

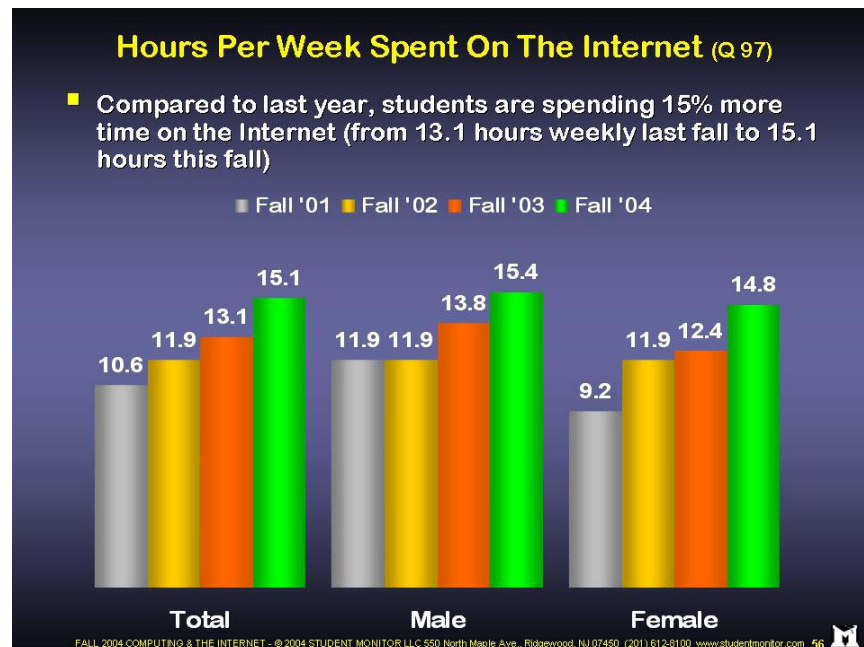


STUDENT MONITOR LLC
550 North Maple Ave.
Ridgewood, NJ 07450
www.studentmonitor.com
(201) 612-8100

Time Spent Online Continues to Grow

Students spending 15% more time online than last year, + 42% versus three years ago

RIDGEWOOD, N.J., January 21, 2005 – Compared to last year, college students report spending 15% more time online each week. On average, students report spending 15.1 hours weekly online, up from 13.1 hours last year according to Student Monitor’s latest “Computing & The Internet” study. This year, male students are spending only 4% more time online than their female counterparts (15.4 hours among male students compared to 14.8 for female students).



Commenting on the findings, Student Monitor’s Milly Gichner said “While a 15% increase is clearly significant growth, to place this growth in context we need compare this year’s average to that of several years ago. For example, comparing this year’s finding to that of just three years ago represents a 42% increase. This year’s finding of 15.1 hours weekly quite simply is the net impact of the ubiquitous nature of the Internet as an element of student lifestyle for communicating, studying and shopping.”

Interviewed by professional market researchers, 1,200 four-year full-time undergraduate students attending 100 representative colleges and universities throughout the U.S. participated in the study.

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