

Attitudes towards Higher Education - US - 2023

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This report looks at the following areas:

- Attitudes towards degree/advanced certificate attainment and future success
- Factors considered when choosing academic institutions
- Information students would have liked to have seen more of during their application process from colleges/universities
- Scholarship actions taken when applying for schools
- Sources used when searching for scholarships
- Impact of the pandemic on social skills and academic success

Gen Zs have grown up in a time rife with uncertainty during the most informative time of their lives – the pandemic led to many missing out on milestone moments like graduations and severe job losses, and now they face unprecedented levels of inflation. With 72% feeling that it is more important now to get a degree to achieve future success than before the pandemic, it is clear that attaining a degree/advanced certificate is a way of gaining some control back. Having said this, the cost of getting a degree is the most important factor for most in choosing a school, and inflationary conditions are making the final price more prohibitive. Just as retailers need to prove value through a wide variety of areas like experiences and conveniences, so must schools. Well-rounded programs that go beyond traditional course programs to teach adulting skills are valued, as are aspects like mental health resources and flexibility in format offerings (like online vs on-campus) will count for more in this environment. Gaps need to be filled to help students not only find scholarships but to get them to the endpoint of actually applying for them.



"The question being asked more and more is, is getting a degree/advanced certificate worth it? The results are clear, among students, it's a resounding yes!"

- **Klaudia Kondakciu, Senior Consumers and Cultures Analyst**

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