

THE STATE OF THE AMERICAN COLLEGE STUDENT

Destination  Analysts



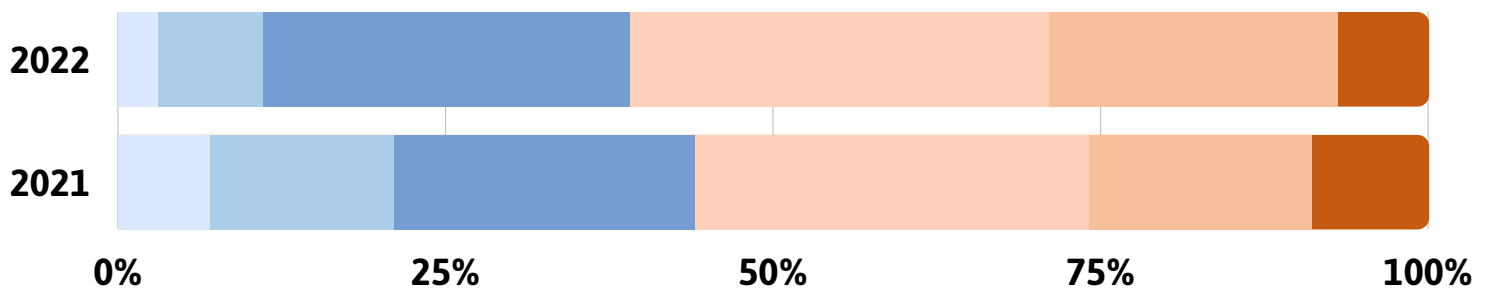
YEAR-OVER-YEAR COMPARISON

ANXIETY

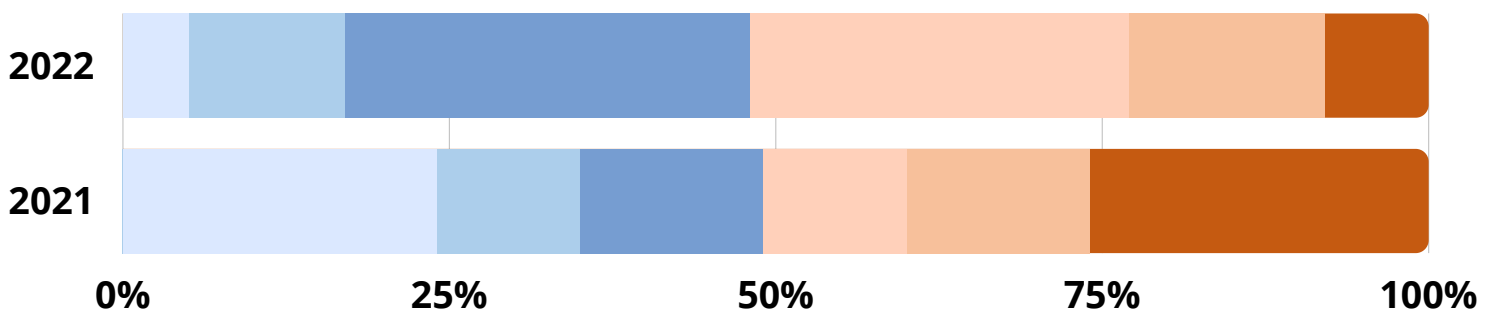
Extremely high anxiety levels have decreased for college students and prospective college students compared to a year ago, the overall share of those who have moderate to extremely high anxiety has increased.

■ No anxiety ■ Little anxiety ■ Some anxiety
■ Moderate anxiety ■ High anxiety ■ Extremely high anxiety

CURRENT STUDENTS



PROSPECTIVE STUDENTS



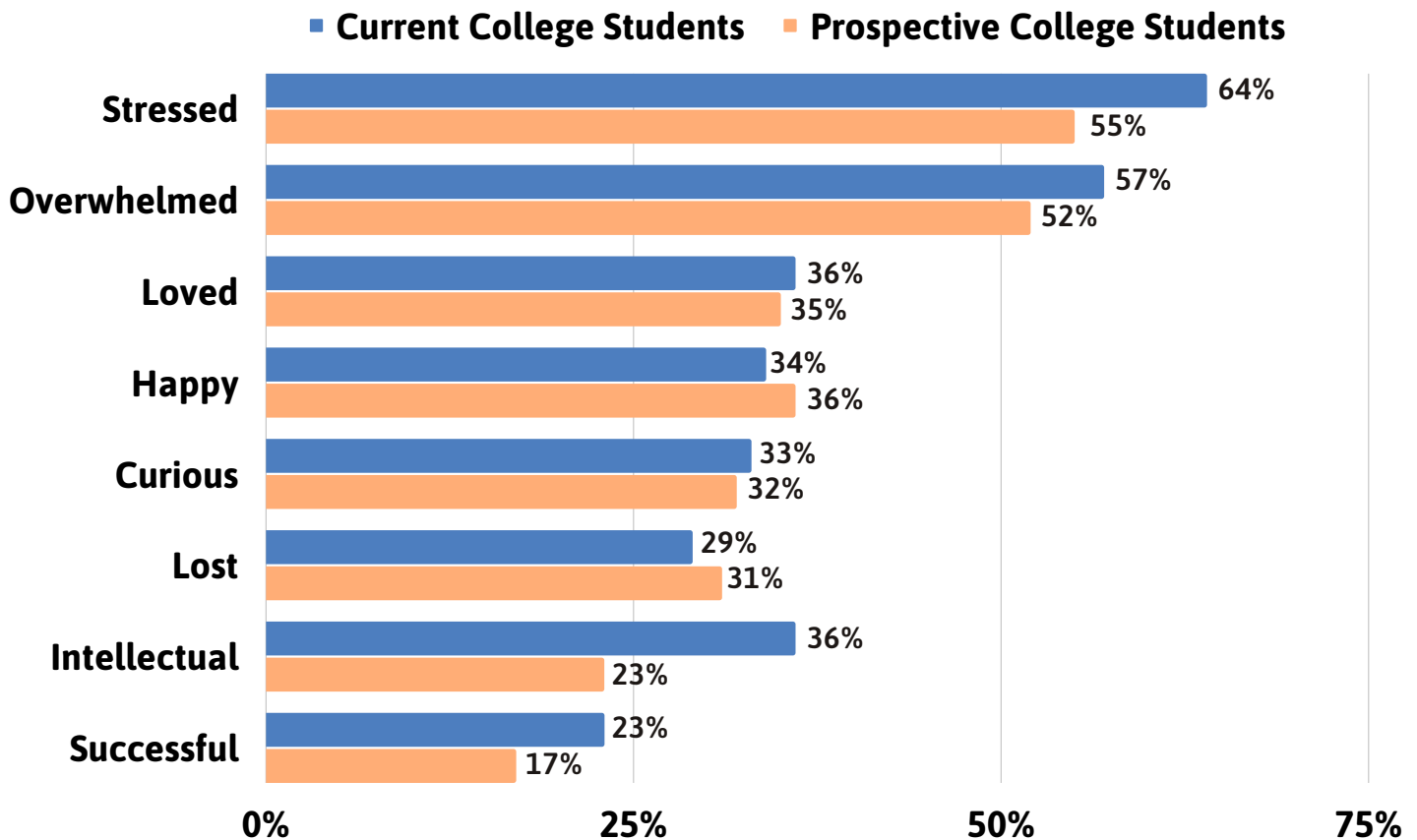
Question: Please rate your average level of daily anxiety right now.

