u	1 4%	7 19% u
Somewhat disagree	76 19%	44 24% C	32 15%	17 18%	22 20%	16 16%	21 22%	15 17%	30 20%	20 20%	11 18%	54 19%	22 19%	18 17%	58 20%	34 18%	24 17%	18 28% pq	40 19%	12 20%	3 12%	5 14%
Strongly disagree	75 19%	32 17%	43 21%	25 27% G	21 19%	17 18%	12 13%	22 26% J	31 21%	13 13%	9 15%	45 16%	30 27% L	23 21%	52 18%	41 21%	25 18%	9 14%	42 20%	9 15%	5 21%	9 24%
I like to buy the things I want, now																						
TOP 2 BOX	157 40%	70 37%	87 42%	39 41%	43 39%	42 43%	33 35%	31 36%	52 35%	47 47% I	27 45%	107 38%	50 44%	49 45%	108 38%	71 37%	53 38%	33 52% Pq	81 39%	25 42%	10 42%	12 32%
Strongly agree	46 12%	23 12%	23 11%	9 10%	17 15%	9 9%	11 12%	7 8%	18 12%	13 13%	8 13%	31 11%	15 13%	11 10%	35 12%	18 9%	16 12%	12 19% p	27 13% v	8 14%	3 12%	2 5%
Somewhat agree	111 28%	47 25%	64 31%	30 32%	26 24%	33 34% e	22 23%	24 28%	34 23%	34 34% I	19 32%	76 27%	35 31%	38 35% o	73 25%	53 28%	37 27%	21 33%	54 26%	17 29%	7 29%	10 27%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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(Continued)  
STUDENT MONITOR® Spring 2018

357. (HAND CARD) How much do you agree with each of the following statements?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Neither agree nor disagree	126 32%	60 32%	66 32%	28 30%	43 39% F	25 26%	30 32%	27 31%	45 30%	34 34%	20 33%	88 31%	38 34%	39 36%	87 30%	65 34%	41 29%	20 31%	73 35% V	17 29% v	7 29%	5 14%
Somewhat disagree	86 22%	43 23%	43 21%	21 22%	20 18%	22 23%	23 24%	23 27% J	43 29% JK	10 10%	10 17%	66 23%	20 18%	13 12%	73 25% N	38 20%	40 29% pR	8 12%	43 20%	13 22%	3 12%	18 49% STU
Strongly disagree	24 6%	13 7%	11 5%	6 6%	4 4%	7 7%	7 7%	3 3%	10 7%	8 8%	3 5%	20 7%	4 4%	7 6%	17 6%	16 8% q	5 4%	3 5%	13 6%	4 7%	3 12%	2 5%
I like to save my money before I buy anything																						
TOP 2 BOX	211 53%	95 51%	116 56%	50 53%	53 48%	62 64% EG	46 49%	40 47%	79 53%	53 54%	39 65% Hi	155 55%	56 50%	56 52%	155 54%	101 53%	72 52%	38 59%	118 56% t	25 42%	14 58%	27 73% ST
Strongly agree	56 14%	27 14%	29 14%	15 16%	10 9%	15 15%	16 17% e	9 10%	24 16%	10 10%	13 22% hj	44 16%	12 11%	16 15%	40 14%	27 14%	16 12%	13 20%	33 16%	7 12%	3 12%	9 24%
Somewhat agree	155 39%	68 36%	87 42%	35 37%	43 39%	47 48% G	30 32%	31 36%	55 37%	43 43%	26 43%	111 39%	44 39%	40 37%	115 40%	74 39%	56 40%	25 39%	85 40%	18 31%	11 46%	18 49% t
Neither agree nor disagree	121 31%	56 30%	65 31%	26 28%	43 39% dF	23 24%	29 31%	29 34%	49 33% k	30 30%	13 22%	90 32%	31 27%	29 27%	92 32%	60 31% r	48 35% R	13 20%	64 30% U	24 41% UV	3 12%	7 19%
Somewhat disagree	42 11%	23 12%	19 9%	11 12%	10 9%	8 8%	13 14%	11 13%	15 10%	10 10%	6 10%	24 9%	18 16% l	17 16% o	25 9%	20 10%	12 9%	10 16%	21 10% v	6 10%	5 21% v	1 3%
Strongly disagree	19 5%	11 6%	8 4%	7 7%	3 3%	3 3%	6 6%	4 5%	7 5%	6 6%	2 3%	12 4%	7 6%	6 6%	13 5%	9 5%	7 5%	3 5%	7 3%	3 5%	1 4%	2 5%

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357. (HAND CARD) How much do you agree with each of the following statements?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
I'll be financially stable in the next 10 years																						
TOP 2 BOX	246 62%	117 63%	129 62%	51 54%	67 61%	70 72% De	58 62%	48 56%	92 61%	64 65%	42 70% h	180 64%	66 58%	56 52%	190 66% N	117 61%	93 67%	36 56%	146 70% T	28 47%	18 75% T	22 59%
Strongly agree	121 31%	62 33%	59 28%	23 24%	33 30%	28 29%	37 39% D	16 19%	55 37% H	27 27%	23 38% H	87 31%	34 30%	25 23%	96 33% N	47 24%	53 38% P	21 33%	73 35% T	12 20%	11 46% T	10 27%
Somewhat agree	125 32%	55 29%	70 34%	28 30%	34 31%	42 43% deG	21 22%	32 37% I	37 25%	37 37% I	19 32%	93 33%	32 28%	31 29%	94 33%	70 36% R	40 29%	15 23%	73 35%	16 27%	7 29%	12 32%
Neither agree nor disagree	94 24%	41 22%	53 25%	31 33% FG	28 25%	16 16%	19 20%	22 26%	41 27%	19 19%	12 20%	70 25%	24 21%	28 26%	66 23%	48 25%	31 22%	15 23%	45 21% U	18 31% U	2 8%	12 32% U
Somewhat disagree	34 9%	19 10%	15 7%	7 7%	10 9%	7 7%	10 11%	11 13% k	13 9%	7 7%	3 5%	18 6%	16 14% L	14 13% o	20 7%	13 7%	10 7%	11 17% Pq	12 6%	7 12% v	2 8%	1 3%
Strongly disagree	16 4%	7 4%	9 4%	4 4%	5 5%	1 1%	6 6% F	3 3%	4 3%	7 7%	2 3%	12 4%	4 4%	8 7% o	8 3%	10 5%	4 3%	2 3%	7 3%	4 7%	0 0%	2 5%
I'll be financially stable in the next 3 years																						
TOP 2 BOX	163 41%	79 42%	84 40%	39 41%	41 37%	41 42%	42 45%	35 41%	58 39%	45 45%	25 42%	111 39%	52 46%	41 38%	122 43%	78 41%	56 40%	29 45%	89 42%	23 39%	9 38%	16 43%
Strongly agree	61 15%	29 16%	32 15%	14 15%	20 18%	13 13%	14 15%	11 13%	27 18% j	10 10%	13 22% j	45 16%	16 14%	12 11%	49 17%	25 13%	23 17%	13 20%	34 16% U	8 14%	1 4%	10 27% U

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357. (HAND CARD) How much do you agree with each of the following statements?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Somewhat agree	102 26%	50 27%	52 25%	25 27%	21 19%	28 29% e	28 30% e	24 28%	31 21%	35 35% IK	12 20%	66 23%	36 32% 1	29 27%	73 25%	53 28%	33 24%	16 25%	55 26%	15 25%	8 33%	6 16%
Neither agree nor disagree	143 36%	59 32%	84 40% b	36 38%	51 46% FG	30 31%	26 28%	28 33%	57 38%	32 32%	26 43%	110 39% m	33 29%	39 36%	104 36%	76 40%	46 33%	21 33%	76 36%	25 42%	7 29%	14 38%
Somewhat disagree	62 16%	36 19% c	26 12%	14 15%	12 11%	20 21% e	16 17%	18 21% jK	28 19% jK	11 11%	5 8%	39 14%	23 20%	21 19%	41 14%	28 15%	23 17%	11 17%	33 16%	9 15%	5 21%	4 11%
Strongly disagree	26 7%	12 6%	14 7%	5 5%	6 5%	5 5%	10 11%	4 5%	7 5%	11 11% hi	4 7%	21 7%	5 4%	7 6%	19 7%	9 5%	14 10% p	3 5%	12 6%	2 3%	2 8%	3 8%
I'll be financially stable in the next 5 years																						
TOP 2 BOX	221 56%	107 57%	114 55%	47 50%	53 48%	65 67% DE	56 60%	42 49%	85 57%	58 59%	36 60%	156 55%	65 58%	55 51%	166 58%	104 54%	80 58%	37 58%	123 59%	33 56%	18 75% stV	17 46%
Strongly agree	82 21%	43 23%	39 19%	15 16%	23 21%	16 16%	28 30% DF	14 16%	40 27% hJ	14 14%	14 23%	61 22%	21 19%	16 15%	66 23% n	36 19%	34 24%	12 19%	45 21%	15 25%	4 17%	9 24%
Somewhat agree	139 35%	64 34%	75 36%	32 34%	30 27%	49 51% DEG	28 30%	28 33%	45 30%	44 44% hI	22 37%	95 34%	44 39%	39 36%	100 35%	68 35%	46 33%	25 39%	78 37% v	18 31%	14 58% STV	8 22%
Neither agree nor disagree	118 30%	47 25%	71 34% B	36 38% FG	42 38% FG	19 20%	21 22%	27 31%	47 31%	28 28%	16 27%	87 31%	31 27%	37 34%	81 28%	69 36% Q	32 23%	17 27%	60 29% U	21 36% U	1 4%	18 49% SU
Somewhat disagree	38 10%	25 13% C	13 6%	6 6%	9 8%	10 10%	13 14% d	12 14%	14 9%	7 7%	5 8%	26 9%	12 11%	9 8%	29 10%	9 5%	20 14% P	9 14% P	18 9% tv	2 3%	4 17% tv	1 3%

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(Continued)  
STUDENT MONITOR® Spring 2018

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	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Strongly disagree	16 4%	6 3%	10 5%	5 5%	5 5%	2 2%	4 4%	4 5%	3 2%	6 6%	3 5%	12 4%	4 4%	7 6%	9 3%	8 4%	7 5%	1 2%	9 4%	2 3%	0 0%	1 3%
It is difficult to pay all my bills																						
TOP 2 BOX	115 29%	56 30%	59 28%	24 26%	29 26%	29 30%	33 35%	19 22%	48 32% h	32 32%	16 27%	83 29%	32 28%	34 31%	81 28%	49 26%	44 32%	22 34%	61 29%	18 31%	7 29%	11 30%
Strongly agree	26 7%	10 5%	16 8%	4 4%	7 6%	9 9%	6 6%	3 3%	12 8%	4 4%	7 12% hj	19 7%	7 6%	11 10%	15 5%	11 6%	11 8%	4 6%	13 6%	7 12%	3 12%	2 5%
Somewhat agree	89 23%	46 25%	43 21%	20 21%	22 20%	20 21%	27 29%	16 19%	36 24%	28 28% K	9 15%	64 23%	25 22%	23 21%	66 23%	38 20%	33 24%	18 28%	48 23%	11 19%	4 17%	9 24%
Neither agree nor disagree	142 36%	66 35%	76 37%	38 40% g	46 42% G	31 32%	27 29%	34 40%	48 32%	38 38%	22 37%	100 35%	42 37%	45 42%	97 34%	69 36%	50 36%	23 36%	88 42% TU	16 27%	3 12%	12 32% u
Somewhat disagree	83 21%	40 21%	43 21%	13 14%	27 25% D	20 21%	23 24% d	20 23%	33 22%	15 15%	15 25%	63 22%	20 18%	18 17%	65 23%	45 23%	27 19%	11 17%	32 15%	20 34% S	8 33% s	10 27%
Strongly disagree	53 13%	24 13%	29 14%	18 19% E	8 7%	16 16% E	11 12%	12 14%	21 14%	14 14%	6 10%	34 12%	19 17%	11 10%	42 15%	27 14%	18 13%	8 12%	28 13%	5 8%	5 21%	4 11%
It is difficult to save money																						
TOP 2 BOX	155 39%	65 35%	90 43% b	37 39%	34 31%	41 42% e	43 46% E	22 26%	64 43% H	41 41% H	28 47% H	117 41%	38 34%	41 38%	114 40%	57 30%	62 45% P	36 56% P	89 42% T	17 29%	7 29%	17 46% t

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STUDENT MONITOR® Spring 2018

