

# *Stowaway*'s Demographic Fact Sheet

*Stowaway* targets a national audience of college students and other young adults, ages 18–29. Through our online presence, we are also attracting greater numbers of international readers. To date, the magazine has readers in more than 70 countries outside the United States.

In addition to this geographically diverse audience, a significant segment of our target audience includes approximately 33,000 students at our host school, Brigham Young University (BYU), in Provo, Utah. Many of these students have lived abroad and/or speak a second language.

The following information provides a glimpse of BYU students' ages, international experiences, and potential interest in travel:

More than 33,000 students attend BYU, ranging in age from 17 to 29+ years. The average student's age is 22.2 years. <http://yfacts.byu.edu/viewarticle.aspx?id=275>

BYU has 150 study abroad programs in 56 countries—on every continent except Antarctica. Nearly 2,000 students were accepted to study abroad programs in 2009 (with more than 2,700 applicants). <http://yfacts.byu.edu/viewarticle.aspx?id=185>

The Institute of International Education ranked BYU as the 13th school for short-term study abroad programs, and the 17th for the number of students in study abroad programs. <http://yfacts.byu.edu/viewarticle.aspx?id=273>

Nearly 70% of BYU students speak a second language. Approximately 50% of BYU students have completed a church mission for 1½ to 2 years, and many of these students are fluent in a second language. More than 50 languages are taught at BYU regularly, and an additional 30 languages are taught less regularly. Approximately 32% of students are enrolled in language courses. (The national average is 9%.) <http://yfacts.byu.edu/viewarticle.aspx?id=139>

BYU students come from every state. The top 10 states with 100 or more students are Utah, California, Washington, Idaho, Texas, Arizona, Colorado, Oregon, Nevada, and Virginia. <http://yfacts.byu.edu/viewarticle.aspx?id=207>

Approximately 6% of BYU students come from 120 nations outside the US. They are from many regions, including the Far East, South America, Canada, Central America, Mexico, Europe, the Middle East, Eastern Europe, and Russia. <http://yfacts.byu.edu/viewarticle.aspx?id=90>

The following five countries have the most students enrolled at BYU: Canada, South Korea, Mexico, China, and Brazil. <http://yfacts.byu.edu/viewarticle.aspx?id=270>