YEAR-OVER-YEAR COMPARISON

EMOTIONAL STATE

When shown a list of emotional states and asked which they currently identify with, students report high levels of feeling stressed (60%) or overwhelmed (55%). Compared to prospective college students, current college students were more likely to be feeling stressed (+9 points) or overwhelmed (+5 points). Additionally, college students were more likely than prospective college students to select Intellectual (+13 points).

EMOTIONAL STATE



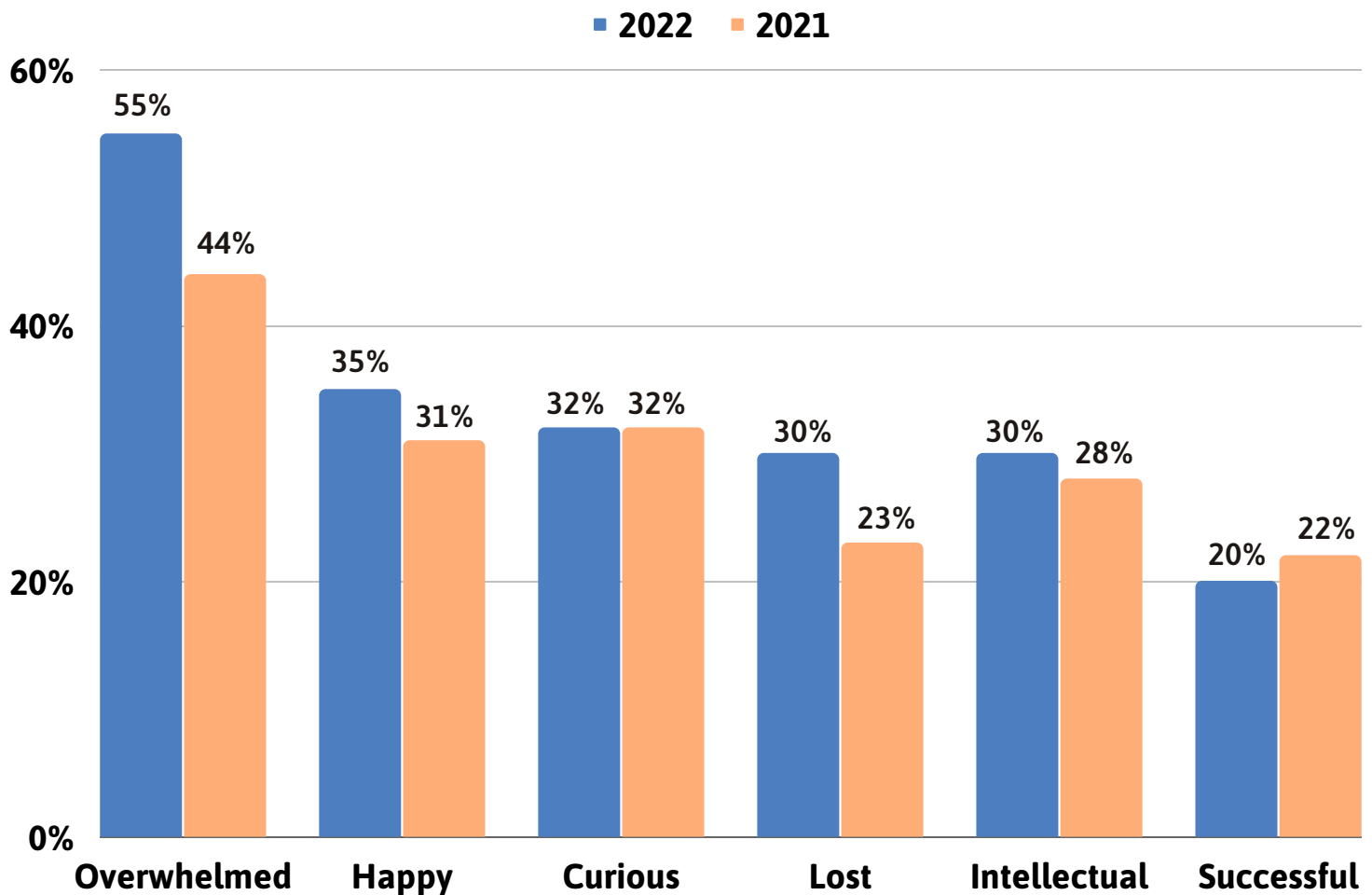
Question: Which of these words do you identify with right now? (Select all that apply)

YEAR-OVER-YEAR COMPARISON

EMOTIONAL STATE (CONTINUED)

Looking at a year-over-year comparison, there was an increase of +11 points in students who reported feeling overwhelmed, and a +7-point increase in those who said they currently feel lost.

EMOTIONAL STATE – YOY CHANGE



Question: Which of these words do you identify with right now? (Select all that apply)

YEAR-OVER-YEAR COMPARISON

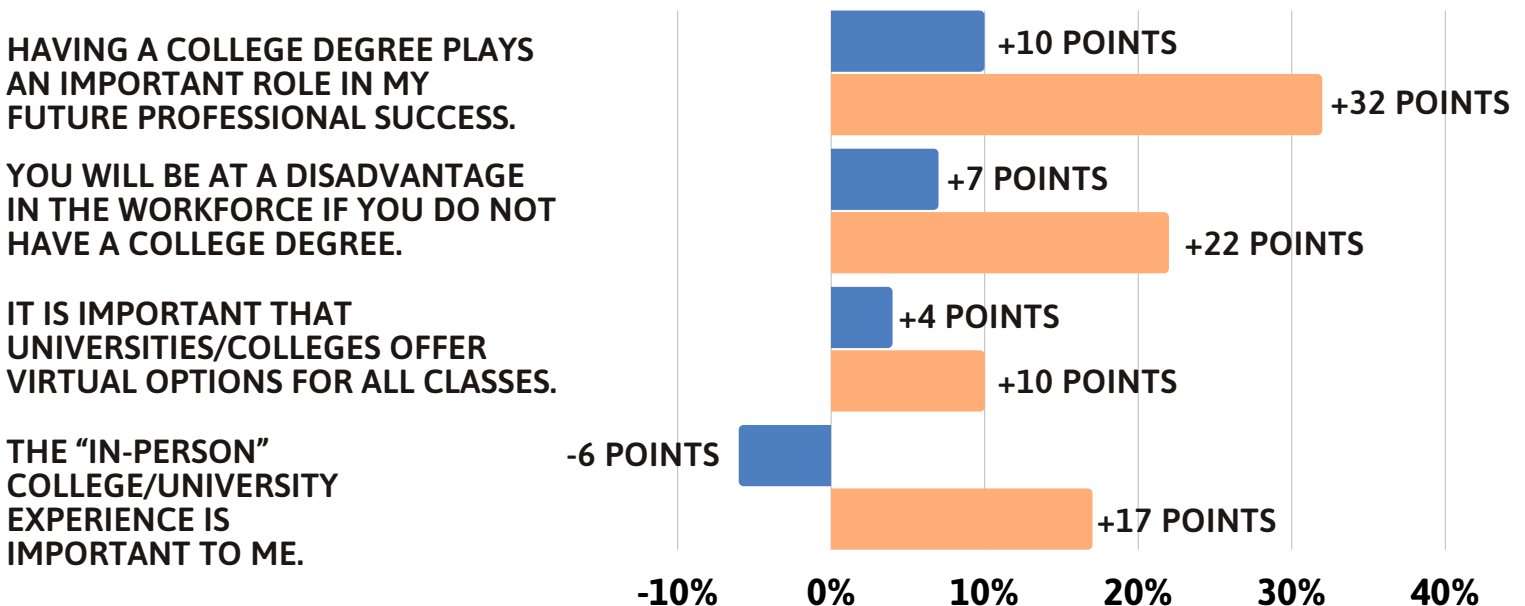
THE ROLE OF COLLEGE

The in-person college experience grew in importance for prospective college students since the previous year (+17 points any agree). On the other hand, fewer current college students than the previous year consider the in-person experience to be important (-6 points any agree), but most students still value the in-person college experience overall (62%, +1 points compared to 2021).