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	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Strongly agree	48 12%	17 9%	31 15% b	12 13%	13 12%	12 12%	11 12%	9 10%	20 13% J	6 6%	13 22% hJ	32 11%	16 14%	15 14%	33 11%	15 8%	20 14% p	13 20% P	29 14%	5 8%	4 17%	8 22% t
Somewhat agree	107 27%	48 26%	59 28%	25 27%	21 19%	29 30% e	32 34% E	13 15%	44 29% H	35 35% H	15 25%	85 30% M	22 19%	26 24%	81 28%	42 22%	42 30% p	23 36% P	60 29% U	12 20%	3 12%	9 24%
Neither agree nor disagree	103 26%	44 24%	59 28%	24 26%	40 36% dFG	19 20%	20 21%	27 31%	35 23%	23 23%	18 30%	70 25%	33 29%	30 28%	73 25%	54 28%	33 24%	16 25%	55 26%	19 32%	5 21%	7 19%
Somewhat disagree	92 23%	50 27%	42 20%	21 22%	26 24%	24 25%	21 22%	28 33% IK	31 21%	24 24%	9 15%	64 23%	28 25%	26 24%	66 23%	55 29% qR	28 20%	9 14%	44 21%	17 29%	7 29%	9 24%
Strongly disagree	43 11%	26 14% c	17 8%	12 13%	9 8%	12 12%	10 11%	8 9%	19 13%	11 11%	5 8%	29 10%	14 12%	11 10%	32 11%	24 12% R	16 12% r	3 5%	21 10%	6 10%	4 17%	4 11%
My current spending habits won't impact my future credit report																						
TOP 2 BOX	131 33%	70 37% c	61 29%	27 29%	31 28%	33 34%	40 43% DE	22 26%	53 35%	36 36%	20 33%	105 37% M	26 23%	29 27%	102 36% n	53 28%	56 40% P	22 34%	63 30%	17 29%	8 33%	20 54% ST
Strongly agree	40 10%	23 12%	17 8%	7 7%	11 10%	9 9%	13 14%	7 8%	23 15% hJK	7 7%	3 5%	34 12% M	6 5%	5 5%	35 12% N	16 8%	17 12%	7 11%	22 10%	3 5%	3 12%	7 19% T
Somewhat agree	91 23%	47 25%	44 21%	20 21%	20 18%	24 25%	27 29% e	15 17%	30 20%	29 29% hi	17 28%	71 25% m	20 18%	24 22%	67 23%	37 19%	39 28% p	15 23%	41 20%	14 24%	5 21%	13 35% s
Neither agree nor disagree	132 33%	63 34%	69 33%	34 36%	43 39% g	30 31%	25 27%	35 41% j	52 35%	28 28%	17 28%	97 34%	35 31%	34 31%	98 34%	69 36% R	48 35% r	15 23%	69 33%	24 41%	6 25%	12 32%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

357. (HAND CARD) How much do you agree with each of the following statements?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Somewhat disagree	89 23%	36 19%	53 25%	20 21%	26 24%	28 29%	15 16%	18 21%	29 19%	26 26%	16 27%	55 20%	34 30%	34 31%	55 19%	45 23%	23 17%	21 33%	53 25%	13 22%	5 21%	3 8%
						G							L	O				Q	V	V		
Strongly disagree	41 10%	17 9%	24 12%	12 13%	10 9%	5 5%	14 15%	10 12%	16 11%	9 9%	6 10%	23 8%	18 16%	11 10%	30 10%	23 12%	12 9%	6 9%	24 11%	5 8%	4 17%	2 5%
				f			F						L									
Student loans help build credit																						
TOP 2 BOX	116 29%	54 29%	62 30%	23 24%	30 27%	36 37%	27 29%	19 22%	45 30%	37 37%	15 25%	82 29%	34 30%	24 22%	92 32%	54 28%	35 25%	27 42%	58 28%	21 36%	12 50%	10 27%
						d				Hk					N			PQ		Sv		
Strongly agree	35 9%	15 8%	20 10%	5 5%	10 9%	10 10%	10 11%	2 2%	19 13%	10 10%	4 7%	25 9%	10 9%	6 6%	29 10%	14 7%	12 9%	9 14%	20 10%	5 8%	5 21%	2 5%
									H	H										v		
Somewhat agree	81 21%	39 21%	42 20%	18 19%	20 18%	26 27%	17 18%	17 20%	26 17%	27 27%	11 18%	57 20%	24 21%	18 17%	63 22%	40 21%	23 17%	18 28%	38 18%	16 27%	7 29%	8 22%
										i								q				
Neither agree nor disagree	188 48%	93 50%	95 46%	50 53%	61 55%	37 38%	40 43%	49 57%	73 49%	42 42%	24 40%	132 47%	56 50%	56 52%	132 46%	99 52%	65 47%	24 38%	106 50%	29 49%	6 25%	22 59%
				F	Fg			JK								R			U	U		U
Somewhat disagree	42 11%	17 9%	25 12%	12 13%	6 5%	12 12%	12 13%	9 10%	8 5%	15 15%	10 17%	31 11%	11 10%	9 8%	33 11%	20 10%	18 13%	4 6%	22 10%	3 5%	2 8%	3 8%
				e		e	e			I	I											
Strongly disagree	47 12%	22 12%	25 12%	8 9%	13 12%	11 11%	15 16%	8 9%	24 16%	5 5%	10 17%	35 12%	12 11%	19 18%	28 10%	17 9%	21 15%	9 14%	23 11%	6 10%	3 12%	2 5%
									J		J			o			p					

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

STUDENT MONITOR® Spring 2018

## 358. (HAND CARD) What do you expect to be doing after graduation?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	394 100	186 100	208 100	94 100	110 100	96 100	94 100	85 100	150 100	99 100	60 100	281 100	113 100	108 100	286 100	191 100	139 100	64 100	210 100	59 100	23 100	37 100
Working full-time	193 49%	101 54%	92 44%	42 45%	48 44%	53 55%	50 53%	45 53%	75 50%	50 51%	23 38%	144 51%	49 43%	48 44%	145 51%	74 39%	85 61%	34 53%	126 60%	16 27%	11 48%	10 27%
		C				e		k								P	P		TV	t		
Attending graduate school full-time	91 23%	33 18%	58 28%	30 32%	23 21%	25 26%	13 14%	12 14%	49 33%	12 12%	18 30%	66 23%	25 22%	24 22%	67 23%	63 33%	19 14%	9 14%	39 19%	16 27%	7 30%	17 46%
			B	eG		G			HJ		HJ					QR						St
Traveling	52 13%	23 12%	29 14%	14 15%	15 14%	14 15%	9 10%	3 4%	27 18%	6 6%	16 27%	44 16%	8 7%	15 14%	37 13%	27 14%	15 11%	10 16%	24 11%	11 19%	3 13%	7 19%
									HJ		HJ	M										
Working part-time	45 11%	19 10%	26 12%	6 6%	14 13%	13 14%	12 13%	3 4%	17 11%	7 7%	18 30%	34 12%	11 10%	12 11%	33 12%	19 10%	17 12%	9 14%	16 8%	11 19%	2 9%	4 11%
						d			H		HIJ								S			
Interning at an internship	44 11%	23 12%	21 10%	12 13%	17 15%	9 9%	6 6%	5 6%	18 12%	10 10%	11 18%	34 12%	10 9%	10 9%	34 12%	23 12%	11 8%	10 16%	17 8%	11 19%	0 0	5 14%
					G				h		H								s			
Attending graduate school part-time	32 8%	13 7%	19 9%	5 5%	7 6%	11 11%	9 10%	5 6%	9 6%	9 9%	9 15%	22 8%	10 9%	12 11%	20 7%	19 10%	9 6%	4 6%	17 8%	8 14%	1 4%	0 0
									hi													
Unemployed	16 4%	8 4%	8 4%	1 1%	7 6%	2 2%	6 6%	4 5%	8 5%	2 2%	2 3%	11 4%	5 4%	4 4%	12 4%	11 6%	5 4%	0 0	4 2%	7 12%	0 0	0 0
					D		d												S			
In the military	13 3%	6 3%	7 3%	5 5%	0 0	6 6%	2 2%	2 2%	6 4%	5 5%	0 0	11 4%	2 2%	5 5%	8 3%	7 4%	3 2%	3 5%	2 1%	7 12%	2 9%	1 3%
																			Sv			
Don't know	53 13%	26 14%	27 13%	11 12%	20 18%	9 9%	13 14%	19 22%	14 9%	17 17%	3 5%	33 12%	20 18%	16 15%	37 13%	28 15%	18 13%	7 11%	26 12%	10 17%	3 13%	8 22%
					f			IK		iK												

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.



STUDENT MONITOR® Spring 2018

## 359. (HAND CARD) TOP 2 BOX SUMMARY - Thinking about life after college how important are each of these to you today?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total Answering	394 100	186 100	208 100	94 100	110 100	96 100	94 100	85 100	150 100	99 100	60 100	281 100	113 100	108 100	286 100	191 100	139 100	64 100	210 100	59 100	23 100	37 100
Creating a resume	299 76%	136 73%	163 78%	79 84% EG	75 68%	82 85% EG	63 67%	53 62%	119 79% H	73 74% h	54 90% HIJ	219 78%	80 71%	75 69%	224 78% n	152 80%	101 73%	46 72%	168 80% T	38 64%	21 91% sT	31 84% T
Increasing savings	299 77%	131 71%	168 82% B	73 78%	80 73%	77 82%	69 75%	58 69%	111 76%	75 76%	55 92% HIJ	215 78%	84 74%	77 73%	222 78%	141 75%	104 76%	54 84% p	169 82% T	36 63%	21 91% T	32 86% T
Understanding how to budget for living expenses	277 70%	120 65%	157 75% B	66 70%	71 65%	76 80% Eg	64 68%	51 60%	106 71%	71 72% h	49 83% HIj	203 72%	74 65%	69 64%	208 73% n	140 73%	95 69%	42 66%	153 73%	38 64%	18 78%	31 84% T
Interviewing tips	276 70%	113 61%	163 78% B	71 76% E	66 60%	75 78% E	64 68%	54 64%	112 75% h	65 66%	45 75%	201 72%	75 66%	67 62%	209 73% N	133 70%	98 71%	45 71%	153 73%	38 64%	20 87% sT	28 76%
Job hunting	272 69%	117 63%	155 75% B	66 70%	69 63%	71 74% e	66 71%	57 67%	104 69%	64 65%	47 80% hJ	196 70%	76 68%	69 64%	203 71%	127 66%	101 73%	44 69%	159 76% T	34 58%	20 87% TV	24 65%
Developing a plan for paying off student loans	252 64%	119 64%	133 64%	68 72% EG	63 57%	69 72% EG	52 55%	47 55%	91 61%	65 66%	49 82% HIJ	192 68% M	60 53%	63 58%	189 66%	129 68% r	88 63%	35 55%	136 65%	37 63%	13 57%	28 76%
How to negotiate salary	251 64%	115 62%	136 66%	55 59%	67 61%	67 70%	62 67%	55 65%	89 60%	67 68%	40 67%	177 63%	74 65%	65 60%	186 65%	122 64%	94 68% r	35 55%	146 70% tv	34 58%	16 70% v	17 46%
Deciding about attending graduate school	226 58%	103 56%	123 59%	54 57%	63 58%	58 60%	51 55%	35 41%	93 63% H	55 56% H	43 72% HJ	163 58%	63 56%	59 55%	167 59%	120 63% Q	68 49%	38 59%	121 58%	39 66%	14 61%	25 68%
Thinking about moving to another city	214 55%	96 52%	118 57%	51 54%	58 53%	58 61%	47 51%	41 49%	79 53%	53 54%	41 68% HIj	147 53%	67 59%	57 53%	157 55%	106 55%	77 56%	31 48%	118 57%	30 51%	13 57%	21 57%
Buying a car	198 50%	88 47%	110 53%	47 50%	52 47%	53 55%	46 49%	33 39%	70 47%	59 60% HI	36 60% Hi	143 51%	55 49%	53 49%	145 51%	95 50%	67 48%	36 56%	108 51%	30 51%	15 65%	17 46%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

