



THE CHANGING PROFILE OF THE UNDERGRADUATE STUDENT

40%

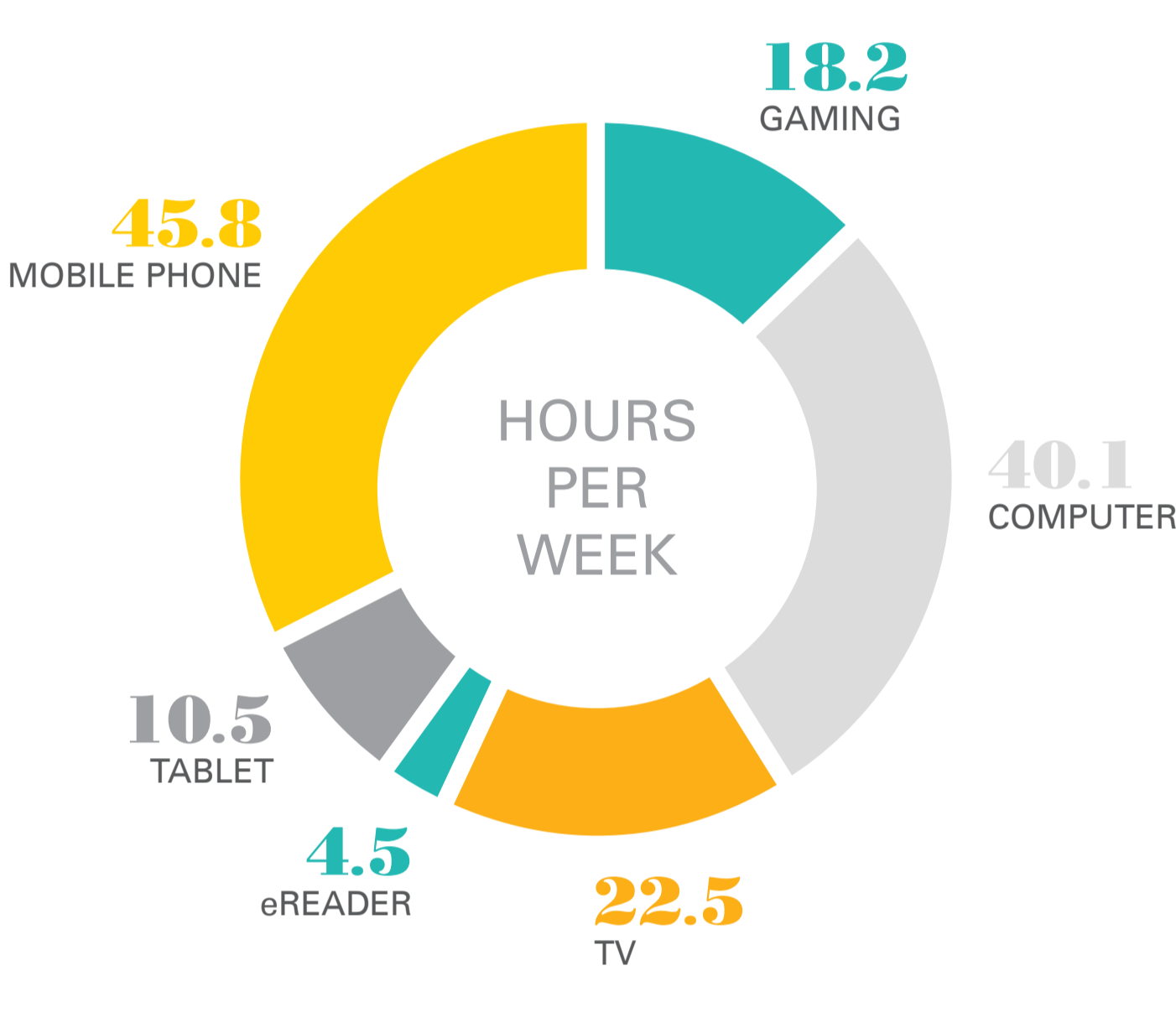
of the 21.8 million college students who entered college this past fall are non-traditional students, over the age of 25.



These students supplement on-campus with online courses. Some take online courses from schools other than the one they attend in person.

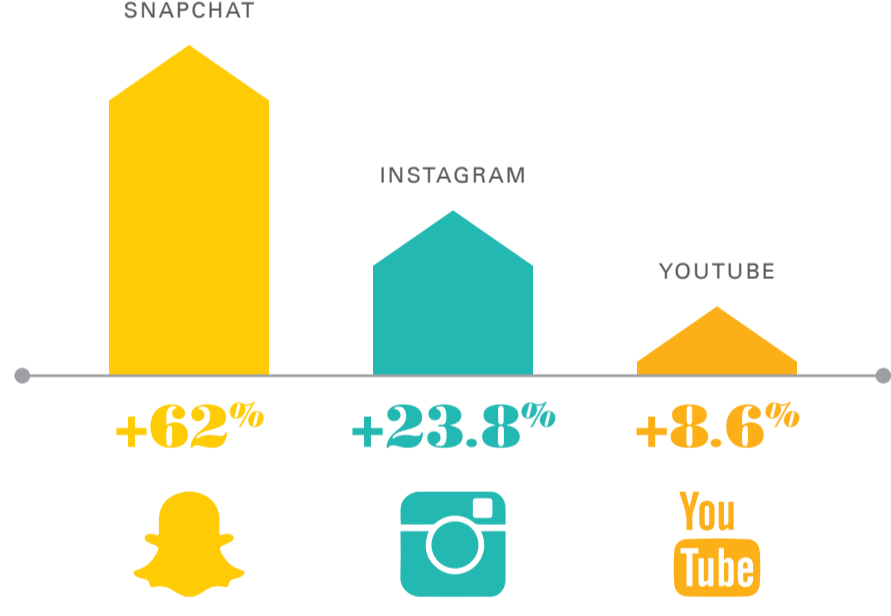
85%

OF THEIR TIME IS SPENT INTERACTING WITH A DIGITAL DEVICE



social media

Social Media plays a critical role in students' daily lives.



71%

POST PUBLICALLY ON SOCIAL MEDIA SITES

36%

FOLLOW BRANDS ON SOCIAL MEDIA

23%

HAVE SHARED A BRAND'S POST WITH FRIENDS

52%

of college students say they are very likely to vote in the upcoming elections. Social media is the top influencer in who to vote for.

TELEVISION

Television is viewed on their time with both paid and streaming options.

93%

ARE CURRENTLY STREAMING TELEVISION

54%

PREFER STREAMING TELEVISION

22%

NO LONGER WATCH BROADCAST TELEVISION

VISION

Online TV, such as Netflix and YouTube, is overtaking television subscription services.

> 14 hr / week



> 13 hr / week

NETFLIX