

## Student Lifestyles - US - January 2021

Report Price: £2195 | \$2995 | €2600

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

### This report looks at the following areas:

- The impact of COVID-19 on higher education institutions and students
- Recessionary implications for higher education in the coming years
- Current students' satisfaction with elements of their program and school
- Interest in higher education programs among adults who are not currently students



"The COVID-19 pandemic has greatly disrupted higher education in the US. In Fall 2020 fewer students enrolled overall, and declines were especially steep at community colleges and among incoming freshmen."

- **Kristen Boesel, Senior Lifestyles and Leisure Analyst**

### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Table of Contents

### OVERVIEW

- What you need to know
- Definition
- COVID-19: US context
- Economic and other assumptions

### EXECUTIVE SUMMARY

- **Top takeaways: what current higher education students want**

- **Market overview**

Figure 1: Change in postsecondary enrollment by program level from Fall 2019, Fall 2020

Figure 2: Estimated national postsecondary enrollment by program level, Fall 2020

- **Impact of COVID-19 on higher education**

Figure 3: Short-, medium- and long-term impact of COVID-19 on postsecondary institutions and students, January 2021

- **Opportunities and challenges**

- **Challenge: Keep disadvantaged students from being squeezed out**

Figure 4: Change in postsecondary enrollment sector from Fall 2019, Fall 2020

- **Opportunity: corporate commitments to underserved communities**

- **Challenge: current students are missing out on a traditional college experience**

Figure 5: Attitudes about current value of higher education, among students, November 2020

- **Opportunity: brands can sponsor events that simulate more normal times**

- **Challenge: colleges and universities face financial crises**

- **Opportunity: online certificate programs could offer institutions a new source of income**

Figure 6: Interest in higher education programs starting Fall 2021, by type of program, November 2020

### THE MARKET – KEY TAKEAWAYS

- About 17.8 million postsecondary students enrolled last fall
- Most plans for higher education were disrupted in 2020
- Those who can may weather the recession in school
- Both schools and students face financial challenges

### What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

### Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

### Buy this report now

Visit [store.mintel.com](https://store.mintel.com)

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

HIGHER EDUCATION BY THE NUMBERS

- Postsecondary enrollment continues years-long drop**  
 Figure 7: Estimated national postsecondary enrollment, by program level, Fall 2020  
 Figure 8: Estimated national postsecondary enrollment by institutional sector, Fall 2020
- After high school, female students outnumber male students**  
 Figure 9: Estimated national postsecondary enrollment by program level, by gender, Fall 2020
- More than a million “traditional students” started college in Fall 2020**  
 Figure 10: Estimated first-time postsecondary student enrollment by student age, Fall 2020
- Steady growth in number of Hispanic postsecondary students**  
 Figure 11: Percentage of total students enrolled in postsecondary institutions annually by race/ethnicity, 2007-2019
- Most Black and Native American students do not graduate in six years**  
 Figure 12: Graduation rate within 150% of normal time at four-year postsecondary institutions, by gender and race/ethnicity, cohort beginning 2013
- Most students need help paying for their higher education**  
 Figure 13: Percent of full-time, first-time students receiving financial aid, by sector of institution, 2001-2019
- Private not-for-profit postsecondary programs have the highest price tag**  
 Figure 14: Average published full-time undergraduate budget estimates, by sector, 2020-21  
 Figure 15: Percent of full-time, first-time students receiving financial aid, by type of aid and sector of institution: 2018-19
- Attending a two-year public school can significantly defray degree costs**  
 Figure 16: Average published and net prices in 2020 dollars, by sector, 2020-21

IMPACT OF COVID-19 ON HIGHER EDUCATION IN THE US

- Figure 17: Short-, medium- and long-term impact of COVID-19 on postsecondary institutions and students, January 2021
- Schools face financial hardships**
  - Class-action lawsuits demanding refunds**

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- **Travel prohibitions keep lucrative international students away**
- **Acceptance rates go up for the class of 2024**
- **Athletic programs face challenges**
- **Plans for fall classes changed for most students**  
Figure 18: Impact of coronavirus pandemic on postsecondary educational plans, December 2020
- **Educational plans disrupted for a wide variety of reasons**
- **Undergraduate enrollment dropped significantly in Fall 2020**
- **Fewer first-time freshmen**  
Figure 19: Percent change in fall term enrollments for undergraduate students entering college for the first time, among students aged 18-24, 2018-20
- **Chaos and COVID as Fall 2020 term starts**
- **Case study: Michigan State University**
- **Schools attempt to approximate "normal" safely this spring**
- **Pandemic conditions could keep 30% of potential students away this fall**
- **Potential increase in the number of big men on campus**  
Figure 20: Likelihood to attend a higher education program on campus next fall, by gender, November 2020

**LEARNINGS FROM THE LAST RECESSION**

- **The Great Recession gave higher education enrollment a boost**
- **Funding for higher education changed**
- **Uptick in graduate enrollment could offer hope**
- **Millennials are most likely to see recession as an opportunity for education**  
Figure 21: Agreement that a recession is a good time to go back to school, November 2020

**MARKET FACTORS**

- **Technology: online classes heighten digital divide among students**
- **Spotlight: Apple's commitment to HBCUs**  
Figure 22: Apple commits \$100 million to minority education, business development, January 2021
- **Policy: December relief bill allocates money for schools**
- **Economics: high unemployment will continue to disrupt plans for school**