359. (HAND CARD) TOP 2 BOX SUMMARY - Thinking about life after college how important are each of these to you today?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Starting up a new business	162 41%	79 42%	83 40%	31 33%	46 42%	39 41%	46 49% D	29 34%	56 38%	46 46% h	31 52% Hi	115 41%	47 42%	49 46%	113 40%	85 45%	55 40%	22 35%	82 39% V	33 56% SV	12 52% V	7 19%
Finding a roommate	155 39%	68 37%	87 42%	39 41%	41 38%	41 43%	34 36%	31 36%	52 35%	45 45% i	27 45%	110 39%	45 40%	39 36%	116 41%	78 41%	57 41%	20 31%	90 43% U	25 42% U	2 9%	18 49% U
Wedding plans	113 29%	55 30%	58 28%	21 22%	30 27%	39 41% DEG	23 24%	21 25%	36 24%	37 37% hI	19 32%	80 28%	33 29%	30 28%	83 29%	55 29%	42 30%	16 25%	66 31% V	20 34% V	6 26%	6 16%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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## 359. (HAND CARD) Thinking about life after college how important are each of these to you today?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	394 100	186 100	208 100	94 100	110 100	96 100	94 100	85 100	150 100	99 100	60 100	281 100	113 100	108 100	286 100	191 100	139 100	64 100	210 100	59 100	23 100	37 100
Buying a car																						
TOP 2 BOX	198 50%	88 47%	110 53%	47 50%	52 47%	53 55%	46 49%	33 39%	70 47%	59 60% HI	36 60% Hi	143 51%	55 49%	53 49%	145 51%	95 50%	67 48%	36 56%	108 51%	30 51%	15 65%	17 46%
Very important	74 19%	30 16%	44 21%	17 18%	23 21%	15 16%	19 20%	12 14%	28 19%	18 18%	16 27% h	51 18%	23 20%	20 19%	54 19%	32 17%	25 18%	17 27%	37 18%	10 17%	8 35% s	6 16%
Somewhat important	124 31%	58 31%	66 32%	30 32%	29 26%	38 40% E	27 29%	21 25%	42 28%	41 41% HI	20 33%	92 33%	32 28%	33 31%	91 32%	63 33%	42 30%	19 30%	71 34%	20 34%	7 30%	11 30%
Neither important nor unimportant	94 24%	50 27%	44 21%	22 23% F	30 27% F	12 12%	30 32% F	29 34% IJK	33 22%	21 21%	11 18%	58 21%	36 32% L	34 31% O	60 21%	41 21%	34 24%	19 30%	55 26% V	10 17%	4 17%	4 11%
Somewhat unimportant	66 17%	37 20%	29 14%	14 15%	21 19%	18 19%	13 14%	15 18% j	36 24% JK	9 9%	6 10%	54 19% M	12 11%	14 13%	52 18%	38 20% R	22 16%	6 9%	28 13%	15 25% SU	2 9%	13 35% SU
Very unimportant	36 9%	11 6%	25 12% B	11 12%	7 6%	13 14% eG	5 5%	8 9%	11 7%	10 10%	7 12%	26 9%	10 9%	7 6%	29 10%	17 9%	16 12% r	3 5%	19 9%	4 7%	2 9%	3 8%
Creating a resume																						
TOP 2 BOX	299 76%	136 73%	163 78%	79 84% EG	75 68%	82 85% EG	63 67%	53 62%	119 79% H	73 74% h	54 90% HIJ	219 78%	80 71%	75 69%	224 78% n	152 80%	101 73%	46 72%	168 80% T	38 64%	21 91% sT	31 84% T
Very important	144 37%	66 35%	78 38%	35 37%	34 31%	37 39%	38 40%	23 27%	65 43% HJ	29 29%	27 45% HJ	106 38%	38 34%	31 29%	113 40% N	66 35%	55 40%	23 36%	76 36%	17 29%	13 57% sT	16 43%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

359. (HAND CARD) Thinking about life after college how important are each of these to you today?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Somewhat important	155 39%	70 38%	85 41%	44 47% G	41 37% g	45 47% G	25 27%	30 35%	54 36%	44 44%	27 45%	113 40%	42 37%	44 41%	111 39%	86 45% Q	46 33%	23 36%	92 44%	21 36%	8 35%	15 41%
Neither important nor unimportant	48 12%	28 15%	20 10%	8 9%	12 11%	8 8%	20 21% DEF	12 14%	21 14%	15 15%	0 0	36 13%	12 11%	17 16%	31 11%	14 7%	22 16% P	12 19% P	22 10%	12 20% sv	2 9%	3 8%
Somewhat unimportant	21 5%	12 6%	9 4%	2 2%	8 7% d	5 5%	6 6%	8 9%	6 4%	4 4%	3 5%	11 4%	10 9% 1	12 11% O	9 3%	10 5%	6 4%	5 8%	5 2%	6 10% s	0 0	1 3%
Very unimportant	26 7%	10 5%	16 8%	5 5% f	15 14% DFG	1 1%	5 5% f	12 14% Ik	4 3%	7 7%	3 5%	15 5%	11 10%	4 4%	22 8% n	15 8% R	10 7% R	1 2%	15 7%	3 5%	0 0	2 5%
Deciding about attending graduate school																						
TOP 2 BOX	226 57%	103 55%	123 59%	54 57%	63 57%	58 60%	51 54%	35 41%	93 62% H	55 56% H	43 72% HJ	163 58%	63 56%	59 55%	167 58%	120 63% Q	68 49%	38 59%	121 58%	39 66%	14 61%	25 68%
Very important	100 25%	47 25%	53 25%	26 28%	27 25%	25 26%	22 23%	13 15%	50 33% Hj	22 22%	15 25%	76 27%	24 21%	19 18%	81 28% N	50 26%	32 23%	18 28%	50 24%	15 25%	7 30%	13 35%
Somewhat important	126 32%	56 30%	70 34%	28 30%	36 33%	33 34%	29 31%	22 26%	43 29%	33 33%	28 47% HIj	87 31%	39 35%	40 37%	86 30%	70 37% Q	36 26%	20 31%	71 34%	24 41%	7 30%	12 32%
Neither important nor unimportant	85 22%	48 26% c	37 18%	27 29% e	19 17%	20 21%	19 20%	22 26% k	29 19%	26 26% K	8 13%	63 22%	22 19%	27 25%	58 20%	35 18%	34 24%	16 25%	46 22% U	10 17%	2 9%	7 19%
Somewhat unimportant	49 12%	25 13%	24 12%	4 4%	14 13% D	16 17% D	15 16% D	19 22% iJK	19 13%	7 7%	4 7%	34 12%	15 13%	14 13%	35 12%	17 9%	24 17% P	8 12%	23 11%	7 12%	4 17%	4 11%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

359. (HAND CARD) Thinking about life after college how important are each of these to you today?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Very unimportant	32 8%	9 5%	23 11% B	9 10% F	13 12% F	2 2%	8 9% F	9 11%	7 5%	11 11% i	5 8%	19 7%	13 12%	8 7%	24 8%	18 9% R	12 9% r	2 3%	19 9% v	3 5%	3 13%	1 3%
Developing a plan for paying off student loans																						
TOP 2 BOX	252 64%	119 64%	133 64% EG	68 72% EG	63 57%	69 72% EG	52 55%	47 55%	91 61%	65 66%	49 82% HIJ	192 68% M	60 53%	63 58%	189 66%	129 68% r	88 63%	35 55%	136 65%	37 63%	13 57%	28 76%
Very important	103 26%	44 24%	59 28%	26 28%	28 25%	31 32% G	18 19%	21 25%	42 28%	24 24%	16 27%	85 30% M	18 16%	17 16%	86 30% N	52 27%	34 24%	17 27%	54 26%	16 27%	6 26%	11 30%
Somewhat important	149 38%	75 40%	74 36% e	42 45% e	35 32%	38 40%	34 36%	26 31%	49 33%	41 41%	33 55% HIJ	107 38%	42 37%	46 43%	103 36%	77 40% r	54 39%	18 28%	82 39%	21 36%	7 30%	17 46%
Neither important nor unimportant	69 18%	31 17%	38 18%	12 13%	21 19%	14 15%	22 23% d	19 22%	26 17%	16 16%	8 13%	40 14%	29 26% L	23 21%	46 16%	31 16%	22 16%	16 25%	33 16%	9 15%	9 39% STv	6 16%
Somewhat unimportant	40 10%	25 13% C	15 7%	5 5%	17 15% D	9 9%	9 10%	13 15% JK	20 13% JK	6 6%	1 2%	29 10%	11 10%	14 13%	26 9%	18 9%	15 11%	7 11%	18 9%	10 17% u	1 4%	3 8%
Very unimportant	33 8%	11 6%	22 11% b	9 10%	9 8%	4 4%	11 12% f	6 7%	13 9%	12 12% K	2 3%	20 7%	13 12%	8 7%	25 9%	13 7%	14 10%	6 9%	23 11%	3 5%	0 0%	0 0%
Finding a roommate																						
TOP 2 BOX	155 39%	68 37%	87 42%	39 41%	41 37%	41 43%	34 36%	31 36%	52 35%	45 45% i	27 45%	110 39%	45 40%	39 36%	116 41%	78 41%	57 41%	20 31%	90 43% U	25 42% U	2 9%	18 49% U

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

359. (HAND CARD) Thinking about life after college how important are each of these to you today?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Very important	38 10%	12 6%	26 12% B	13 14% fG	15 14% fG	6 6%	4 4%	8 9%	11 7%	13 13%	6 10%	26 9%	12 11%	7 6%	31 11%	24 13% q	9 6%	5 8%	22 10%	6 10%	0 0	4 11%
Somewhat important	117 30%	56 30%	61 29%	26 28%	26 24%	35 36% E	30 32%	23 27%	41 27%	32 32%	21 35%	84 30%	33 29%	32 30%	85 30%	54 28%	48 35% r	15 23%	68 32% U	19 32% U	2 9%	14 38% U
Neither important nor unimportant	111 28%	52 28%	59 28%	35 37% Fg	34 31% f	19 20%	23 24%	28 33%	43 29%	27 27%	13 22%	79 28%	32 28%	30 28%	81 28%	64 34% Q	32 23%	15 23%	56 27%	19 32%	5 22%	7 19%
Somewhat unimportant	65 16%	40 22% C	25 12%	9 10%	19 17%	21 22% D	16 17%	14 16% J	27 18% J	7 7%	17 28% hJ	44 16%	21 19%	18 17%	47 16%	31 16%	18 13%	16 25% Q	25 12%	5 8%	9 39% ST	10 27% ST
Very unimportant	62 16%	25 13%	37 18%	11 12%	15 14%	15 16%	21 22% D	12 14% k	27 18% K	20 20% K	3 5%	47 17%	15 13%	21 19%	41 14%	17 9%	32 23% P	13 20% P	38 18% V	10 17% v	7 30% V	2 5%
How to negotiate salary																						
TOP 2 BOX	251 64%	115 62%	136 65%	55 59%	67 61%	67 70%	62 66%	55 65%	89 59%	67 68%	40 67%	177 63%	74 65%	65 60%	186 65%	122 64%	94 68% r	35 55%	146 70% tv	34 58%	16 70% v	17 46%
Very important	91 23%	43 23%	48 23%	18 19%	26 24%	20 21%	27 29%	21 25%	39 26%	21 21%	10 17%	68 24%	23 20%	19 18%	72 25% n	42 22%	35 25%	14 22%	50 24%	13 22%	9 39% v	7 19%
Somewhat important	160 41%	72 39%	88 42%	37 39%	41 37%	47 49% e	35 37%	34 40%	50 33%	46 46% I	30 50% I	109 39%	51 45%	46 43%	114 40%	80 42%	59 42%	21 33%	96 46% V	21 36%	7 30%	10 27%
Neither important nor unimportant	83 21%	34 18%	49 24%	24 26%	26 24%	18 19%	15 16%	18 21%	35 23%	18 18%	12 20%	58 21%	25 22%	26 24%	57 20%	41 21%	23 17%	19 30% Q	38 18%	17 29% su	3 13%	10 27%
Somewhat unimportant	39 10%	27 15% C	12 6%	10 11%	12 11%	7 7%	10 11%	8 9%	17 11%	7 7%	7 12%	34 12% M	5 4%	10 9%	29 10%	19 10%	12 9%	8 12%	21 10% T	2 3%	2 9%	8 22% T

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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(Continued)  
STUDENT MONITOR® Spring 2018

