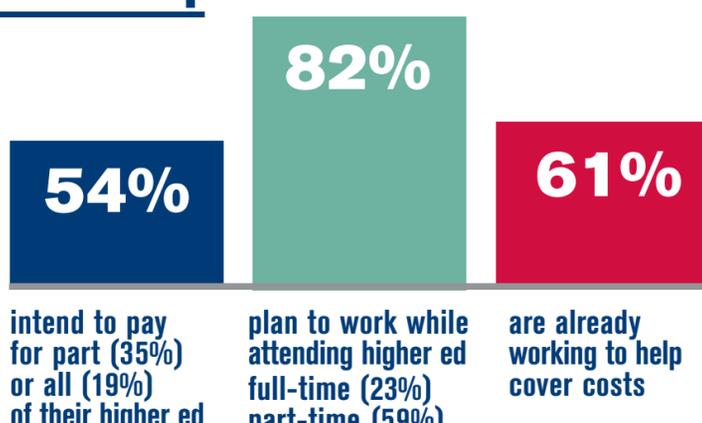


A Majority of “Zoomers” are saving, paying and choosing schools to get the careers they want

Profile of a Practical Group

How They are Paying for Higher Ed:



59% are Saving:



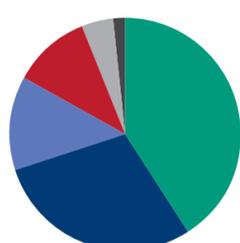
21% said they or their parents use 529s

They are Looking for Ways to Reduce Costs:

66% plan on living at home

51% plan on receiving financial aid; an additional **38%** say it's possible

Where they expect to go and what they expect to do:



38% Public College
27% Community College
12% Private College
10% Technical and Career Ed
4% Military
1.5% Apprenticeship Programs



One in five (22%) is taking a gap year

of those 65% are taking the year to work

Thoughts on Higher Education

If they could design the perfect higher education, what would they prefer?

Top-ranked choices:

- Classes based on **practical work experience**
- Classes with **competency-based testing** - finish requirements sooner, cost less
- Get credit for **actual work experience** in conjunction with higher ed

Why is traditional college important?

Top-ranked choices:

- Career requires **technical, theoretical, or liberal arts** courses they can only get from traditional college
- Is a more **valuable educational credential** over the course of their lives
- Will help create **long-term friends and contacts** for their future

63% think of Technical and Career Education or Apprenticeship in same way as college

28% know that a 529 can fund Technical & Career Education

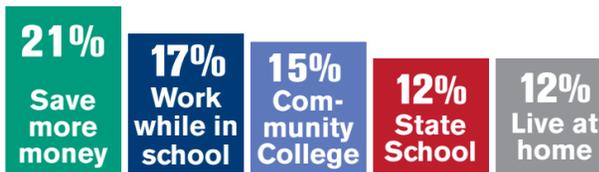
Concerned and Avoiding Student Debt:

67% are concerned about student debt

Only **23%** will borrow, but **41%** say it's possible

24% changing higher ed choices because they "don't want the debt"

Students said the primary way they intend to reduce reliance on student loans is:



Parents' Roles in Paying, Planning and Saving:

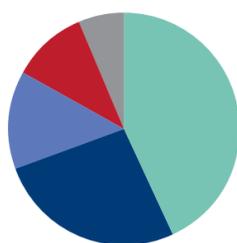
78% talk to their parents about funding their higher education

41% say career path is #1 topic with parents

57% of all parents are saving
56% saved > \$5,000
21% save primarily through 529s

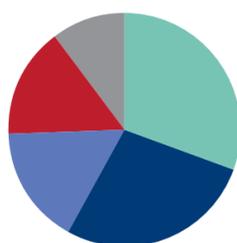
How Costs and COVID are changing plans

Of the **38%** who say that **COSTS** are changing their higher ed choices; changes are being made to attend:



41% Community College
25% State School
13% Technical and Career Ed
10% Work
6% Apprenticeship Program

Of the **28%** who say that **COVID** changed their higher ed plans; changes are:



30% Study closer to home
27% Start at Community College; transfer to 4-year school
16% Trade or technical training
15% Gap year
10% Online university