More than three out of four students believe that having a college degree will play an important role in their future professional success (79%), a +12-point jump compared to the previous year. In comparison, fewer students feel that not having a degree is a disadvantage in the workforce (54%), but this sentiment has increased since 2021 (+10 points).

IMPORTANCE OF COLLEGE ATTRIBUTES - YOY CHANGE IN TOP 2 BOX

■ Current College Students ■ Prospective College Students



Question: How much do you agree or disagree with the following statements?

STUDENT PROFILE

MAJORS

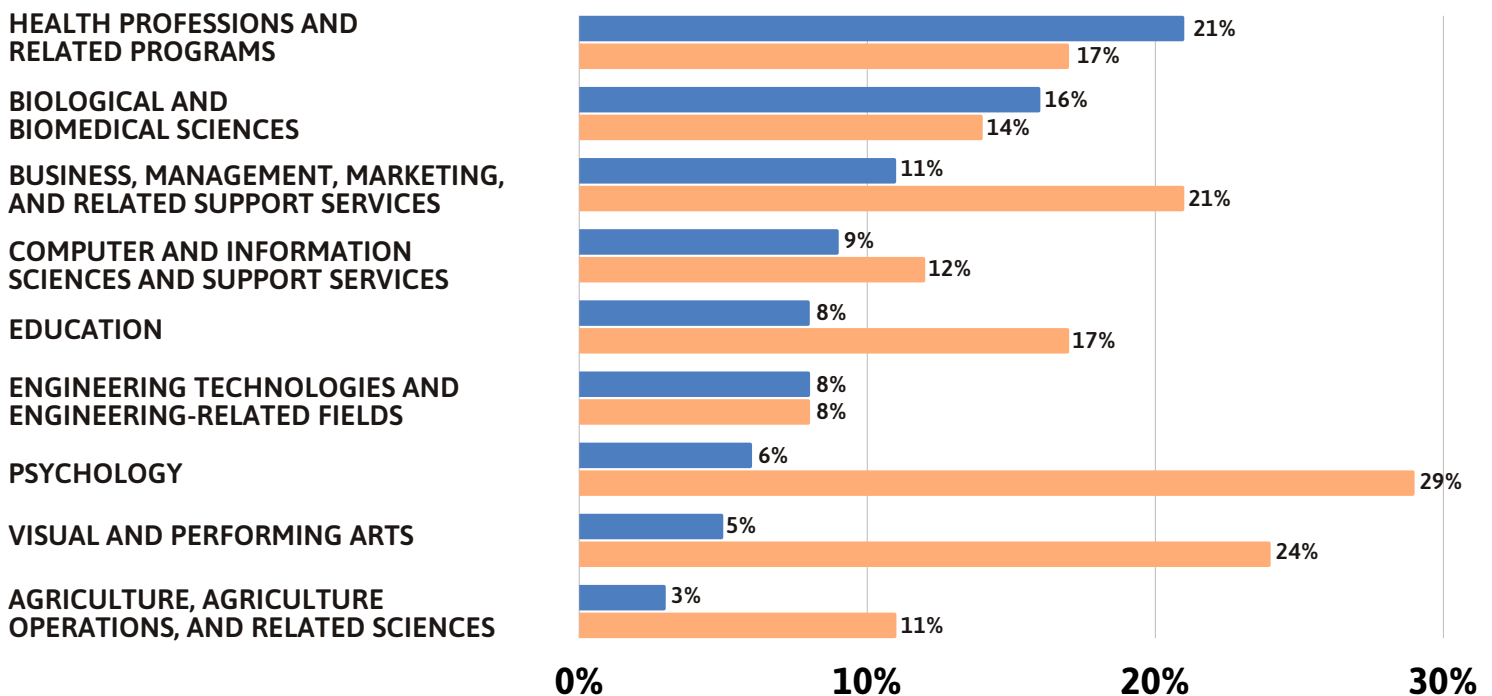
There is significantly higher interest in the following degrees for prospective college students compared to current college students

- Psychology
- Visual & performing arts
- Business
- Education
- Agriculture

There is more differentiation among prospective college students, indicating a greater willingness to explore different paths at this point in their education. Current college students are more likely to have a more concrete idea of what their trajectory looks like for their degree.

MAJORS OF INTEREST

■ Current College Students ■ Prospective College Students



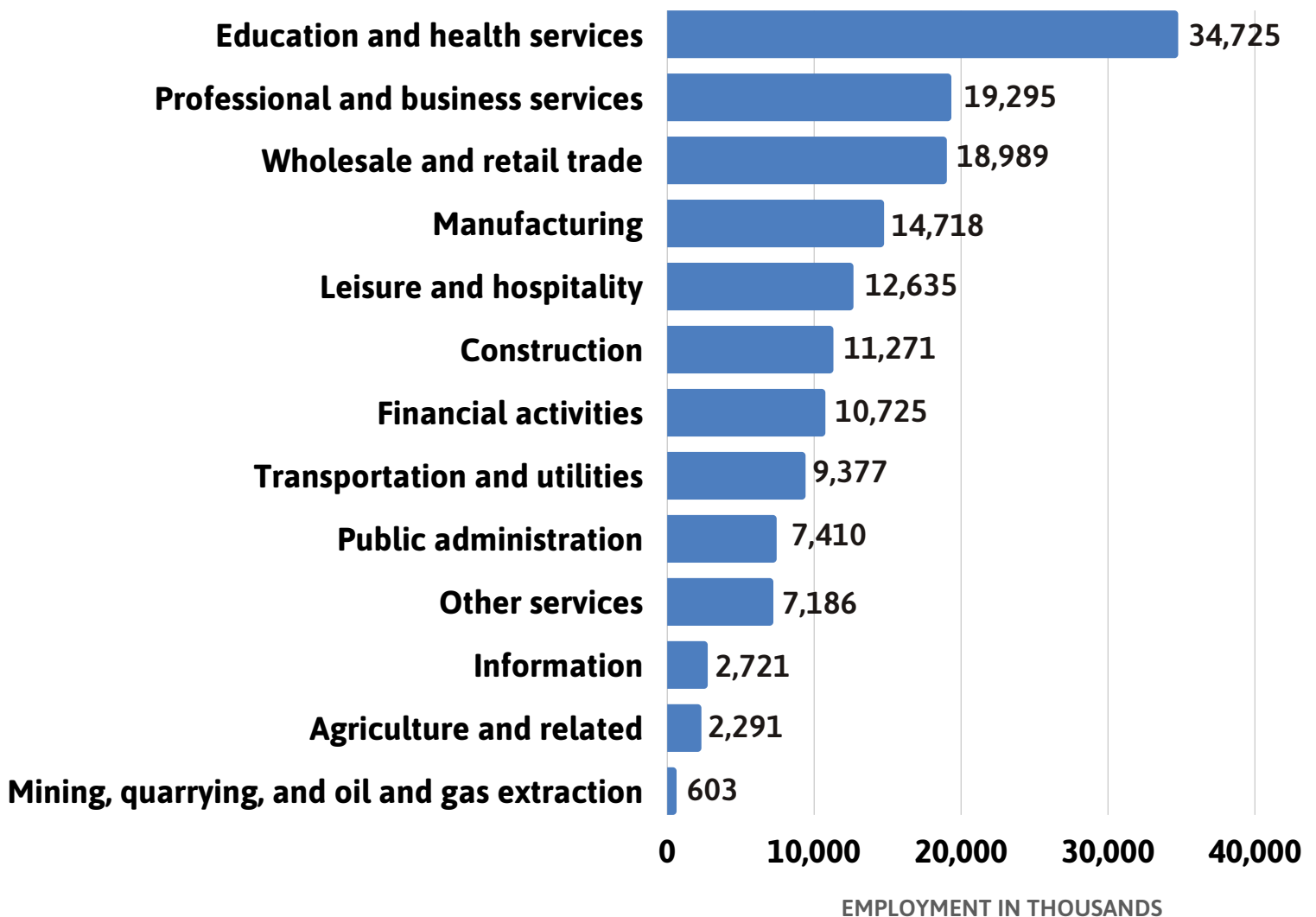
Question: What majors are of most interest to you? (Select all that apply)