359. (HAND CARD) Thinking about life after college how important are each of these to you today?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Very unimportant	20 5%	10 5%	10 5%	5 5%	5 5%	4 4%	6 6%	4 5%	8 5%	7 7% k	1 2%	11 4%	9 8%	7 6%	13 5%	9 5%	9 6%	2 3%	5 2%	6 10% s	2 9%	2 5%
Increasing savings																						
TOP 2 BOX	299 76%	131 70%	168 81% B	73 78%	80 73%	77 80%	69 73%	58 68%	111 74%	75 76%	55 92% HIJ	215 77%	84 74%	77 71%	222 78%	141 74%	104 75%	54 84% p	169 80% T	36 61%	21 91% sT	32 86% T
Very important	149 38%	64 34%	85 41%	30 32%	40 36%	43 45% d	36 38%	34 40%	60 40%	32 32%	23 38%	103 37%	46 41%	32 30%	117 41% N	62 32%	59 42% p	28 44%	86 41% T	13 22%	12 52% T	18 49% T
Somewhat important	150 38%	67 36%	83 40%	43 46%	40 36%	34 35%	33 35%	24 28%	51 34%	43 43% H	32 53% HI	112 40%	38 34%	45 42%	105 37%	79 41% q	45 32%	26 41%	83 40%	23 39%	9 39%	14 38%
Neither important nor unimportant	53 13%	35 19% C	18 9%	11 12%	18 16%	12 12%	12 13%	12 14%	24 16% K	13 13%	4 7%	40 14%	13 12%	18 17%	35 12%	22 12%	23 17%	8 12%	21 10%	11 19% U	1 4%	3 8%
Somewhat unimportant	16 4%	11 6% c	5 2%	4 4%	3 3%	3 3%	6 6%	4 5%	5 3%	7 7%	0 0	13 5%	3 3%	3 3%	13 5%	11 6% r	4 3%	1 2%	9 4%	3 5%	0 0	1 3%
Very unimportant	21 5%	7 4%	14 7%	5 5%	9 8% F	2 2%	5 5%	10 12% IjK	6 4%	4 4%	1 2%	8 3%	13 12% L	8 7%	13 5%	14 7% R	6 4%	1 2%	8 4%	7 12% sv	1 4%	1 3%
Interviewing tips																						
TOP 2 BOX	276 70%	113 61%	163 78% B	71 76% E	66 60%	75 78% E	64 68%	54 64%	112 75% h	65 66%	45 75%	201 72%	75 66%	67 62%	209 73% N	133 70%	98 71%	45 70%	153 73%	38 64%	20 87% sT	28 76%
Very important	127 32%	56 30%	71 34%	28 30%	38 35%	32 33%	29 31%	25 29%	61 41% hJ	23 23%	18 30%	93 33%	34 30%	28 26%	99 35% n	59 31%	43 31%	25 39%	72 34%	14 24%	9 39%	16 43% T

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(Continued)  
STUDENT MONITOR® Spring 2018

359. (HAND CARD) Thinking about life after college how important are each of these to you today?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Somewhat important	149 38%	57 31%	92 44% B	43 46% E	28 25%	43 45% E	35 37% e	29 34%	51 34%	42 42%	27 45%	108 38%	41 36%	39 36%	110 38%	74 39%	55 40%	20 31%	81 39%	24 41%	11 48%	12 32%
Neither important nor unimportant	63 16%	41 22% C	22 11%	14 15%	20 18%	14 15%	15 16%	10 12%	26 17%	17 17%	10 17%	49 17%	14 12%	23 21% o	40 14%	30 16%	22 16%	11 17%	31 15% U	11 19% U	1 4%	7 19% u
Somewhat unimportant	30 8%	23 12% C	7 3%	3 3%	15 14% DF	3 3%	9 10% df	11 13% Ik	5 3%	11 11% I	3 5%	19 7%	11 10%	10 9%	20 7%	13 7%	11 8%	6 9%	16 8%	3 5%	1 4%	1 3%
Very unimportant	24 6%	8 4%	16 8%	5 5%	9 8%	4 4%	6 6%	10 12% IK	6 4%	6 6%	2 3%	11 4%	13 12% L	8 7%	16 6%	15 8% R	8 6% r	1 2%	9 4%	7 12% sv	1 4%	1 3%
Job hunting																						
TOP 2 BOX	272 69%	117 63%	155 75% B	66 70%	69 63%	71 74% e	66 70%	57 67%	104 69%	64 65%	47 78% j	196 70%	76 67%	69 64%	203 71%	127 66%	101 73%	44 69%	159 76% T	34 58%	20 87% TV	24 65%
Very important	147 37%	61 33%	86 41% b	34 36%	34 31%	40 42%	39 41%	36 42% J	61 41% J	25 25%	25 42% J	110 39%	37 33%	28 26%	119 42% N	63 33%	62 45% P	22 34%	90 43% T	13 22%	13 57% T	16 43% T
Somewhat important	125 32%	56 30%	69 33%	32 34%	35 32%	31 32%	27 29%	21 25%	43 29%	39 39% Hi	22 37%	86 31%	39 35%	41 38%	84 29%	64 34%	39 28%	22 34%	69 33%	21 36%	7 30%	8 22%
Neither important nor unimportant	56 14%	32 17%	24 12%	18 19%	13 12%	12 12%	13 14%	7 8%	24 16% h	19 19% Hk	6 10%	39 14%	17 15%	25 23% O	31 11%	25 13%	17 12%	14 22%	21 10%	12 20% s	0 0	6 16%
Somewhat unimportant	41 10%	29 16% C	12 6%	5 5%	19 17% Df	8 8%	9 10%	11 13% k	17 11% k	10 10%	3 5%	35 12% M	6 5%	7 6%	34 12% n	25 13% r	12 9%	4 6%	21 10%	8 14%	1 4%	6 16%
Very unimportant	24 6%	7 4%	17 8% b	5 5%	9 8%	5 5%	5 5%	10 12% I	5 3%	6 6%	3 5%	11 4%	13 12% L	6 6%	18 6%	14 7%	8 6%	2 3%	8 4%	5 8%	2 9%	1 3%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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359. (HAND CARD) Thinking about life after college how important are each of these to you today?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
<b>Starting up a new business</b>																						
TOP 2 BOX	162 41%	79 42%	83 40%	31 33%	46 42%	39 41%	46 49% D	29 34%	56 37%	46 46% h	31 52% Hi	115 41%	47 42%	49 45%	113 40%	85 45%	55 40%	22 34%	82 39% v	33 56% SV	12 52% v	7 19%
Very important	64 16%	31 17%	33 16%	9 10%	21 19% D	15 16%	19 20% D	9 11%	20 13%	22 22% Hi	13 22% h	47 17%	17 15%	15 14%	49 17%	33 17%	20 14%	11 17%	37 18% v	11 19% v	6 26% v	1 3%
Somewhat important	98 25%	48 26%	50 24%	22 23%	25 23%	24 25%	27 29%	20 24%	36 24%	24 24%	18 30%	68 24%	30 27%	34 31% o	64 22%	52 27% r	35 25%	11 17%	45 21%	22 37% SV	6 26%	6 16%
Neither important nor unimportant	112 28%	60 32%	52 25%	26 28%	38 35% f	22 23%	26 28%	27 32%	42 28%	27 27%	16 27%	81 29%	31 27%	28 26%	84 29%	51 27%	37 27%	24 38%	66 31% t	12 20%	6 26%	11 30%
Somewhat unimportant	74 19%	35 19%	39 19%	20 21%	20 18%	20 21%	14 15%	23 27% jK	27 18%	16 16%	8 13%	50 18%	24 21%	21 19%	53 19%	36 19%	28 20%	10 16%	42 20% Tu	6 10%	2 9%	12 32% TU
Very unimportant	45 11%	12 6%	33 16% B	16 17% Eg	6 5%	15 16% E	8 9%	6 7%	24 16% Hk	10 10%	5 8%	34 12%	11 10%	9 8%	36 13%	19 10%	19 14%	7 11%	20 10% 14%	8 14%	3 13%	7 19%
<b>Thinking about moving to another city</b>																						
TOP 2 BOX	214 54%	96 52%	118 57%	51 54%	58 53%	58 60%	47 50%	41 48%	79 53%	53 54%	41 68% HIJj	147 52%	67 59%	57 53%	157 55%	106 55%	77 55%	31 48%	118 56%	30 51%	13 57%	21 57%
Very important	73 19%	33 18%	40 19%	14 15%	18 16%	24 25% d	17 18%	14 16%	29 19%	19 19%	11 18%	49 17%	24 21%	13 12%	60 21% N	34 18%	29 21%	10 16%	39 19%	11 19%	5 22%	5 14%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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(Continued)  
STUDENT MONITOR® Spring 2018

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	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Somewhat important	141 36%	63 34%	78 38%	37 39%	40 36%	34 35%	30 32%	27 32%	50 33%	34 34%	30 50% HIj	98 35%	43 38%	44 41%	97 34%	72 38%	48 35%	21 33%	79 38%	19 32%	8 35%	16 43%
Neither important nor unimportant	99 25%	52 28%	47 23%	21 22%	25 23%	26 27%	27 29%	13 15%	51 34% HjK	24 24%	11 18%	81 29% M	18 16%	29 27%	70 24%	44 23%	36 26%	19 30%	45 21%	20 34% s	7 30%	9 24%
Somewhat unimportant	38 10%	24 13% C	14 7%	6 6%	15 14% d	7 7%	10 11%	18 21% IJK	6 4%	10 10% i	4 7%	26 9%	12 11%	11 10%	27 9%	15 8%	14 10%	9 14%	23 11%	0 0	3 13%	2 5%
Very unimportant	41 10%	13 7%	28 13% B	16 17% F	12 11% f	4 4%	9 10%	11 13%	14 9%	12 12%	4 7%	25 9%	16 14%	11 10%	30 10%	26 14% q	10 7%	5 8%	22 10%	9 15%	0 0	5 14%
Understanding how to budget for living expenses																						
TOP 2 BOX	277 70%	120 65%	157 75% B	66 70%	71 65%	76 79% Eg	64 68%	51 60%	106 71%	71 72% h	49 82% Hi	203 72%	74 65%	69 64%	208 73% n	140 73%	95 68%	42 66%	153 73%	38 64%	18 78%	31 84% T
Very important	117 30%	49 26%	68 33%	25 27%	30 27%	31 32%	31 33%	25 29%	40 27%	28 28%	24 40% i	84 30%	33 29%	23 21%	94 33% N	49 26%	48 35% p	20 31%	70 33% t	13 22%	8 35%	12 32%
Somewhat important	160 41%	71 38%	89 43%	41 44%	41 37%	45 47% g	33 35%	26 31%	66 44% H	43 43% h	25 42%	119 42%	41 36%	46 43%	114 40%	91 48% Qr	47 34%	22 34%	83 40%	25 42%	10 43%	19 51%
Neither important nor unimportant	61 15%	33 18%	28 13%	19 20% f	17 15%	11 11%	14 15%	12 14%	27 18% K	17 17% k	5 8%	45 16%	16 14%	21 19%	40 14%	31 16%	19 14%	11 17%	29 14%	11 19%	5 22%	4 11%
Somewhat unimportant	33 8%	22 12% C	11 5%	4 4%	9 8%	8 8%	12 13% D	10 12%	11 7%	8 8%	4 7%	21 7%	12 11%	14 13% o	19 7%	8 4%	15 11% P	10 16% P	14 7%	7 12% v	0 0	1 3%

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STUDENT MONITOR® Spring 2018

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	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Very unimportant	22 6%	10 5%	12 6%	5 5%	13 12% dG	0 0	4 4%	12 14% IJK	6 4%	3 3%	1 2%	11 4%	11 10% 1	4 4%	18 6%	12 6% R	9 6% r	1 2%	14 7%	3 5%	0 0	1 3%
Wedding plans																						
TOP 2 BOX	113 29%	55 30%	58 28%	21 22%	30 27%	39 41% DEG	23 24%	21 25%	36 24%	37 37% hI	19 32%	80 28%	33 29%	30 28%	83 29%	55 29%	42 30%	16 25%	66 31% V	20 34% V	6 26%	6 16%
Very important	42 11%	21 11%	21 10%	9 10%	14 13%	10 10%	9 10%	7 8%	15 10%	11 11%	9 15%	29 10%	13 12%	7 6%	35 12% n	22 12%	15 11%	5 8%	24 11%	7 12%	2 9%	3 8%
Somewhat important	71 18%	34 18%	37 18%	12 13%	16 15%	29 30% DEG	14 15%	14 16%	21 14%	26 26% I	10 17%	51 18%	20 18%	23 21%	48 17%	33 17%	27 19%	11 17%	42 20% V	13 22% V	4 17%	3 8%
Neither important nor unimportant	106 27%	50 27%	56 27%	24 26%	32 29%	22 23%	28 30%	26 31% K	43 29% K	28 28% K	9 15%	82 29% m	24 21%	28 26%	78 27%	56 29%	31 22%	19 30%	54 26% u	19 32% U	3 13%	11 30%
Somewhat unimportant	79 20%	40 22%	39 19%	15 16%	24 22%	20 21%	20 21%	25 29% iJ	27 18%	15 15%	12 20%	50 18%	29 26% 1	25 23%	54 19%	31 16%	27 19%	21 33% PQ	44 21%	8 14%	8 35% t	8 22%
Very unimportant	96 24%	41 22%	55 26%	34 36% EFg	24 22%	15 16%	23 24%	13 15%	44 29% Hj	19 19%	20 33% Hj	69 25%	27 24%	25 23%	71 25%	49 26% R	39 28% R	8 12%	46 22%	12 20%	6 26%	12 32%