**What's included**

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

**Did you know?**

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

**Buy this report now**

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100



Report Price: £2195 | \$2995 | €2600

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 23: Impact of coronavirus pandemic on postsecondary educational plans, December 2020

Figure 24: Household income among those who canceled all Fall 2020 postsecondary plans, December 2020

COMPANIES AND BRANDS – KEY TAKEAWAYS

- Pandemic problems offer opportunities for tech companies
- Now is the time for brands to support underserved students
- Facebook Campus hopes to recapture a young audience

MARKET OPPORTUNITIES

- Shift to online classes opens doors for “edtech” brands
- Companies facilitating online programs for nonprofit schools will profit themselves
- Online proctoring software companies need to improve optics
- Brands and corporations have a chance for philanthropy
- Facebook turns to Facebook Campus to capture Gen Z users

THE CONSUMER – KEY TAKEAWAYS

- The majority of students in campus based programs worry about COVID-19
- Current students mourn loss of the traditional college experience
- Fewer students lived on campus in 2020
- Online certificate programs could be popular among working adults

ATTITUDES TOWARD COLLEGE AND COVID-19

- Half of all adults scorn colleges for holding in-person classes

Figure 25: Attitudinal statements related to higher education and COVID-19, among total adults, November 2020

- Three in five campus-based students worry about catching COVID-19
- Male students and White, Non-Hispanic students less worried than others

Figure 26: Level of worry about catching COVID-19, among students, November 2020

- Most students willing to put faith in campus COVID-related rules

Figure 27: Attitudinal statements related to higher education and COVID-19, among students, November 2020

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

- **Students speak: qualitative responses**

**VALUE OF HIGHER EDUCATION**

- **Degree programs considered a necessary expense**  
Figure 28: Postsecondary school perceptions, public and private four-year schools, October 2019
- **General public sees value in access to faculty**  
Figure 29: Elements that add value to the cost of a higher education program, among total adults, November 2020
- **Spotlight: students show their appreciation**  
Figure 30: Screen capture from a students’ appreciation video, December 2020
- **For Gen Z students, facilities are as important as access to faculty**  
Figure 31: Elements that add value to the cost of a higher education program, among students, November 2020
- **Students feel cheated**
- **Meeting new people**
- **The “college experience” is not what it was**
- **Female students are especially disappointed**  
Figure 32: Agreement that college students are not getting a full college experience, by gender, November 2020
- **Current conditions are still better than other options**  
Figure 33: Attitudes about current value of higher education, among students, November 2020

**CAMPUS LIFESTYLES**

- **Living at home undermines the “college experience”**  
Figure 34: Students’ current living arrangements, November 2020
- **For some students, staying with parents offers sense of security**
- **Nearly all students in campus-based programs were online students too**  
Figure 35: School’s options for fall classes, November 2020
- **Students are fairly satisfied**
- **Opportunities for schools to improve mental health resources**  
Figure 36: Current students’ satisfaction with school, November 2020
- **Female students are less satisfied by current conditions**  
Figure 37: Current students’ satisfaction with school facilities and services, by gender, November 2020

**What's included**

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

**Did you know?**

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

**Buy this report now**

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

INTEREST IN HIGHER EDUCATION

- Higher education programs interest almost half of all non-student adults**  
 Figure 38: Interest in higher education programs starting Fall 2021, November 2020
- Schools have a chance to draw adults who are already working**  
 Figure 39: Barriers to pursuing higher education, November 2020
- Career ambitions motivate interest in continuing one’s education**  
 Figure 40: Motivations for starting a higher education program in Fall 2021, November 2020
- Women value convenience of online programs**  
 Figure 41: Motivations for starting a higher education program in Fall 2021, by gender, November 2020
- Career paths are changing**  
 Figure 42: Estimated undergraduate enrollment by major at four-year institutions, 2020
- Four-year bachelor’s programs lack appeal for most non-students**  
 Figure 43: Interest in higher education programs starting Fall 2021, by type of program, November 2020
- Majority of Black non-students are interested in certificate programs**  
 Figure 44: Interest in online certificate programs starting Fall 2021, November 2020

APPENDIX – DATA SOURCES AND ABBREVIATIONS

- Data sources
- Consumer survey data
- Consumer qualitative research
- Abbreviations and terms
- The following is a list of abbreviations used in this Report.

APPENDIX – THE MARKET

Figure 45: Number of students enrolled in postsecondary institutions annually, by race/ethnicity and gender, 2018-19  
 Figure 46: Number of students enrolled in postsecondary institutions annually, by race/ethnicity and student level, 2018-19  
 Figure 47: Average net cost of attendance in 2020 dollars for first-time full-time undergraduate students, by sector, 2006-21

What's included

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

Did you know?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world’s leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100



The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 48: Estimated undergraduate enrollment, by major at four-year institutions, Fall 2020

**APPENDIX – THE CONSUMER**

Figure 49: Attitudes about community college programs, by race and Hispanic origin, November 2020

Figure 50: Attitudes about current value of higher education, among total adults, November 2020

**What's included**

- Executive Summary
- Full Report PDF
- Infographic Overview
- Powerpoint Presentation
- Interactive Databook
- Previous editions

**Did you know?**

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

**Buy this report now**

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100



## About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.