STUDENT PROFILE

MAJORS (CONTINUED)

The top-ranked majors for current college students aligns more closely with the national distribution of employment across sectors, with health services and education far outstripping other industries.

TOTAL EMPLOYED PERSONS IN THE UNITED STATES IN 2021, BY INDUSTRY



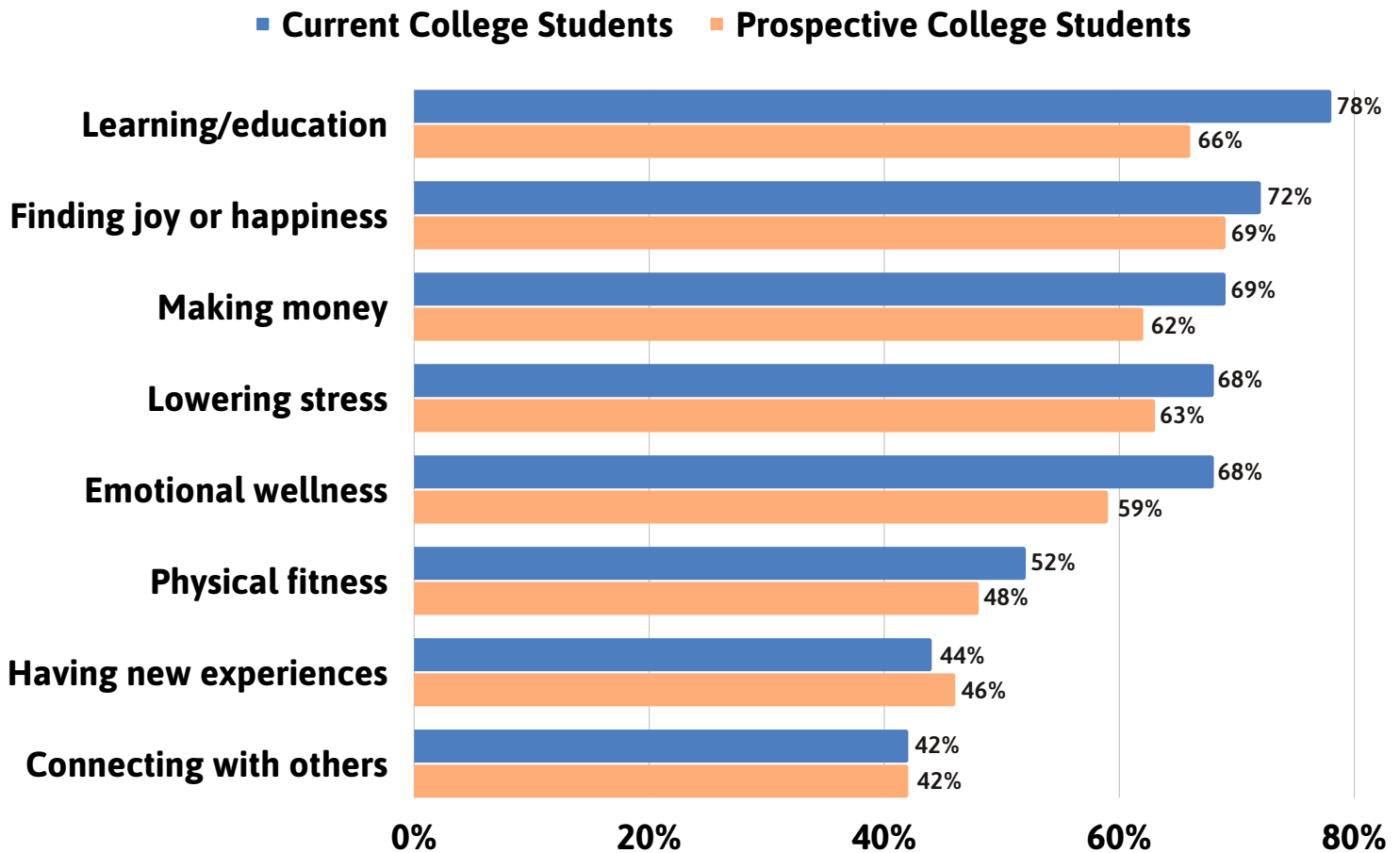
Source: Statista, 2022 <https://www.statista.com/statistics/200143/employment-in-selected-us-industries>

STUDENT PROFILE

LIFESTYLE PRIORITIES

When asked to rate their lifestyle priorities in the next six months, students ranked learning/education highest (72%) followed by finding joy or happiness (71%). Understandably, current college students were more likely than prospective college students to prioritize learning/education (+12 points). However, while learning/education was the bottom response for prospective college students in 2021, it moved up to the top response in 2022. In the previous year, having new experiences was the top response for prospective college students.