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STUDENT MONITOR® Spring 2018

## 556. How old are you?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	828 100	393 100	435 100	193 100	223 100	223 100	189 100	167 100	301 100	240 100	120 100	594 100	234 100	220 100	608 100	377 100	341 100	110 100	443 100	108 100	79 100	86 100
17	8 1%	4 1%	4 1%	7 4% E	1 *%	0 0	0 0	2 1%	1 *%	5 2% i	0 0	5 1%	3 1%	2 1%	6 1%	6 2%	0 0	2 2%	5 1%	1 1%	0 0	0 0
18	125 15%	58 15%	67 15%	92 48% EF	24 11% F	9 4%	0 0	26 16%	43 14%	39 16%	17 14%	90 15%	35 15%	32 15%	93 15%	98 26% QR	13 4%	14 13% Q	56 13%	21 19% s	12 15%	21 24% S
19	174 21%	91 23%	83 19%	56 29% FG	92 41% DFG	15 7%	11 6%	55 33% IJK	48 16%	52 22% i	19 16%	119 20%	55 24%	34 15%	140 23% N	112 30% QR	48 14%	14 13%	93 21%	26 24%	13 16%	19 22%
20	185 22%	71 18%	114 26%	14 7% B	72 32% DG	87 39% DG	12 6%	28 17%	69 23%	62 26% H	26 22%	125 21%	60 26%	69 31% O	116 19%	73 19%	82 24%	30 27% P	98 22%	24 22%	26 33% sV	15 17%
20 or younger	492 59%	224 57%	268 62%	169 88% FG	189 85% FG	111 50% G	23 12%	111 66% IK	161 53%	158 66% IK	62 52%	339 57%	153 65% L	137 62%	355 58%	289 77% QR	143 42%	60 55% Q	252 57%	72 67% s	51 65%	55 64%
21	169 20%	79 20%	90 21%	6 3%	23 10% D	83 37% DE	57 30% DE	34 20%	71 24% J	39 16%	25 21%	127 21%	42 18%	32 15%	137 23% N	49 13%	100 29% PR	20 18%	96 22% T	14 13%	13 16%	24 28% Tu
22	86 10%	46 12%	40 9%	3 2%	3 1%	15 7% DE	65 34% DEF	17 10%	37 12%	23 10%	9 8%	70 12% M	16 7%	19 9%	67 11%	22 6%	47 14% P	17 15% P	45 10%	9 8%	9 11%	7 8%
23	39 5%	23 6%	16 4%	5 3%	3 1%	5 2%	26 14% DEF	3 2%	16 5% H	8 3%	12 10% HJ	30 5%	9 4%	11 5%	28 5%	10 3%	23 7% P	6 5%	29 7% t	3 3%	3 4%	0 0
24 or older	42 5%	21 5%	21 5%	10 5%	5 2%	9 4%	18 10% EF	2 1%	16 5% H	12 5% H	12 10% H	28 5%	14 6%	21 10% O	21 3%	7 2%	28 8% P	7 6% p	21 5%	10 9%	3 4%	0 0
Mean	20.3	20.4	20.2	19.0	19.7 D	20.7 DE	21.8 DEF	20.0	20.4 HJ	20.1	20.8 HJ	20.3	20.3	20.6 O	20.2	19.6	21.0 PR	20.5 P	20.3 V	20.3 v	20.2 V	19.7

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Lowercase letters indicate significance at the 90% level.

STUDENT MONITOR® Spring 2018

## 557. (HAND CARD) Which of these statements applies to you?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	830 100	394 100	436 100	195 100	223 100	224 100	188 100	172 100	303 100	235 100	120 100	593 100	237 100	222 100	608 100	379 100	341 100	110 100	442 100	111 100	78 100	84 100
I have authorized my school to allow my parents access to my school information	195 23%	66 17%	129 30% B	39 20%	45 20%	67 30% DE	44 23%	32 19%	70 23%	60 26% h	33 28% h	123 21%	72 30% L	49 22%	146 24%	98 26% R	83 24% R	14 13%	117 26% TV	15 14%	23 29% TV	11 13%
I'm aware that FERPA (Family Educational Rights And Privacy Act) doesn't allow my parents to access my student information without my permission	131 16%	53 13%	78 18% b	32 16%	31 14%	31 14%	37 20%	19 11%	70 23% HJK	29 12%	13 11%	98 17%	33 14%	17 8%	114 19% N	62 16% R	61 18% R	8 7%	73 17%	14 13%	8 10%	14 17%
I'm the first in my family to go to college	84 10%	40 10%	44 10%	32 16% EFG	20 9%	16 7%	16 9%	17 10%	39 13% J	18 8%	10 8%	63 11%	21 9%	31 14% O	53 9%	33 9%	32 9%	19 17% PQ	36 8%	10 9%	13 17% sV	5 6%
I've one or more children	40 5%	20 5%	20 5%	7 4%	9 4%	13 6%	11 6%	3 2%	19 6% HK	17 7% HK	1 1%	33 6% m	7 3%	13 6%	27 4%	17 4%	15 4%	8 7%	27 6%	4 4%	3 4%	3 4%
I previously attended a Two Year community college	33 4%	19 5%	14 3%	3 2%	7 3%	10 4% d	13 7% De	7 4%	12 4%	5 2%	9 8% J	28 5% M	5 2%	7 3%	26 4%	5 1%	19 6% P	9 8% P	23 5% TV	1 1%	3 4%	1 1%
I am or was in ROTC	32 4%	18 5%	14 3%	8 4%	11 5% g	10 4% g	3 2%	5 3%	18 6% jK	7 3%	2 2%	23 4%	9 4%	8 4%	24 4%	19 5%	10 3%	3 3%	9 2%	14 13% SU	2 3%	0 0
I previously voluntarily or involuntarily left college and returned for a second time	20 2%	5 1%	15 3% B	3 2%	6 3%	4 2%	7 4%	2 1%	7 2%	5 2%	6 5% h	17 3%	3 1%	5 2%	15 2%	2 1%	14 4% P	4 4% p	11 2%	3 3%	4 5%	0 0
I am or was in the military (not ROTC)	14 2%	10 3% c	4 1%	1 1%	3 1%	5 2%	5 3% d	3 2%	6 2%	2 1%	3 2%	10 2%	4 2%	3 1%	11 2%	7 2%	3 1%	4 4%	9 2%	1 1%	0 0	0 0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

557. (HAND CARD) Which of these statements applies to you?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
I'm married	10 1%	4 1%	6 1%	2 1%	4 2%	1 *%	3 2%	0 0	6 2%	4 2%	0 0	9 2% m	1 *%	3 1%	7 1%	4 1%	4 1%	2 2%	4 1%	4 4%	1 1%	0 0
I am starting a second career	7 1%	1 *%	6 1% b	1 1%	1 *%	2 1%	3 2%	0 0	2 1%	0 0	5 4% i	4 1%	3 1%	4 2%	3 *%	3 1%	2 1%	2 2%	4 1%	1 1%	0 0	0 0
None of these	455 55%	234 59% C	221 51%	107 55%	145 65% DFG	106 47%	97 52%	110 64% IJ	156 51%	122 52%	67 56%	329 55%	126 53%	117 53%	338 56%	216 57%	181 53%	58 53%	243 55% U	63 57% U	33 42%	63 75% STU

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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STUDENT MONITOR® Spring 2018

## 558. How many of your brothers or sisters currently attend a Four Year college or university?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	794 100	377 100	417 100	192 100	209 100	218 100	175 100	171 100	299 100	206 100	118 100	578 100	216 100	201 100	593 100	361 100	334 100	99 100	426 100	108 100	76 100	79 100
None	482 61%	236 63%	246 59%	122 64% fg	145 69% FG	120 55%	95 54%	98 57%	187 63%	114 55%	83 70% HJ	370 64% M	112 52%	105 52%	377 64% N	218 60%	208 62%	56 57%	263 62% u	65 60%	39 51%	55 70% U
1	236 30%	105 28%	131 31%	53 28%	52 25%	71 33% e	60 34% E	48 28%	89 30%	71 34% K	28 24%	155 27%	81 38% L	70 35% o	166 28%	105 29%	95 28%	36 36%	129 30%	25 23%	28 37% Tv	19 24%
2	63 8%	29 8%	34 8%	14 7% e	7 3%	23 11% E	19 11% E	18 11% k	21 7%	18 9%	6 5%	47 8%	16 7%	19 9%	44 7%	35 10% R	24 7%	4 4%	25 6%	16 15% SV	9 12%	4 5%
3	13 2%	7 2%	6 1%	3 2%	5 2%	4 2%	1 1%	7 4% Ik	2 1%	3 1%	1 1%	6 1%	7 3% l	7 3% o	6 1%	3 1%	7 2%	3 3%	9 2%	2 2%	0 0%	1 1%
Total mean	0.5	0.5	0.5	0.5	0.4	0.6 dE	0.6 E	0.6 IK	0.5	0.6 iK	0.4	0.5	0.6 L	0.6 O	0.5	0.5	0.5	0.5	0.5	0.6 v	0.6 V	0.4
User mean	1.3	1.3	1.3	1.3	1.3	1.3	1.3	1.4 Ijk	1.2	1.3	1.2	1.3	1.3	1.3	1.3	1.3	1.3	1.2	1.3	1.5 Su	1.2	1.2

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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STUDENT MONITOR® Spring 2018

## 559. How many of your brothers or sisters currently attend a Two Year college?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	798 100	380 100	418 100	193 100	211 100	218 100	176 100	172 100	300 100	207 100	119 100	582 100	216 100	201 100	597 100	362 100	337 100	99 100	427 100	109 100	76 100	79 100
None	693 87%	323 85%	370 89%	169 88%	185 88%	184 84%	155 88%	155 90%	268 89%	170 82%	100 84%	495 85%	198 92%	178 89%	515 86%	302 83%	303 90%	88 89%	384 90%	84 77%	69 91%	65 82%
								J	J				L				P		Tv	T		
1	76 10%	41 11%	35 8%	17 9%	17 8%	26 12%	16 9%	9 5%	29 10%	23 11%	15 13%	62 11%	14 6%	19 9%	57 10%	41 11%	25 7%	10 10%	30 7%	18 17%	3 4%	13 16%
									h	H	H	M				q				SU		SU
2	24 3%	14 4%	10 2%	6 3%	7 3%	8 4%	3 2%	8 5%	3 1%	10 5%	3 3%	20 3%	4 2%	4 2%	20 3%	16 4%	8 2%	0 0	11 3%	5 5%	3 4%	1 1%
								I		I												
3	5 1%	2 1%	3 1%	1 1%	2 1%	0 0	2 1%	0 0	0 0	4 2%	1 1%	5 1%	0 0	0 0	5 1%	3 1%	1 *	1 1%	2 *	2 2%	1 1%	0
Total mean	0.2	0.2	0.2	0.2	0.2	0.2	0.2	0.1	0.1	0.3 HI	0.2 i	0.2 M	0.1	0.1	0.2	0.2 Qr	0.1	0.1	0.1	0.3 Su	0.2	0.2
User mean	1.3	1.3	1.3	1.3	1.4	1.2	1.3	1.5 I	1.1	1.5 I	1.3	1.3	1.2	1.2	1.4 n	1.4	1.3	1.2	1.3 V	1.4 v	1.7 v	1.1

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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## 560. (HAND CARD) Where do you live during the school year?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	880 100	420 100	460 100	208 100	238 100	233 100	201 100	176 100	326 100	245 100	133 100	630 100	250 100	238 100	642 100	389 100	356 100	135 100	447 100	113 100	79 100	86 100
On campus	389 44%	194 46%	195 42%	137 66%	124 52%	78 33%	50 25%	93 53%	124 38%	121 49%	51 38%	262 42%	127 51%	113 47%	276 43%	389 100%	0 0	0 0	197 44%	71 63%	23 29%	35 41%
				EFG	FG	G		IK	IK				L						U	SUV		
Off campus	356 40%	158 38%	198 43%	35 17%	78 33%	129 55%	114 57%	73 41%	140 43%	80 33%	63 47%	272 43%	84 34%	75 32%	281 44%	0 0	356 100%	0 0	189 42%	34 30%	41 52%	33 38%
					D	DE	DE	j	J		J	M			N				T	Tv		
At home with family	135 15%	68 16%	67 15%	36 17%	36 15%	26 11%	37 18%	10 6%	62 19%	44 18%	19 14%	96 15%	39 16%	50 21%	85 13%	0 0	0 0	135 100%	61 14%	8 7%	15 19%	18 21%
				f			F		H	H	H			O					T		T	T

