

Student Lifestyles - US - 2022

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This report looks at the following areas:

- The current living arrangements of college students and the impact on shopping priorities
- How students define a successful college experience
- Students' confidence levels in performing life skills
- School-based resources currently used by students and additional desired resources
- Promotions most attractive to college students



“Students are in school to prepare themselves for the future. Therefore, brands that can provide educational guidance to consumers stand to forge lasting connections with them. Importantly, students are not just looking to increase their academic knowledge but are also hoping to learn the life skills that will help them succeed.”

– **Klaudia Kondakciu,**
Consumers and Cultures Analyst

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- **Abbreviations and terms**

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