LIFESTYLE PRIORITIES – TOP 2 BOX

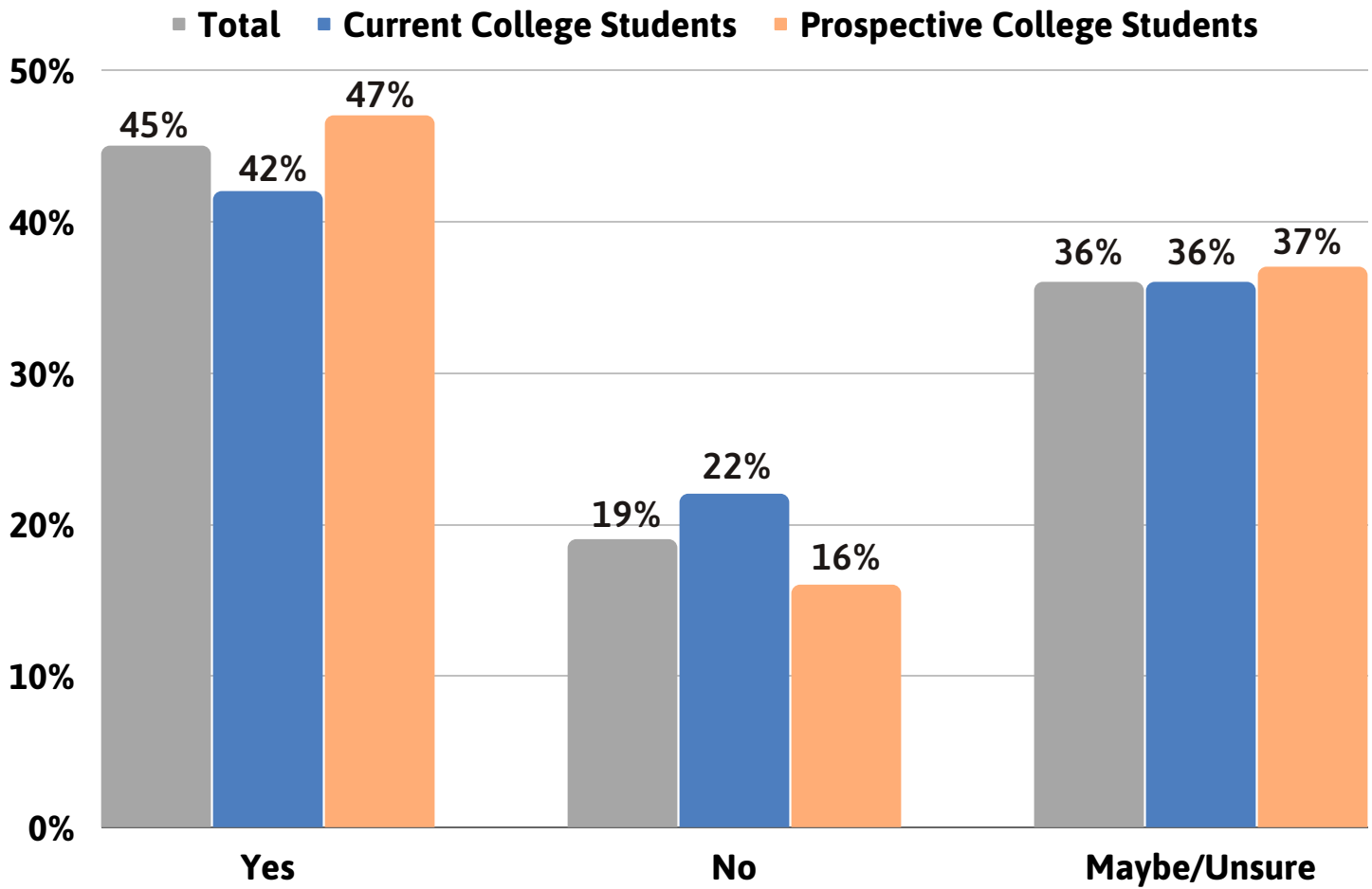


Question: Tell us about your lifestyle priorities in the next six months. However you personally define each, use the scale provided to indicate how you will prioritize these in the next SIX (6) MONTHS

THE COST OF COLLEGE

Just under half (45%) of students think that college is worth the cost, with 19 percent saying they do not think it is worth the cost. About one-third (36%) are unsure. Interestingly, current college students are more likely (22%) to think it is not worth the cost compared to prospective students (16%). This could be a function of the former having already directly experienced the high cost of college (tuition, room and board, textbooks, etc.).

IS COLLEGE WORTH THE COST?

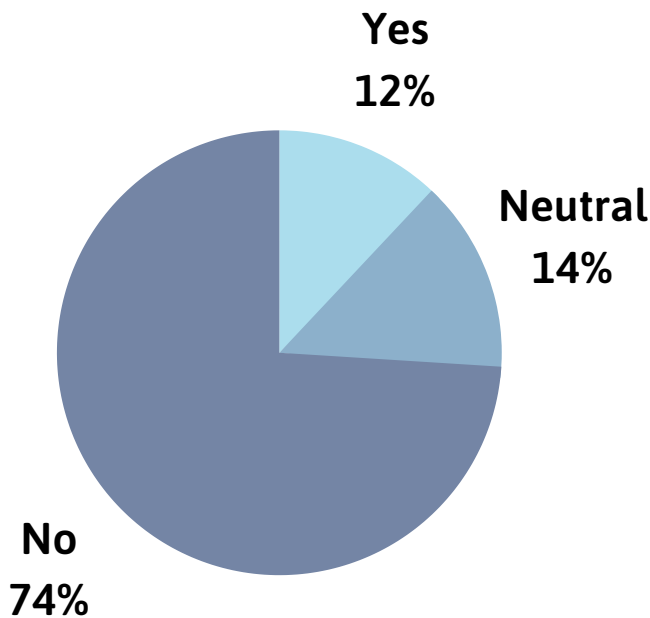


Question: Do you think that the college experience is worth the cost?

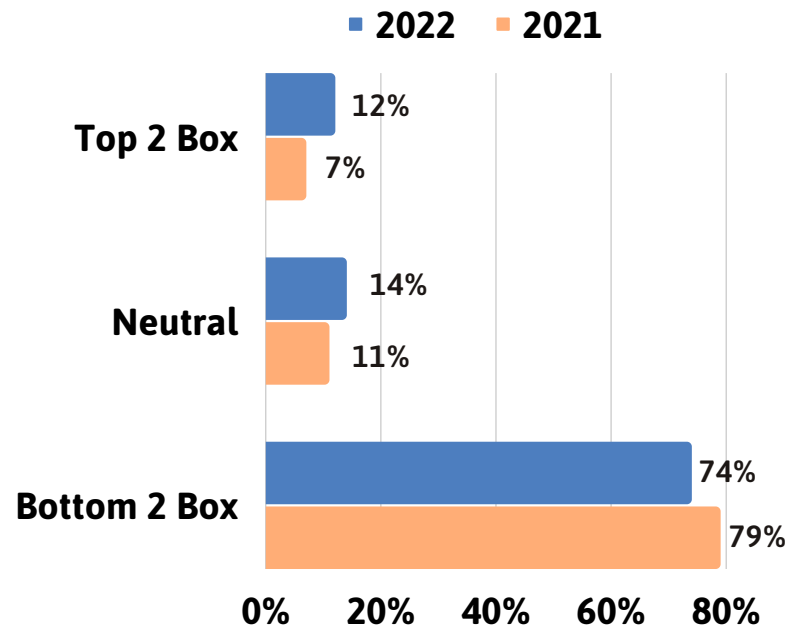
DROP OUT CONSIDERATION

12 percent of current college students responded are considering dropping out of the college/university where they are currently enrolled. This is up +5 points compared to the previous year.

CONSIDERING DROPPING OUT - 2022



YEAR-OVER-YEAR CHANGE

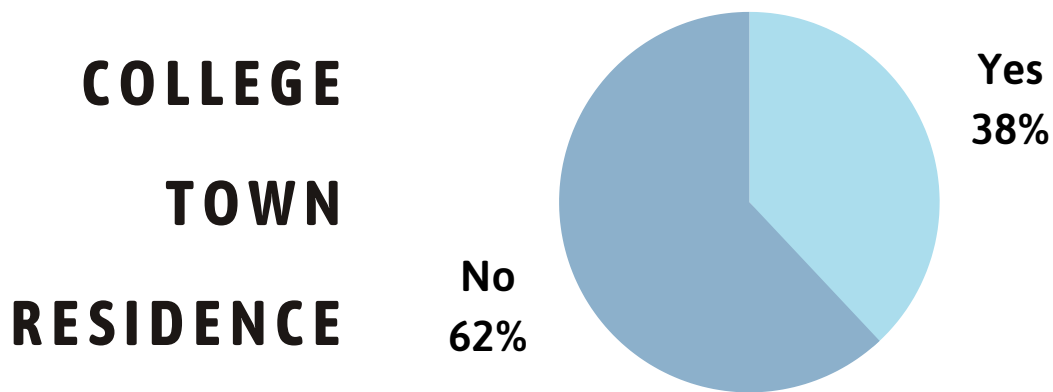


Question: How much do you agree or disagree with the following statement? "I am considering dropping out of the college/university I am currently enrolled in."