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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561. Is your permanent home located in the same state as where you attend school?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	835 100	398 100	437 100	198 100	222 100	226 100	189 100	172 100	302 100	239 100	122 100	597 100	238 100	223 100	612 100	381 100	346 100	108 100	444 100	111 100	79 100	86 100
Yes	572 69%	264 66%	308 70%	143 72% E	140 63%	152 67%	137 72% E	90 52%	225 75% H	170 71% H	87 71% H	455 76% M	117 49%	137 61%	435 71% N	243 64%	231 67%	98 91% PQ	317 71% U	72 65%	46 58%	72 84% STU
No	263 31%	134 34%	129 30%	55 28%	82 37% DG	74 33%	52 28%	82 48% IJK	77 25%	69 29%	35 29%	142 24%	121 51% L	86 39% O	177 29%	138 36% R	115 33% R	10 9%	127 29% V	39 35% V	33 42% SV	14 16%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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## 562. How many miles from your permanent home is your school?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	829 100	391 100	438 100	190 100	224 100	226 100	189 100	172 100	299 100	236 100	122 100	591 100	238 100	223 100	606 100	376 100	343 100	110 100	445 100	111 100	78 100	84 100
50 miles or less	399 48%	183 47%	216 49%	100 53% E	92 41%	111 49% e	96 51% E	82 48% i	118 39%	132 56% hI	67 55% I	284 48%	115 48%	128 57% O	271 45%	147 39%	150 44%	102 93% PQ	220 49% T	43 39%	43 55% T	47 56% T
51 to 200	237 29%	109 28%	128 29%	51 27%	81 36% DFG	58 26%	47 25%	60 35% K	88 29% K	67 28% K	22 18%	174 29%	63 26%	50 22%	187 31% N	123 33% R	111 32% R	3 3%	137 31% UV	33 30% uv	15 19%	16 19%
201 to 400	88 11%	44 11%	44 10%	17 9%	25 11%	28 12%	18 10%	15 9%	42 14% hK	24 10%	7 6%	63 11%	25 11%	17 8%	71 12% n	52 14%	36 10%	0 0	33 7%	17 15% S	9 12%	20 24% SU
More than 400	105 13%	55 14%	50 11%	22 12%	26 12%	29 13%	28 15%	15 9%	51 17% HJ	13 6%	26 21% HJ	70 12%	35 15%	28 13%	77 13%	54 14% R	46 13% R	5 5%	55 12% V	18 16% V	11 14% V	1 1%
Mean	253	257	249	202	333 d	232	234	252 j	275 J	139	427 J	238	289	285	241	264 R	306 R	52	208 V	302 sV	229 V	119

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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STUDENT MONITOR® Spring 2018

## 563. (HAND CARD) Which of these describes your current employment?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	821 100	385 100	436 100	194 100	217 100	223 100	187 100	169 100	300 100	230 100	122 100	587 100	234 100	223 100	598 100	365 100	345 100	111 100	444 100	110 100	77 100	79 100
Full-time job, not an internship	48 6%	22 6%	26 6%	10 5%	8 4%	16 7%	14 7%	9 5%	20 7%	7 3%	12 10%	35 6%	13 6%	18 8%	30 5%	12 3%	31 9%	5 5%	25 6%	9 8%	4 5%	0 0
									J		J						Pr					
Part-time job, not an internship	281 34%	130 34%	151 35%	58 30%	69 32%	81 36%	73 39%	46 27%	115 38%	60 26%	60 49%	214 36%	67 29%	67 30%	214 36%	92 25%	141 41%	48 43%	154 35%	34 31%	33 43%	13 16%
							d		HJ		HIJ	M					P	P	V	V	tV	
Paid internship	46 6%	25 6%	21 5%	3 2%	15 7%	6 3%	22 12%	18 11%	9 3%	7 3%	12 10%	34 6%	12 5%	15 7%	31 5%	23 6%	18 5%	5 5%	24 5%	5 5%	4 5%	1 1%
					DF		DeF	IJ			IJ								V			
Unpaid internship	32 4%	18 5%	14 3%	5 3%	12 6%	6 3%	9 5%	2 1%	16 5%	6 3%	8 7%	29 5%	3 1%	7 3%	25 4%	8 2%	16 5%	8 7%	18 4%	4 4%	1 1%	4 5%
									H		H	M					P	P	u			
Don't have job or internship	431 52%	199 52%	232 53%	120 62%	121 56%	116 52%	74 40%	97 57%	149 50%	150 65%	35 29%	290 49%	141 60%	121 54%	310 52%	237 65%	144 42%	50 45%	230 52%	60 55%	36 47%	63 80%
				FG	G	G		K	K	IK			L			QR					STU	

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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## 564. How many hours per week are you employed at your full-time job?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Employed full-time	46	20	26	10	8	14	14	8	20	6	12	33	13	18	28	11	30	5	25	9	3	0
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	0
10 or fewer hours	5	2	3	3	0	2	0	4	1	0	0	0	5	4	1	3	2	0	0	4	0	0
	11%	10%	12%	30%	0	14%	0	50% I	5%	0	0	0	38%	22% o	4%	27%	7%	0	0	44%	0	0
11 to 20 hours	7	6	1	1	1	2	3	4	2	0	1	3	4	4	3	3	4	0	2	3	0	0
	15%	30% C	4%	10%	12%	14%	21%	50% IK	10%	0	8%	9%	31%	22%	11%	27%	13%	0	8%	33%	0	0
More than 20 hours	34	12	22	6	7	10	11	0	17	6	11	30	4	10	24	5	24	5	23	2	3	0
	74%	60%	85% b	60%	88%	71%	79%	0	85%	100% i	92%	91% M	31%	56%	86% N	45%	80% P	100% PQ	92% T	22%	100% T	0
Mean	29	26	31	22	31	29	33	7	32 H	37 H	35 H	34 M	16	23	33 N	18	31 P	40 PQ	35 T	14	37 T	0

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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## 565. How many hours per week are you employed at your part-time job?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Employed part-time	273 100	127 100	146 100	57 100	68 100	77 100	71 100	44 100	110 100	60 100	59 100	207 100	66 100	63 100	210 100	87 100	140 100	46 100	152 100	30 100	31 100	13 100
10 or fewer hours	67 25%	37 29%	30 21%	19 33%	15 22%	19 25%	14 20%	16 36%	31 28%	12 20%	8 14%	43 21%	24 36%	11 17%	56 27%	25 29%	34 24%	8 17%	38 25%	5 17%	7 23%	5 38%
				g				jK	K				L									
11 to 20 hours	143 52%	63 50%	80 55%	27 47%	36 53%	41 53%	39 55%	22 50%	57 52%	34 57%	30 51%	117 57%	26 39%	20 32%	123 59%	54 62%	74 53%	15 33%	82 54%	22 73%	12 39%	5 38%
												M			N	R	R			SUV		
More than 20 hours	63 23%	27 21%	36 25%	11 19%	17 25%	17 22%	18 25%	6 14%	22 20%	14 23%	21 36%	47 23%	16 24%	32 51%	31 15%	8 9%	32 23%	23 50%	32 21%	3 10%	12 39%	3 23%
											HI			O			P	PQ	t		sT	
Mean	17	17	18	16	18	17	19 Df	15	16	19 HI	20 HI	18	17	21 O	16	15	18 P	21 PQ	17	17	20 st	16

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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## 566. How many hours per week are you employed at your paid internship?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Have paid internship	42	21	21	3	11	6	22	14	9	7	12	30	12	15	27	23	14	5	20	5	4	1
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
10 or fewer hours	15	9	6	0	7	4	4	5	6	2	2	11	4	5	10	6	9	0	7	3	0	0
	36%	43%	29%	0	64% G	67% G	18%	36%	67% K	29%	17%	37%	33%	33%	37%	26%	64% P	0	35%	60%	0	0
11 to 20 hours	19	9	10	2	3	1	13	6	3	5	5	14	5	6	13	12	3	4	9	2	3	1
	45%	43%	48%	67%	27%	17%	59% eF	43%	33%	71%	42%	47%	42%	40%	48%	52% Q	21% Q	80% Q	45%	40%	75%	100%
More than 20 hours	8	3	5	1	1	1	5	3	0	0	5	5	3	4	4	5	2	1	4	0	1	0
	19%	14%	24%	33%	9%	17%	23%	21%	0	0	42%	17%	25%	27%	15%	22%	14%	20%	20%	0	25%	0
Mean	17	15	19	23	13	15	19 E	16	12	14	24 HIJ	17	18	19	16	18	14	19	16	12	25 t	20

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

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STUDENT MONITOR® Spring 2018

## 567. How many hours per week are you employed at your unpaid internship?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Have unpaid internship	28	17	11	3	11	5	9	2	14	5	7	25	3	6	22	6	15	7	16	3	1	3
	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100
10 or fewer hours	12	8	4	0	8	2	2	1	7	0	4	10	2	0	12	2	6	4	6	0	1	3
	43%	47%	36%	0	73% G	40%	22%	50%	50%	0	57%	40%	67%	0	55%	33%	40%	57%	38%	0	100%	100% S
11 to 20 hours	15	9	6	2	3	3	7	1	7	5	2	14	1	6	9	3	9	3	10	2	0	0
	54%	53%	55%	67%	27%	60%	78% E	50%	50%	100% IK	29%	56%	33%	100% O	41%	50%	60%	43%	62%	67%	0	0
More than 20 hours	1	0	1	1	0	0	0	0	0	0	1	1	0	0	1	1	0	0	0	1	0	0
	4%	0	9%	33%	0	0	0	0	0	0	14%	4%	0	0	5%	17%	0	0	0	33%	0	0
Mean	13	12	14	17 e	9	12	16 Ef	11	12	17 hi	13	13	12	16 O	12	15	13	10	12	19 sv	10	10

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

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STUDENT MONITOR® Spring 2018

## 568. How much did you personally earn in the past 12 months?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	755 100	368 100	387 100	184 100	195 100	200 100	176 100	170 100	296 100	171 100	118 100	560 100	195 100	183 100	572 100	336 100	316 100	103 100	424 100	102 100	60 100	69 100
Nothing	253 34%	129 35%	124 32%	74 40% G	64 33%	70 35% G	45 26%	64 38% K	102 34% K	60 35% K	27 23%	189 34%	64 33%	65 36%	188 33%	131 39% Q	80 25%	42 41% Q	101 24%	56 55% SU	20 33%	39 57% SU
\$1,000 or less	100 13%	34 9%	66 17% B	33 18% fG	31 16% G	23 12%	13 7%	28 16% JK	52 18% JK	10 6%	10 8%	66 12%	34 17% 1	21 11%	79 14%	62 18% QR	31 10%	7 7%	48 11%	16 16% u	4 7%	16 23% SU
\$1,001 to \$2,000	59 8%	22 6%	37 10% b	9 5%	17 9%	16 8%	17 10% d	10 6%	28 9%	12 7%	9 8%	47 8%	12 6%	12 7%	47 8%	25 7% R	32 10% R	2 2%	39 9% tv	5 5%	4 7%	3 4%
\$2,001 to \$3,000	73 10%	41 11%	32 8%	21 11%	19 10%	19 10%	14 8%	17 10%	28 9%	16 9%	12 10%	52 9%	21 11%	18 10%	55 10%	34 10% R	34 11% R	5 5%	49 12% v	8 8%	4 7%	4 6%
\$3,001 to \$4,000	45 6%	24 7%	21 5%	12 7%	12 6%	10 5%	11 6%	14 8% I	10 3%	14 8% I	7 6%	37 7%	8 4%	2 1%	43 8% N	27 8% Q	13 4%	5 5%	31 7% Tv	1 1%	5 8% T	2 3%
More than \$4,000	221 29%	116 32%	105 27%	35 19%	51 26% d	61 30% D	74 42% DEF	37 22%	76 26%	56 33% H	52 44% HIj	166 30%	55 28%	64 35% o	157 27%	57 17%	123 39% P	41 40% P	153 36% TV	16 16% v	23 38% TV	5 7%
More than \$7,500	134 18%	75 20% c	59 15%	20 11%	25 13%	34 17% d	55 31% DEF	19 11%	45 15%	33 19% H	37 31% HIJ	99 18%	35 18%	46 25% O	88 15%	26 8%	80 25% P	28 27% P	88 21% TV	9 9%	16 27% TV	3 4%
Total mean	\$3943	\$4248	\$3653	\$2558	\$3366	\$3767 D	\$6231 DEF	\$2825	\$3265	\$4611 HI	\$6286 HIj	\$3973	\$3856	\$4828 O	\$3660	\$2198	\$5415 P	\$5118 P	\$4766 TV	*	* TV	\$1118
User mean	\$5930	\$6541 c	\$5375	\$4279	\$5010	\$5795 D	\$8372 DEF	\$4531	\$4982	\$7104 HI	\$8152 HI	\$5997	\$5740	\$7488 O	\$5452	\$3603	\$7251 P	\$8642 P	\$6256 TV	* v	* TV	\$2570

