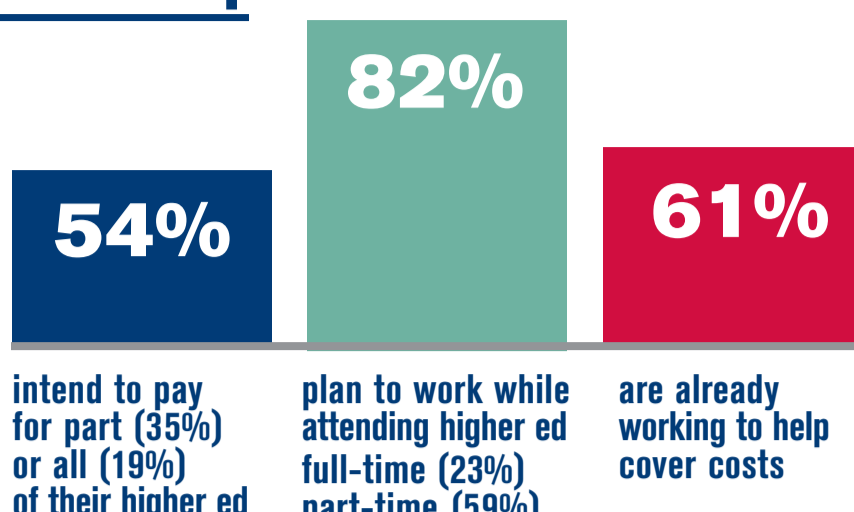


# A Majority of “Zoomers” are saving, paying and choosing schools to get the careers they want

## Profile of a Practical Group

### How They are Paying for Higher Ed:



### 59% are Saving:



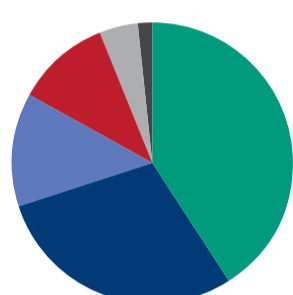
**21%** said they or their parents use 529s

### 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

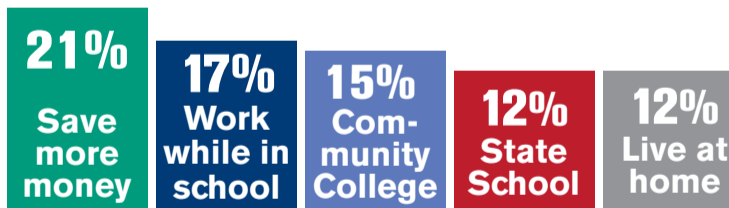
### Concerned and Avoiding Student Debt:

**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:

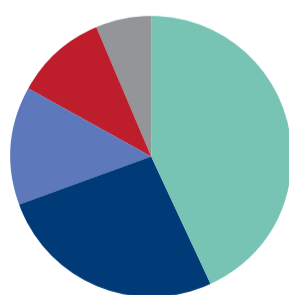
**78%** talk to their parents about funding their higher education

**41%** say career path is #1 topic with parents

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

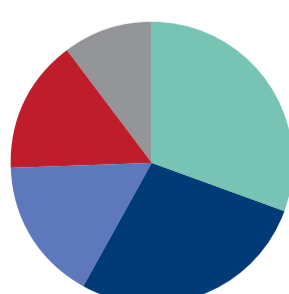
## How Costs and COVID are changing plans

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