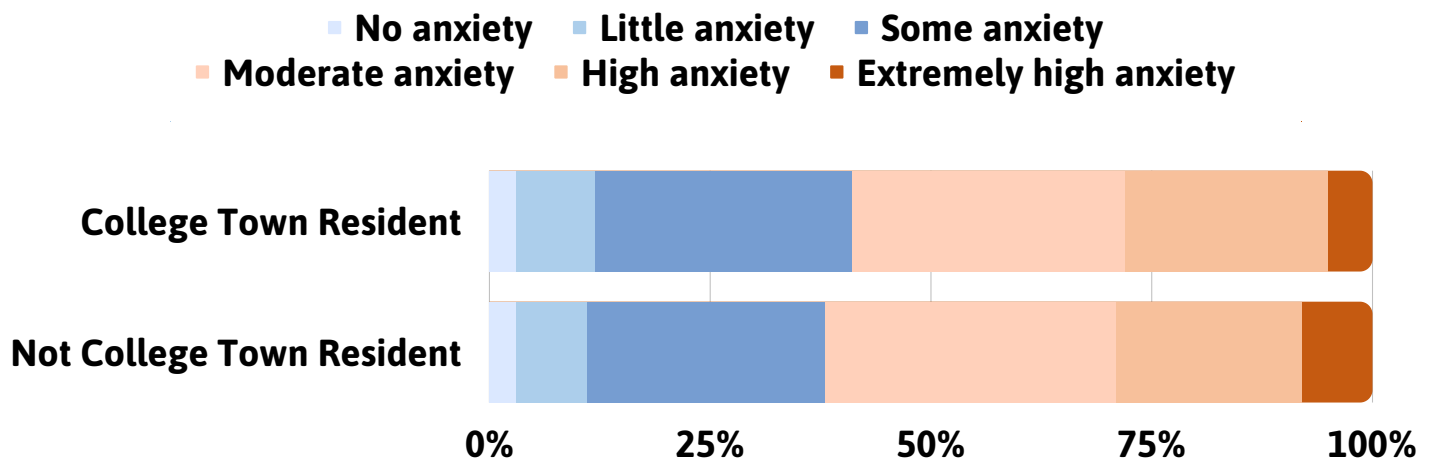
COLLEGE TOWNS

ANXIETY—COLLEGE TOWN RESIDENTS

Roughly four in ten (38%) of respondents currently live in a college town. College town residents were slightly less likely to report that feeling anxious compared to students not living in college towns (-3 points).



ANXIETY BY RESIDENCE STATUS

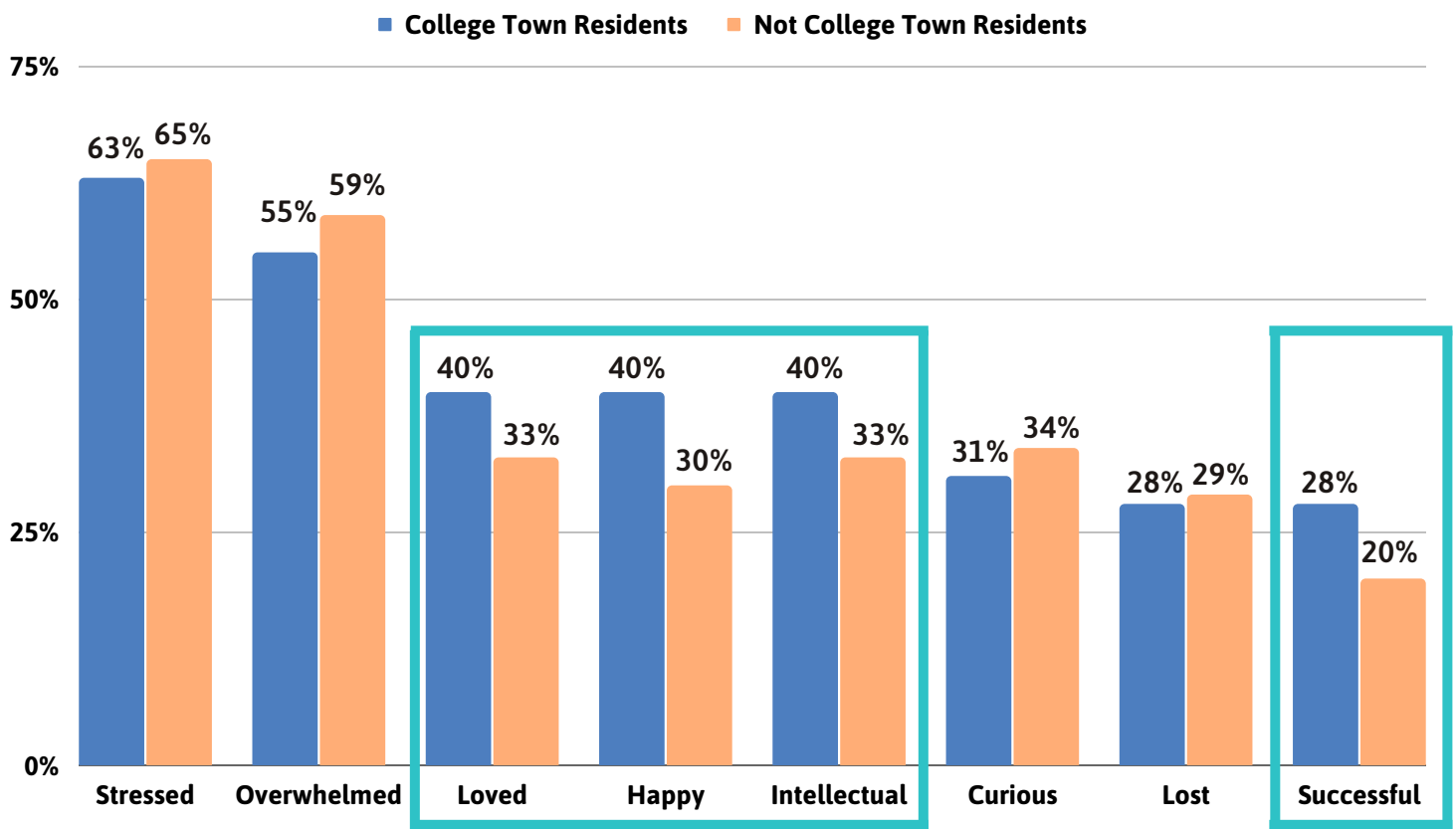


Questions: Do you live in a college town? (Select one) AND Please rate your average level of daily anxiety right now.

EMOTIONAL STATE — COLLEGE TOWN RESIDENTS

While there was minimal difference in anxiety levels between the two groups, a significantly higher percentage of college town residents reported positive emotional states compared to non-college town residents. College town residents reported feeling more loved (+13 points), more intellectual (+13 points), happier (+10 points), and more successful (+8 points).

