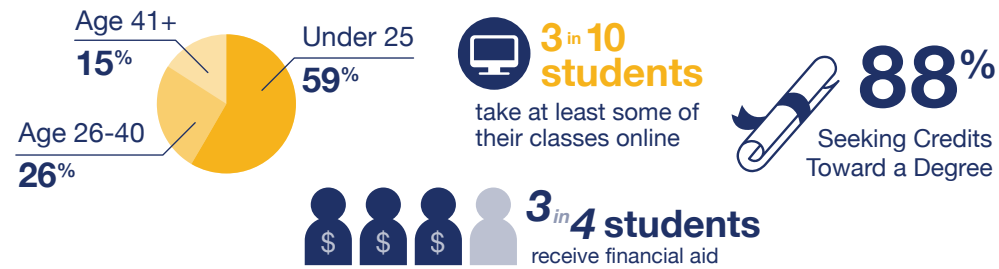




AT A GLANCE



DON'T EVEN THINK ABOUT INK

LESS THAN 8% read a printed daily newspaper

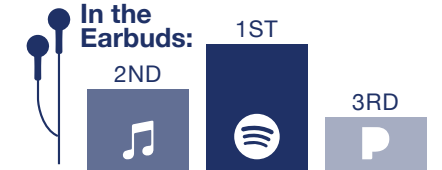
...BUT MAYBE A LINK?
20% read an online local newspaper at least "sometimes"



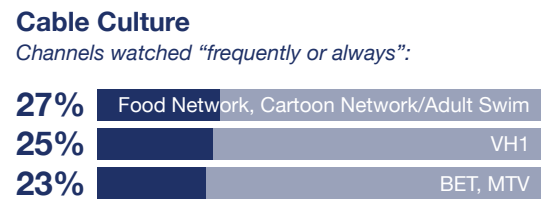
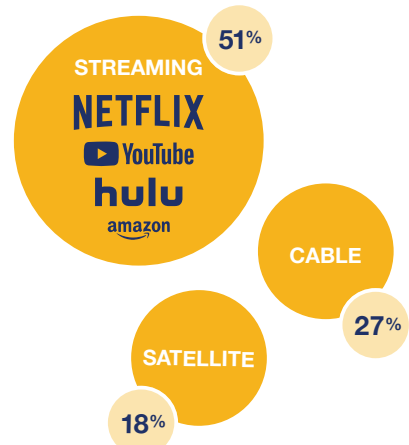
SO MANY SOUNDS

35% Personal Device | 32% Streaming | 26% Local Radio | 8% Satellite

On The Air
Preferred Radio Station Format:
66% **HIP-HOP/R&B** | 8% **POP** | 6% **ROCK**



SO GALLANTLY STREAMING

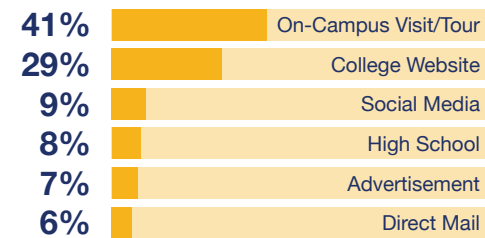


Nearly **2/3 students** say they watch commercials at least "sometimes"



ON-CAMPUS... ONLINE

Best Methods for Recruiting New Students



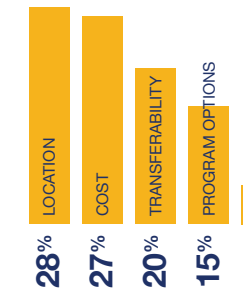
Most Common Reasons for Non-Persistence:

- UNANTICIPATED LIFE CIRCUMSTANCES
- FAMILY/CHILDCARE ISSUES
- WORK ISSUES

60% report recently seeing an ad for their college online

- Powering Persistence**
Most common sources of encouragement:
- Teachers
 - Advisors
 - Family
 - Other Students
 - Student Support Staff

MOST IMPORTANT FACTORS IN CHOOSING COLLEGE



Aspirations and Obstacles...

- 81% ARE "VERY LIKELY" TO PERSIST TO A DEGREE
- 53% INTEND TO TRANSFER
- 31% EXPECT TO LEAVE COLLEGE FOR WORK, LIFE, OR FAMILY REASONS



CONNECTING WITH COLLEGE

47% USE A TABLET DEVICE AT LEAST "SOMETIMES"

47% STILL HAVE A LANDLINE



Text Me!

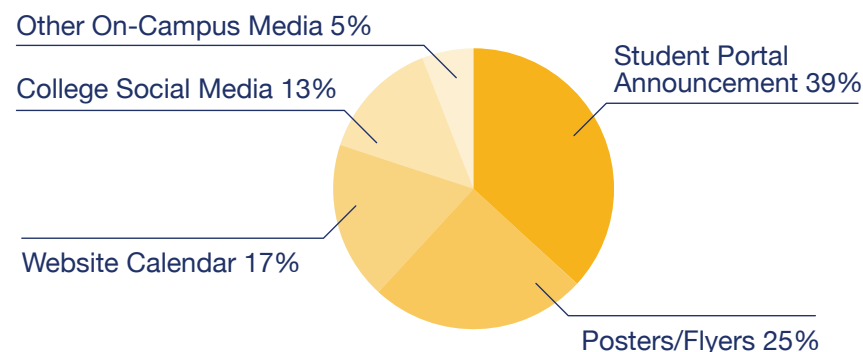
- Preferred Text Messages:
- SCHOOL CLOSURES/CANCELLATIONS
 - EMERGENCIES
 - INFORMATION FROM TEACHERS
 - IMPORTANT DATES AND DEADLINES



Don't Hit Send!

- Non-Preferred Text Messages:
- COLLEGE BUSINESS OPPORTUNITIES
 - COLLEGE SERVICES
 - SOCIAL OPPORTUNITIES

Preferred "Public" Ways to Reach Students

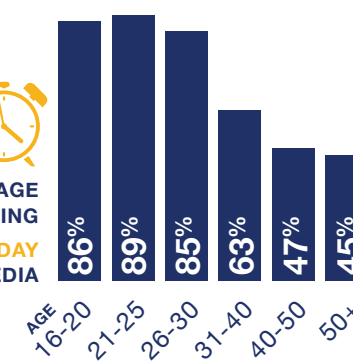


76% Read their college email "frequently" or "always"

50% Expect a reply within the same day



PERCENTAGE OF AGE GROUP SPENDING 3+ hours / DAY ON SOCIAL MEDIA



Top Social Networking Sites by Usage

85%

Have at Least 3 Internet-Accessing Devices at Home



WARM WEB WELCOME



No Gimmicks... Just Gimme
Most Important Attributes for a College Website:

Interesting Focused
Informative Attractive
Customizable Interactive Fun
User-Friendly Complete

64%

of students visited their college website before applying

50%

make judgements about a college by the quality of its website

50%

made their decision to apply based on website information