

June 2007

THE NOW



REPORT

An insider's guide to what collegians are thinking & doing



FREE AT LAST!

With the memory of finals fading fast, students decide what they are going to do with themselves this summer.

Most students are planning on taking a break from their academic careers this summer, with nearly sixty percent not planning on taking courses on either a part time or full time basis. While one in ten plan on continuing their academic pursuits through the summer on a full-time basis, nearly three in ten are taking coursework on a part-time basis.

With the economy in high-gear, more than three quarters of students are working, either on a full-time or part-time basis. Around one in ten are slacking off by the pool or beach this summer, while one in nine are looking for work.

A majority of students (60%) have migrated back to the comforts of family. One in ten remain on-campus in dorms, fraternity / sorority houses and campus residences while nearly one-third are living alone or with room-mates.

Summer travel is planned by three out of five students with destinations within the domestic US cited by three quarters of those traveling.

The most popular travel destinations within the US are California, New York and Florida with major cities within CA and NY being a major draw and beaches attracting students to FL.

One in ten are planning to visit other destinations within North America (Canada, Mexico, the Caribbean, etc.) with slightly less than one in ten heading to Western Europe. Less than one in seventeen are venturing beyond these typical travel destinations to exotic places in Asia, South America, the Middle East, Africa, Eastern Europe and Russia.

Nearly three in ten of those traveling this summer plan to travel to multiple locations, making for a busy summer on the road.



Last Semester

Two-thirds of students had a GPA between 3.0 and 3.9, with one in ten achieving 4.0 or better. One in four had a GPA below 3.0.

HOME SWEET HOME



Product(RED) Update

The impact of the Product(RED) campaign among college students is holding steady with nearly a quarter of students feeling that their estimation of the brands involved improve via their association with the campaign.

Nearly one in five students have made a Product(RED) purchase to date, with Techno-Elites having an above average propensity to purchase Product(RED) goods and the Common Good and Disconnected lagging in their purchase of Product (RED) items.

Food ... and drink too!

Students vary from their school-year patterns over the summer, visiting restaurants slightly less often as they bask in the abundance of life at home. A marked reduction in visits to restaurants that focus on barbecue chicken and wraps has been revealed in our tracking from May to June.

As far as specific restaurants are concerned, Subway, Chick-Fil-A, McDonalds, Domino's & Taco Bell see less revenue from students in the summer, while Wendy's and Baskin-Robbins experience an uptick in visit frequency during the summer break.

Fewer students binge during the summer. Those that do drink more.

Fewer students drink alcohol during the summer and those that do consume alcohol do so with less frequency. The number of binge drinkers falls from 31% to 25% across both males and females. Fewer males binge in the summer, falling from 39% in May to 29% in June. The number of binge-drinking incidents decreases among those that binge, with the average number of monthly binge incidents decreasing from 2.4 to 2.3.

What are they drinking less of? Vodka consumption falls from 27% to 23% of mentions while Bourbon and Brandy show a smaller decline. Meanwhile, white wine and liqueurs see a slight bump in consumption between May and June.

SUBSCRIBERS SEE THE WORLD MORE CLEARLY VIA OUR PROPRIETARY COLLEGE STUDENT SEGMENTATION

STYLE SEEKERS

COMMON GOOD

TECHNO-ELITES

DISCONNECTED



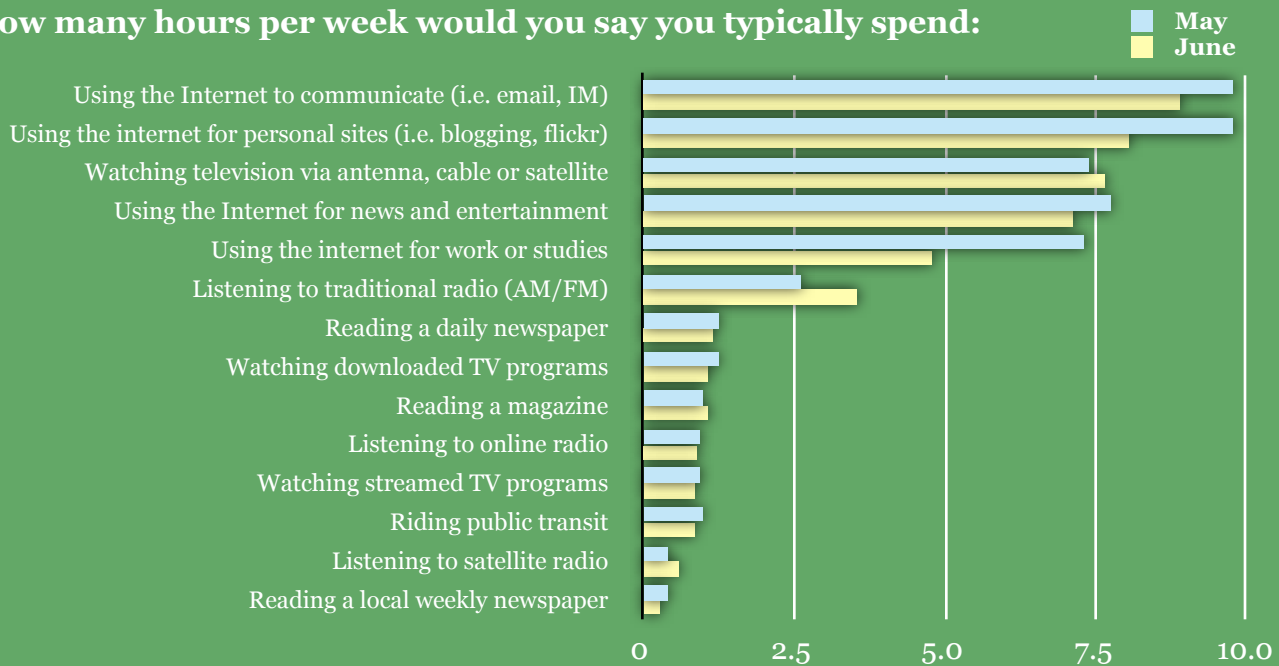
Status seekers are looking to be seen having a great time. Plugged into pop-culture and up to date on the latest celebrity news and gossip, they are body-conscious and materialistic. They are more focused on sex and drinking than their peers.