EMOTIONAL STATE



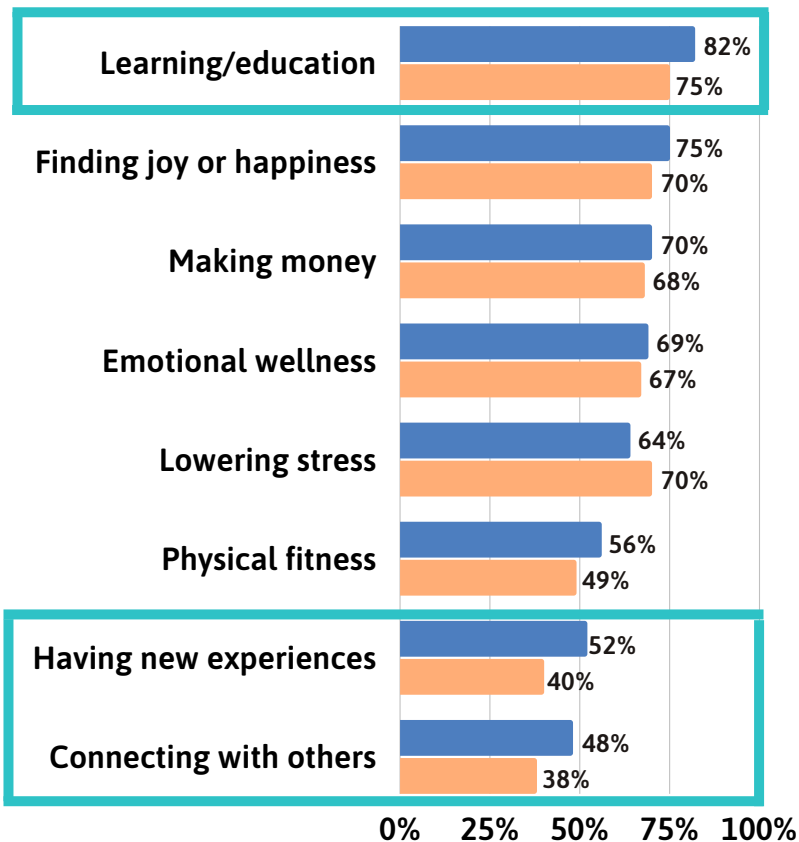
Question: Which of these words do you identify with right now? (Select all that apply)

LIFESTYLE PRIORITIES – COLLEGE TOWN RESIDENTS

When asked about their lifestyle priorities in the next six months, college town residents were more likely to prioritize having new experiences (+12 points), connecting with others (+10 points), and learning/education (+7 points) compared to non-college town residents.

LIFESTYLE PRIORITIES – NEXT 6 MONTHS

- College Town Residents
- Not College Town Residents



Lifestyle Priority	College Town Residents vs. Not Residents Difference
Learning/education	+7%
Finding joy or happiness	+5%
Making money	+2%
Emotional wellness	+2%
Lowering stress	-6%
Physical fitness	+7%
Having new experiences	+12%
Connecting with others	+10%

Question: Tell us about your lifestyle priorities in the next six months. However you personally define each, use the scale provided to indicate how you will prioritize these in the next SIX (6) MONTHS

COLLEGE TOWNS

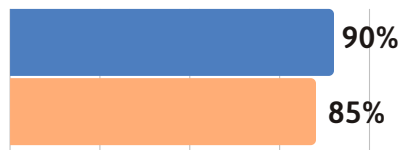
THE ROLE OF COLLEGE – COLLEGE TOWN RESIDENTS

College town residents were significantly more likely than non-college town residents to say the “in-person” college/university experience is important to them (+16 points). They also have a slightly more positive perception of the role of college on their professional success, with 90% saying a college degree plays an important role in their future success compared with 85% of non-college town residents.

IMPORTANCE OF COLLEGE ATTRIBUTES – TOP 2 BOX

- College Town Residents
- Not College Town Residents

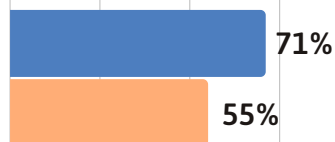
HAVING A COLLEGE DEGREE PLAYS AN IMPORTANT ROLE IN MY FUTURE PROFESSIONAL SUCCESS.



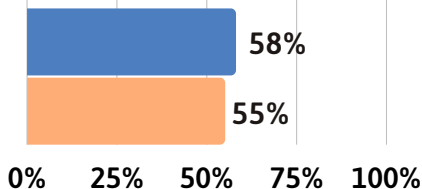
IT IS IMPORTANT THAT UNIVERSITIES/COLLEGES OFFER VIRTUAL OPTIONS FOR ALL CLASSES.



THE “IN-PERSON” COLLEGE/UNIVERSITY EXPERIENCE IS IMPORTANT TO ME.



YOU WILL BE AT A DISADVANTAGE IN THE WORKFORCE IF YOU DO NOT HAVE A COLLEGE DEGREE.



Lifestyle Priority	College Town Residents vs. Not Residents Difference
Having a college degree plays an important role in my future professional success.	+5%
It is important that universities/colleges offer virtual options for all classes.	-2%
The “in-person” college/university experience is important to me.	+16%
You will be at a disadvantage in the workforce if you do not have a college degree.	+3%

Question: How much do you agree or disagree with the following statements?

CAREER OUTLOOK

IMPORTANT FACTORS WHEN SEEKING A COMPANY TO WORK FOR

Stability tops the list of factors most important to students when seeking a company for employment. This is particularly the case for current college students, who were more likely to select stability (+10 points) as well as a culture of work-life balance (+11 points) compared to prospective college students. On the other hand, prospective college students were slightly more likely to look at health and safety of the workplace (+7 points) and strong growth in profits (+6 points).

MOST IMPORTANT FACTORS IN A COMPANY OR ORGANIZATION



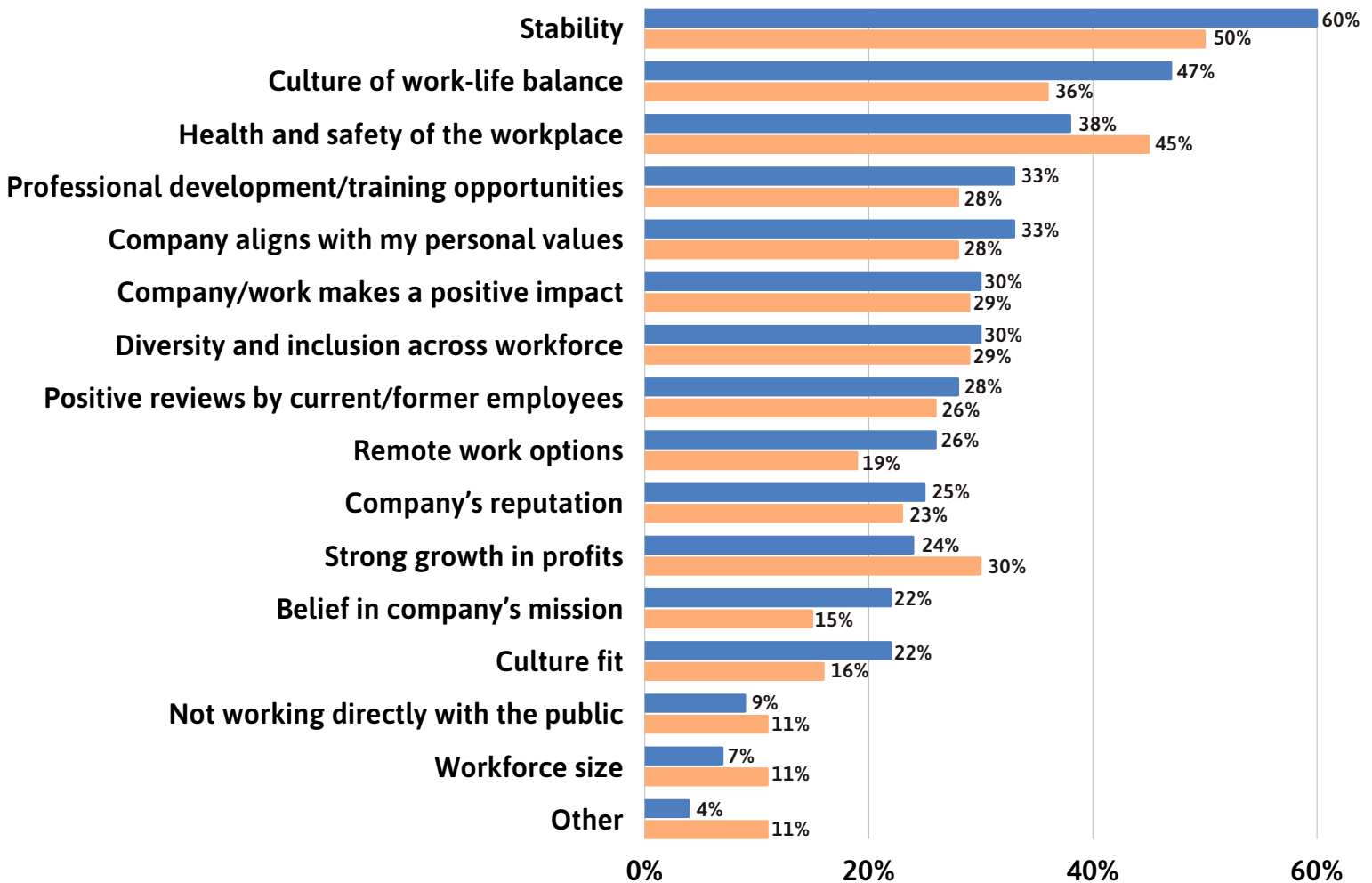
Question: Post-college when you are seeking employment, what will be the most important factors you seek in a company or organization to work for? Please select your top 5.