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

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## 569. How much do you get from home each month?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	759 100	361 100	398 100	183 100	206 100	197 100	173 100	170 100	291 100	183 100	115 100	559 100	200 100	188 100	571 100	350 100	313 100	96 100	423 100	105 100	62 100	71 100
Receive any	542 71%	265 73%	277 70%	138 75%	148 72%	134 68%	122 71%	120 71%	209 72%	131 72%	82 71%	398 71%	144 72%	129 69%	413 72%	255 73% R	234 75% R	53 55%	299 71%	75 71%	41 66%	59 83% StU
Nothing	217 29%	96 27%	121 30%	45 25%	58 28%	63 32%	51 29%	50 29%	82 28%	52 28%	33 29%	161 29%	56 28%	59 31%	158 28%	95 27%	79 25%	43 45% PQ	124 29% V	30 29% v	21 34% V	12 17%
\$1 to \$50	76 10%	38 11%	38 10%	20 11%	19 9%	20 10%	17 10%	24 14% I	17 6%	21 11% I	14 12% i	58 10%	18 9%	15 8%	61 11%	32 9%	37 12%	7 7%	36 9%	14 13% U	3 5%	7 10%
\$51 to \$100	113 15%	49 14%	64 16%	42 23% EFg	19 9%	25 13%	27 16% e	32 19%	38 13%	24 13%	19 17%	82 15%	31 16%	35 19%	78 14%	62 18% Q	36 12%	15 16%	62 15%	15 14%	6 10%	16 23% U
\$101 to \$250	97 13%	54 15% c	43 11%	15 8%	34 17% Df	21 11%	27 16% D	20 12%	35 12%	24 13%	18 16%	66 12%	31 16%	28 15%	69 12%	43 12%	40 13%	14 15%	55 13% v	19 18% V	10 16%	5 7%
More than \$250	256 34%	124 34%	132 33%	61 33%	76 37%	68 35%	51 29%	44 26%	119 41% HK	62 34% h	31 27%	192 34%	64 32%	51 27%	205 36% N	118 34% R	121 39% R	17 18%	146 35% t	27 26%	22 35%	31 44% T
Total mean	\$231	\$231	\$232	\$213	\$252	\$228	\$228	\$161	\$290 HJK	\$231 H	\$187	\$243 M	\$198	\$177	\$249 N	\$223 R	\$271 PR	\$132	\$234	\$204	\$232	\$274 t
User mean	\$324	\$314	\$333	\$283	\$351 D	\$336	\$323	\$227	\$404 HJK	\$322 Hk	\$262	\$341 M	\$275	\$258	\$344 N	\$306 R	\$362 PR	\$239	\$332	\$285	\$351	\$329

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

STUDENT MONITOR® Spring 2018

570. After you have paid for your education related expenses, how much do you usually have each month to spend on items like clothing, snacks, entertainment, eating out, and movies?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	772 100	368 100	404 100	187 100	209 100	201 100	175 100	170 100	295 100	189 100	118 100	567 100	205 100	186 100	586 100	355 100	321 100	96 100	433 100	105 100	60 100	71 100
Nothing	66 9%	31 8%	35 9%	16 9%	15 7%	22 11%	13 7%	18 11% j	27 9% j	10 5%	11 9%	44 8%	22 11%	19 10%	47 8%	28 8%	25 8%	13 14%	31 7%	12 11% v	7 12%	3 4%
\$1 to \$100	314 41%	133 36%	181 45% B	83 44%	94 45% fg	73 36%	64 37%	87 51% IJ	119 40% J	57 30%	51 43% J	224 40%	90 44%	79 42%	235 40%	152 43%	120 37%	42 44%	165 38%	53 50% SU	17 28%	37 52% SU
\$101 to \$200	138 18%	78 21% C	60 15%	26 14%	36 17%	40 20%	36 21% d	25 15%	44 15%	37 20%	32 27% HI	106 19%	32 16%	37 20%	101 17%	47 13%	78 24% PR	13 14%	87 20% tv	14 13%	11 18%	7 10%
More than \$200	254 33%	126 34%	128 32%	62 33%	64 31%	66 33%	62 35%	40 24%	105 36% HK	85 45% HIK	24 20%	193 34%	61 30%	51 27%	203 35% n	128 36%	98 31%	28 29%	150 35% T	26 25%	25 42% T	24 34%
More than \$300	172 22%	86 23%	86 21%	40 21%	44 21%	45 22%	43 25%	25 15% HK	74 25% HK	59 31% HK	14 12%	136 24% M	36 18%	31 17%	141 24% N	82 23%	74 23%	16 17%	103 24% T	13 12%	17 28% T	17 24% t
Total mean	\$213	\$220	\$206	\$206	\$196	\$217	\$236 e	\$178	\$218 hK	\$260 HIK	\$173	\$218	\$198	\$189	\$221 n	\$218	\$217	\$180	\$234 Tv	\$154	\$221 T	\$194
User mean	\$233	\$241	\$226	\$225	\$211	\$244	\$255 E	\$199	\$240 hK	\$275 HiK	\$191	\$236	\$222	\$210	\$240	\$237	\$236	\$208	\$252 TV	\$173	\$250 T	\$203

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

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STUDENT MONITOR® Spring 2018

571. What is your family's total annual income? (RECORD 0 FOR "REFUSED")

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	195 100	102 100	93 100	34 100	53 100	63 100	45 100	23 100	69 100	80 100	23 100	156 100	39 100	51 100	144 100	76 100	80 100	39 100	123 100	24 100	14 100	6 100
Under \$20,000	24 12%	13 13%	11 12%	7 21% eg	4 8%	10 16%	3 7%	11 48% IJK	10 14% J	1 1%	2 9%	17 11%	7 18%	9 18%	15 10%	9 12%	13 16% R	2 5%	4 3%	10 42% SU	1 7%	1 17%
\$20,000 to \$29,999	4 2%	0 0	4 4%	0 0	3 6%	1 2%	0 0	0 0	3 4%	0 0	1 4%	4 3%	0 0	0 0	4 3%	0 0	4 5%	0 0	1 1%	3 12% s	0 0	0 0
\$30,000 to \$39,999	2 1%	2 2%	0 0	0 0	1 2%	1 2%	0 0	0 0	1 1%	1 1%	0 0	2 1%	0 0	1 2%	1 1%	1 1%	1 1%	0 0	0 0	0 0	0 0	0 0
\$40,000 to \$49,999	6 3%	1 1%	5 5% b	1 3%	2 4%	2 3%	1 2%	0 0	4 6%	0 0	2 9%	6 4%	0 0	2 4%	4 3%	3 4%	3 4%	0 0	3 2%	0 0	1 7%	0 0
\$50,000 to \$59,999	14 7%	11 11% C	3 3%	1 3%	3 6%	5 8%	5 11%	2 9%	6 9%	5 6%	1 4%	10 6%	4 10%	3 6%	11 8%	4 5%	4 5%	6 15% q	9 7%	1 4%	1 7%	0 0
\$60,000 to \$69,999	11 6%	2 2%	9 10% B	3 9%	2 4%	4 6%	2 4%	0 0	4 6%	7 9%	0 0	11 7%	0 0	6 12% o	5 3%	4 5%	2 2%	5 13% q	6 5%	1 4%	2 14%	0 0
\$70,000 to \$79,999	17 9%	7 7%	10 11%	4 12%	8 15% F	2 3%	3 7%	0 0	3 4%	12 15% I	2 9%	15 10%	2 5%	5 10%	12 8%	3 4%	3 4%	11 28% PQ	10 8%	5 21%	0 0	1 17%
\$80,000 to \$99,999	18 9%	8 8%	10 11%	1 3%	4 8%	7 11% d	6 13% d	1 4%	7 10%	10 12%	0 0	15 10%	3 8%	7 14%	11 8%	10 13%	5 6%	3 8%	16 13%	0 0	1 7%	0 0
\$100,000 to \$149,999	30 15%	13 13%	17 18%	6 18%	5 9%	8 13%	11 24% E	3 13%	6 9%	20 25% IK	1 4%	24 15%	6 15%	10 20%	20 14%	13 17%	10 12%	7 18%	21 17% T	1 4%	5 36% T	0 0
\$150,000+	69 35%	45 44% C	24 26%	11 32%	21 40%	23 37%	14 31%	6 26%	25 36%	24 30%	14 61% HIJ	52 33%	17 44%	8 16%	61 42% N	29 38% R	35 44% R	5 13%	53 43% Tu	3 12%	3 21%	4 67% TU

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

(Continued)  
STUDENT MONITOR® Spring 2018

571. What is your family's total annual income? (RECORD 0 FOR "REFUSED")

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Mean	*	* C	105377	*	*	137843	119380	91353	131987	119725	179126 Hj	122551	148413	89336	141320 N	136698 R	138101 R	88949	*T	*	*t	*t

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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STUDENT MONITOR® Spring 2018

## 572. What's your GPA?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	802 100	385 100	417 100	194 100	214 100	208 100	186 100	172 100	301 100	208 100	121 100	584 100	218 100	203 100	599 100	366 100	331 100	105 100	442 100	110 100	64 100	75 100
Less than 2.0	3 *%	2 1%	1 *%	1 1%	0 0	2 1%	0 0	2 1%	1 *%	0 0	0 0	0 0	3 1%	2 1%	1 *%	1 *%	2 1%	0 0	0 0	2 2%	0 0	0 0
2.0 to 2.9	129 16%	69 18%	60 14%	40 21% G	33 15%	32 15%	24 13%	34 20% K	48 16%	34 16%	13 11%	102 17% m	27 12%	43 21% O	86 14%	67 18% Q	39 12% Q	23 22% Q	60 14%	30 27% SUV	6 9%	9 12%
3.0 to 3.9	609 76%	280 73%	329 79% B	142 73%	163 76%	166 80%	138 74%	126 73%	232 77%	155 75%	96 79%	436 75%	173 79%	146 72%	463 77%	273 75%	265 80% pR	71 68%	347 79% T	73 66%	49 77%	62 83% T
4.0 to 5.0	55 7%	31 8%	24 6%	11 6%	14 7%	7 3%	23 12% DEF	8 5%	17 6%	19 9% h	11 9%	42 7%	13 6%	11 5%	44 7%	21 6%	24 7%	10 10%	33 7% T	2 2%	9 14% TV	3 4%
Mean	3.4	3.4	3.4	3.3	3.4 d	3.3	3.4 DF	3.3	3.4	3.4	3.5 HIj	3.4	3.4	3.3	3.4 N	3.3	3.4 P	3.4	3.4 T	3.2	3.4 T	3.4 T

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T-Test for Means, Z-Test for Percentages

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STUDENT MONITOR® Spring 2018