Reflecting a practical, civic-minded mindset, these students care about their communities and helping others. They gravitate toward mainstream tastes and traditional media with their modest means and middle-America values.

Self-aware risk takers, techno-elites are affluent gadgeteers who are among the first to adopt new tech. With a penchant for BMWs and other luxury goods, these students look and act less like students than aspiring professionals.

Disconnected from the culture around them, this segment does not utilize technology to the same extent as their peers. With fewer friends and more time spent focusing on simply getting by, they aren't buying into the American dream.

How many hours per week would you say you typically spend:



Media Consumption

A shift in the way that students consume media occurs with the transition from life on campus to life back home comes.

Students spend a lot less time on the Internet during the summer, reducing the time they spend per week from 35 hours to 29 hours across all forms of Internet activity. All Internet activities diminish, from entertainment via downloaded and streaming video through work and academic related usage as students leave the bandwidth-rich campus environment for relatively reduced levels of bandwidth at home.

Consumption of traditional media shifts as well, with television viewing, radio-listening (both traditional and satellite-based) and magazine readership rising slightly during summer months. Newspaper readership declines slightly as students tune out for the summer.

While television viewing is unchanged, students take full advantage of the amenities available back-home: digital TVs, digital video recorders, DVDs and video on demand are embraced while streaming video usage declines.

Summer tunes ascend as all forms of radio listenership increase: regular radio listenership increases by more than a third, online radio listenership more than doubles, digital radio listening quintuples and satellite radio listening increases tenfold.

While the number of students downloading music decreases slightly, the number of songs downloaded increases. Meanwhile the portion of downloaded songs obtained illegally from sites peer-to-peer networks declined from May to June, while legal downloading from iTunes and band-sponsored sites increases.

STUDENTS ARE FLOCKING FROM MYSPACE TO FACEBOOK

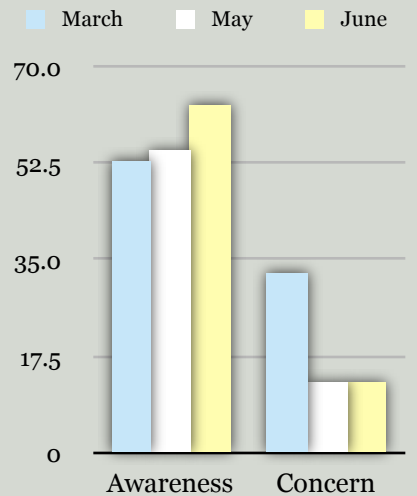
Social Networking

As mentioned above, as summer sets in, students' use of social networking sites has decreased. There has been a marked shift in the usage of specific sites with students rapidly moving away from MySpace in favor of Facebook. The popularity of Facebook applications, combined with the negative PR generated by the identification of sexual predators on MySpace has prompted students to flock from MySpace to Facebook.

RIAA Legal Action

SurveyU has been tracking the reaction of students to the legal action undertaken by the RIAA since March 2007.

Awareness has steadily increased as more and more students have received pre-litigation letters from RIAA lawyers.



Meanwhile, the level of concern that students have that they will personally be served with a pre-litigation letter has dropped from March 2007. If the RIAA action is intended to be a scare tactic, it may not be entirely effective in deterring illegal downloads by students.

APPLE IPHONE

Our June update measured iPhone awareness & purchase intent among 1,000 college students three days prior to launch.

In the days preceding iDay (June 29th, 2007), nearly all students (97%) were aware of the soon-to-be-released device from Apple. Awareness is up significantly from the benchmark wave (early May), prior to the launch of Apple's advertising campaigns.

While awareness has increased over the past month and a half, purchase intent has cooled. Students are now more likely to defer their purchase to the next version of the iPhone than was the case in May.

This 'wait and see' approach to the iPhone indicates that Apple's branding and design are not, in and of themselves, sufficient to convince college students to pay \$499 / \$599 for a phone. Pricing and performance are the major factors that underlie a college student's consideration.

	MAY BASELINE (N=2000)	JUNE UPDATE (N=1000)
Awareness	86%	97%
Purchase Intent		
Immediately upon launch	3%	2%
Within a few months	4%	3%
When my contract expires	8%	8%
Wait until version 2.0	12%	17%
Not in the near future	52%	51%
Never	21%	19%



Understanding Millennials

Today's college students are the vanguards of a new generation: the Millennials.

Bring your organization up to speed on what drives Millennials with syndicated research from SurveyU!



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