## 573. (HAND CARD) Which one of these best describes your major course of study?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	834 100	395 100	439 100	194 100	224 100	225 100	191 100	172 100	301 100	240 100	121 100	596 100	238 100	225 100	609 100	376 100	347 100	111 100	447 100	112 100	79 100	86 100
Business	153 18%	92 23% C	61 14%	31 16%	40 18%	40 18%	42 22%	54 31% IJK	48 16%	29 12%	22 18%	111 19%	42 18%	27 12%	126 21% N	66 18% R	79 23% pR	8 7%	91 20% tU	15 13%	9 11%	17 20%
Biology	57 7%	22 6%	35 8%	20 10% fG	16 7%	12 5%	9 5%	13 8%	29 10% Jk	9 4%	6 5%	37 6%	20 8%	8 4%	49 8% N	25 7%	20 6%	12 11%	27 6%	8 7%	8 10%	4 5%
Accounting	47 6%	24 6%	23 5%	7 4%	14 6%	15 7%	11 6%	6 3%	20 7% j	8 3%	13 11% HJ	30 5%	17 7%	21 9% O	26 4%	14 4%	26 7% P	7 6%	22 5% U	4 4%	1 1%	4 5%
Communications	45 5%	13 3%	32 7% B	13 7% F	18 8% F	4 2%	10 5% f	13 8% J	21 7% J	3 1%	8 7% J	33 6%	12 5%	5 2%	40 7% N	17 5%	24 7%	4 4%	23 5% s	12 11% s	0 0%	6 7%
Psychology	43 5%	10 3%	33 8% B	1 1% D	9 4% D	28 12% DEG	5 3% d	5 3%	10 3% HI	18 8% hi	10 8%	24 4%	19 8% L	22 10% O	21 3%	16 4%	23 7%	4 4%	16 4%	3 3% STV	18 23% STV	5 6%
Health Professions	42 5%	14 4%	28 6% b	12 6%	12 5%	8 4%	10 5%	4 2%	18 6% Hk	17 7% HK	3 2%	38 6% M	4 2%	17 8% o	25 4%	19 5%	13 4%	10 9% q	29 6% UV	8 7% Uv	1 1%	2 2%
Engineering	39 5%	26 7% C	13 3%	6 3%	14 6%	11 5%	8 4%	7 4%	5 2%	18 8% I	9 7% I	25 4%	14 6%	14 6%	25 4%	17 5%	16 5%	6 5%	28 6%	5 4%	0 0%	3 3%
Education	34 4%	9 2%	25 6% B	7 4%	6 3%	10 4%	11 6%	8 5%	7 2%	15 6% I	4 3%	25 4%	9 4%	12 5%	22 4%	12 3%	16 5%	6 5%	21 5% V	3 3%	6 8% V	1 1%
Criminal Justice	32 4%	17 4%	15 3%	12 6% EF	5 2%	5 2%	10 5%	7 4% k	16 5% K	8 3% k	1 1%	21 4%	11 5%	16 7% O	16 3%	14 4%	10 3%	8 7% q	7 2% S	10 9% s	5 6% s	4 5%
Chemistry	30 4%	20 5% C	10 2%	8 4% g	16 7% FG	4 2%	2 1%	6 3%	7 2%	14 6% I	3 2%	20 3%	10 4%	8 4%	22 4%	20 5% QR	8 2%	2 2%	15 3%	2 2%	2 3%	7 8% T

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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Uppercase letters indicate significance at the 95% level.

Lowercase letters indicate significance at the 90% level.

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573. (HAND CARD) Which one of these best describes your major course of study?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Pre-Med	28 3%	10 3%	18 4%	9 5%	6 3%	7 3%	6 3%	4 2%	9 3%	12 5%	3 2%	19 3%	9 4%	7 3%	21 3%	13 3%	8 2%	7 6%	10 2%	4 4%	0 0	12 14% ST
Economics	27 3%	23 6% C	4 1%	9 5%	5 2%	9 4%	4 2%	9 5% j	14 5% J	4 2%	0 0	15 3%	12 5%	4 2%	23 4% n	15 4% Q	5 1%	7 6% Q	9 2%	1 1%	9 11% STV	2 2%
Liberal Arts	25 3%	7 2%	18 4% B	2 1%	10 4% D	4 2%	9 5% Df	5 3%	6 2%	13 5% IK	1 1%	10 2%	15 6% L	13 6% O	12 2%	20 5% Q	5 1%	0 0	21 5% U	3 3%	1 1%	0 0
Computer Science	22 3%	14 4%	8 2%	7 4%	3 1%	6 3%	6 3%	0 0	9 3% k	12 5% K	1 1%	16 3%	6 3%	9 4%	13 2%	12 3%	7 2%	3 3%	13 3%	3 3%	2 3%	0 0
Graphic Design	20 2%	15 4% C	5 1%	6 3%	5 2%	6 3%	3 2%	2 1%	7 2%	4 2%	7 6% Hj	17 3%	3 1%	4 2%	16 3%	11 3%	8 2%	1 1%	3 1%	5 4% s	2 3%	7 8% S
Political Science	19 2%	6 2%	13 3%	4 2%	9 4% G	4 2%	2 1%	8 5% jK	6 2%	4 2%	1 1%	8 1%	11 5% L	1 *	18 3% N	14 4% Q	1 *	4 4% q	10 2%	2 2%	2 3%	3 3%
English	17 2%	6 2%	11 3%	3 2%	7 3%	3 1%	4 2%	2 1%	4 1%	4 2%	7 6% HIj	10 2%	7 3%	8 4%	9 1%	10 3%	4 1%	3 3%	14 3%	0 0	0 0	0 0
Pre-Law	16 2%	8 2%	8 2%	2 1%	4 2%	5 2%	5 3%	1 1%	8 3% h	6 2% h	1 1%	15 3% M	1 *	5 2%	11 2%	5 1%	6 2%	5 5%	4 1%	4 4%	0 0	1 1%
Visual & Performing Arts	16 2%	5 1%	11 3%	4 2%	1 * e	5 2% e	6 3% E	3 2%	4 1%	2 1%	7 6% hIJ	14 2% m	2 1%	4 2%	12 2%	6 2%	10 3%	0 0	13 3% t	1 1%	1 1%	0 0
Mathematics	15 2%	10 3%	5 1%	4 2%	2 1%	3 1%	6 3%	0 0	7 2%	8 3%	0 0	15 3%	0 0	2 1%	13 2%	4 1%	8 2%	3 3%	10 2%	3 3%	0 0	2 2%
Journalism	11 1%	4 1%	7 2%	1 1%	2 1%	5 2%	3 2%	1 1%	3 1%	6 2% h	1 1%	10 2% m	1 *	1 *	10 2% n	4 1%	6 2%	1 1%	4 1%	0 0	5 6% sv	1 1%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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573. (HAND CARD) Which one of these best describes your major course of study?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Social Sciences/History	9 1%	3 1%	6 1%	5 3% f	2 1%	1 *	1 1%	0 0	5 2%	1 *	3 2%	9 2%	0 0	3 1%	6 1%	5 1%	3 1%	1 1%	5 1%	2 2%	0 0	0 0
International Relations	8 1%	4 1%	4 1%	2 1%	2 1%	2 1%	2 1%	0 0	1 *	4 2%	3 2%	8 1%	0 0	0 0	8 1%	3 1%	5 1%	0 0	8 2%	0 0	0 0	0 0
Foreign Language	7 1%	4 1%	3 1%	0 0	3 1%	3 1%	1 1%	0 0	1 *	4 2%	2 2%	7 1%	0 0	0 0	7 1%	3 1%	4 1%	0 0	3 1%	1 1%	1 1%	1 1%
Public Policy	5 1%	2 1%	3 1%	1 1%	0 0	3 1%	1 1%	4 2% i	1 *	0 0	0 0	4 1%	1 *	1 *	4 1%	1 *	4 1%	0 0	2 *	1 1%	0 0	0 0
Philosophy	2 *	0 0	2 *	1 1%	0 0	1 *	0 0	0 0	0 0	1 *	1 1%	1 *	1 *	1 *	1 *	2 1%	0 0	0 0	1 *	0 0	1 1%	0 0
Undeclared	19 2%	8 2%	11 3%	12 6% EFG	4 2%	2 1%	1 1%	6 3%	6 2%	7 3%	0 0	12 2%	7 3%	3 1%	16 3%	15 4% Q	2 1%	2 2%	13 3%	3 3%	0 0	2 2%
Other	46 6%	19 5%	27 6%	5 3%	9 4%	19 8% De	13 7% D	4 2%	29 10% HJK	9 4%	4 3%	42 7% M	4 2%	9 4%	37 6%	13 3%	26 7% P	7 6%	25 6% v	9 8% v	5 6%	2 2%

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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## 574. (HAND CARD) How many times have you changed your major?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	831 100	393 100	438 100	193 100	224 100	223 100	191 100	172 100	301 100	237 100	121 100	593 100	238 100	223 100	608 100	373 100	346 100	112 100	444 100	113 100	79 100	86 100
Never	463 56%	242 62%	221 50%	152 79%	125 56%	96 43%	90 47%	117 68%	156 52%	135 57%	55 45%	331 56%	132 55%	110 49%	353 58%	228 61%	162 47%	73 65%	259 58%	63 56%	34 43%	49 57%
		C		EFG	Fg			IJK		K					N	Q		Q	U	u		u
Once	284 34%	119 30%	165 38%	30 16%	82 37%	96 43%	76 40%	41 24%	114 38%	78 33%	51 42%	193 33%	91 38%	97 43%	187 31%	122 33%	138 40%	24 21%	134 30%	47 42%	37 47%	30 35%
			B		D	D	D		H	H	Hj			O		R	PR		S	S		
Twice	69 8%	26 7%	43 10%	9 5%	15 7%	27 12%	18 9%	11 6%	28 9%	21 9%	9 7%	57 10%	12 5%	14 6%	55 9%	19 5%	40 12%	10 9%	41 9%	3 3%	7 9%	5 6%
			b			DE	d					M					P		T		t	
Three or more times	15 2%	6 2%	9 2%	2 1%	2 1%	4 2%	7 4%	3 2%	3 1%	3 1%	6 5%	12 2%	3 1%	2 1%	13 2%	4 1%	6 2%	5 4%	10 2%	0 0	1 1%	2 2%
							de				ij							P				

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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## 575. (HAND CARD) How would you describe your race?

	Total	Male	Female	Fresh	Soph	Junior	Senior	North	South	Midwest	West	Public	Private	<5,000	5,000+	On Campus	Off Campus	At Home	Cau asian	Afr Amer	Hisp anic	Asian Amer
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)
Total	831 100	396 100	435 100	194 100	220 100	225 100	192 100	172 100	302 100	240 100	117 100	592 100	239 100	221 100	610 100	376 100	343 100	112 100	447 100	113 100	79 100	86 100
Caucasian	447 54%	216 55%	231 53%	94 48%	132 60%	123 55%	98 51%	109 63%	125 41%	147 61%	66 56%	314 53%	133 56%	108 49%	339 56%	197 52%	189 55%	61 54%	447 100%	0 0	0 0	0 0
					Dg			I		I	I				n							
African American	113 14%	47 12%	66 15%	30 15%	32 15%	32 14%	19 10%	18 10%	72 24%	20 8%	3 3%	79 13%	34 14%	53 24%	60 10%	71 19%	34 10%	8 7%	0 0	113 100%	0 0	0 0
				g				K	HJK	K				O		QR						
Asian American or Pacific Islander	86 10%	39 10%	47 11%	26 13%	25 11%	12 5%	23 12%	16 9%	33 11%	19 8%	18 15%	73 12%	13 5%	6 3%	80 13%	35 9%	33 10%	18 16%	0 0	0 0	0 0	86 100%
				F	F		F				J	M			N			pq				
Hispanic	79 10%	35 9%	44 10%	21 11%	5 2%	34 15%	19 10%	10 6%	35 12%	27 11%	7 6%	55 9%	24 10%	20 9%	59 10%	23 6%	41 12%	15 13%	0 0	0 0	79 100%	0 0
				E		E	E		Hk	Hk						P	P					
Bi-racial	49 6%	28 7%	21 5%	11 6%	15 7%	13 6%	10 5%	6 3%	17 6%	17 7%	9 8%	36 6%	13 5%	12 5%	37 6%	22 6%	26 8%	1 1%	0 0	0 0	0 0	0 0
									h							R	R					
American Indian or Alaskan Native	14 2%	4 1%	10 2%	2 1%	4 2%	5 2%	3 2%	1 1%	8 3%	2 1%	3 3%	8 1%	6 3%	5 2%	9 1%	7 2%	7 2%	0 0	0 0	0 0	0 0	0 0
									hj													
Middle Eastern	14 2%	9 2%	5 1%	3 2%	3 1%	2 1%	6 3%	5 3%	2 1%	4 2%	3 3%	7 1%	7 3%	7 3%	7 1%	12 3%	2 1%	0 0	0 0	0 0	0 0	0 0
								i								Q						
Other	29 3%	18 5%	11 3%	7 4%	4 2%	4 2%	14 7%	7 4%	10 3%	4 2%	8 7%	20 3%	9 4%	10 5%	19 3%	9 2%	11 3%	9 8%	0 0	0 0	0 0	0 0
							EF				J							Pq				

Comparison Groups: BC/DEFG/HIJK/LM/NO/PQR/STUV

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