CAREER OUTLOOK

IMPORTANT FACTORS WHEN SEEKING A COMPANY TO WORK FOR (CONTINUED)

IMPORTANT FACTORS - CURRENT VS. PROSPECTIVE STUDENTS

■ Current College Students ■ Prospective College Students



Question: Post-college when you are seeking employment, what will be the most important factors you seek in a company or organization to work for? Please select your top 5.

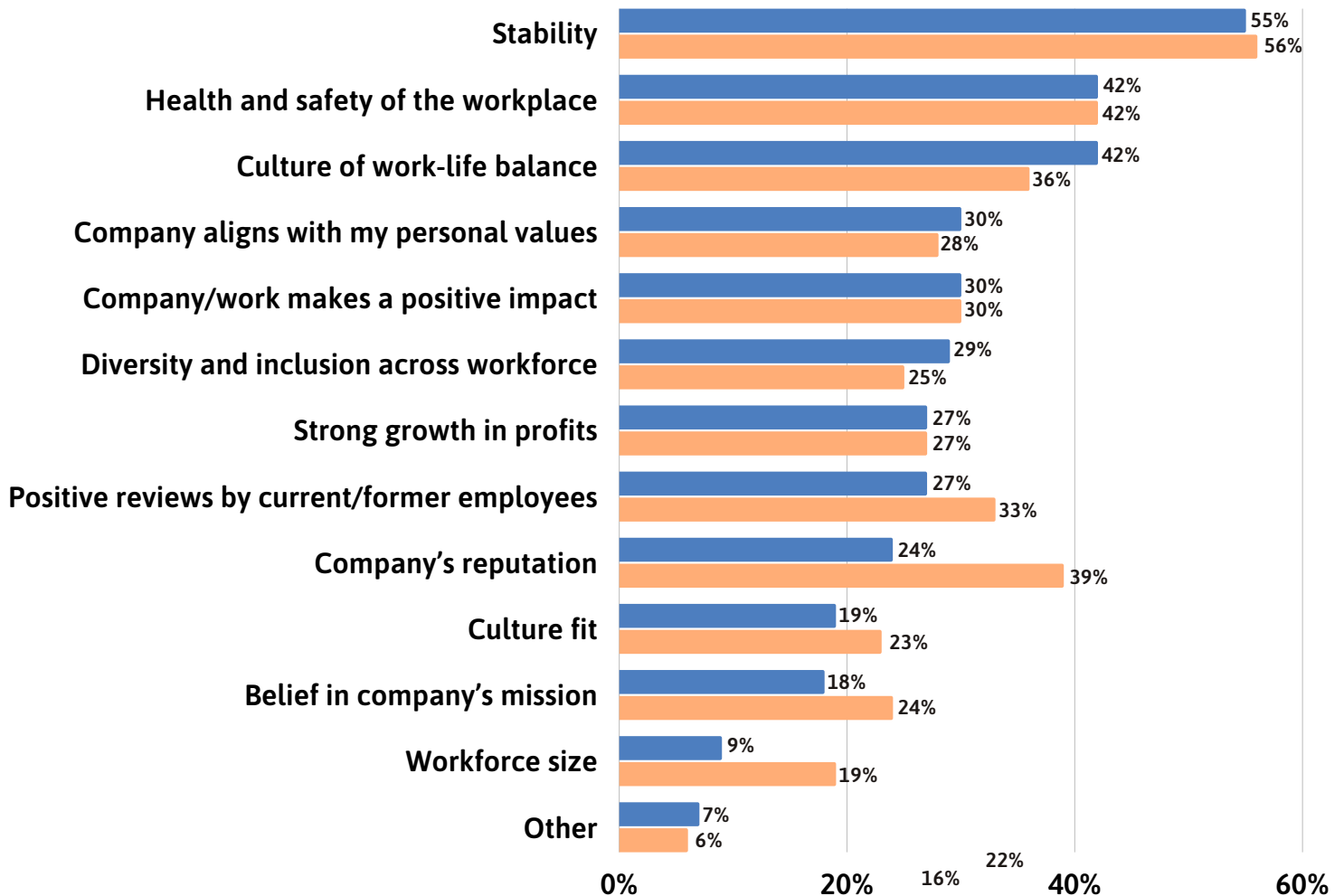
CAREER OUTLOOK

IMPORTANT FACTORS WHEN SEEKING A COMPANY TO WORK FOR (CONTINUED)

When compared to the American workforce, students were less likely to select a company's reputation (-15 points) or workforce size (-10%) as factors considered important when seeking a company for employment. Looking at factors that students deemed more important than workers, 42 percent of students look for a culture of work-life balance compared to only 36 percent of the American workforce. Diversity and inclusion across the workforce was also ranked higher among students (+4 points).

IMPORTANT FACTORS – STUDENTS VS. EMPLOYEES

■ Students ■ American Workforce



Question: What will be the most important factors you seek in a company or organization to work for? Please select your top 5.

CAREER OUTLOOK

IMPORTANT FACTORS WHEN SEEKING A COMPANY TO WORK FOR (CONTINUED)

Factor	Student vs. Workforce
Stability	-1%
Health and safety of the workplace	-1%
Culture of work-life balance	6%
Company aligns with my personal values	2%
Company/work makes a positive impact to society	0%
Diversity and inclusion across workforce	4%
Strong growth in profits	0%
Positive reviews by current/former employees	-6%
Company's reputation	-15%
Culture fit	-4%
Belief in company's mission	-6%
Workforce size	-10%
Other	1%

Question: What will be the most important factors you seek in a company or organization to work for? Please select your top 5.

LONG-TERM CAREER GOALS

When asked about their long-term professional goals, job stability was ranked highest (66%) followed by achieving work/life balance (64%) and flexibility (59%). Current college students were more likely to professional growth opportunities once at an organization (+12 points) and achieving work/life balance (+9 points) compared to prospective college students.

LONG-TERM CAREER GOALS

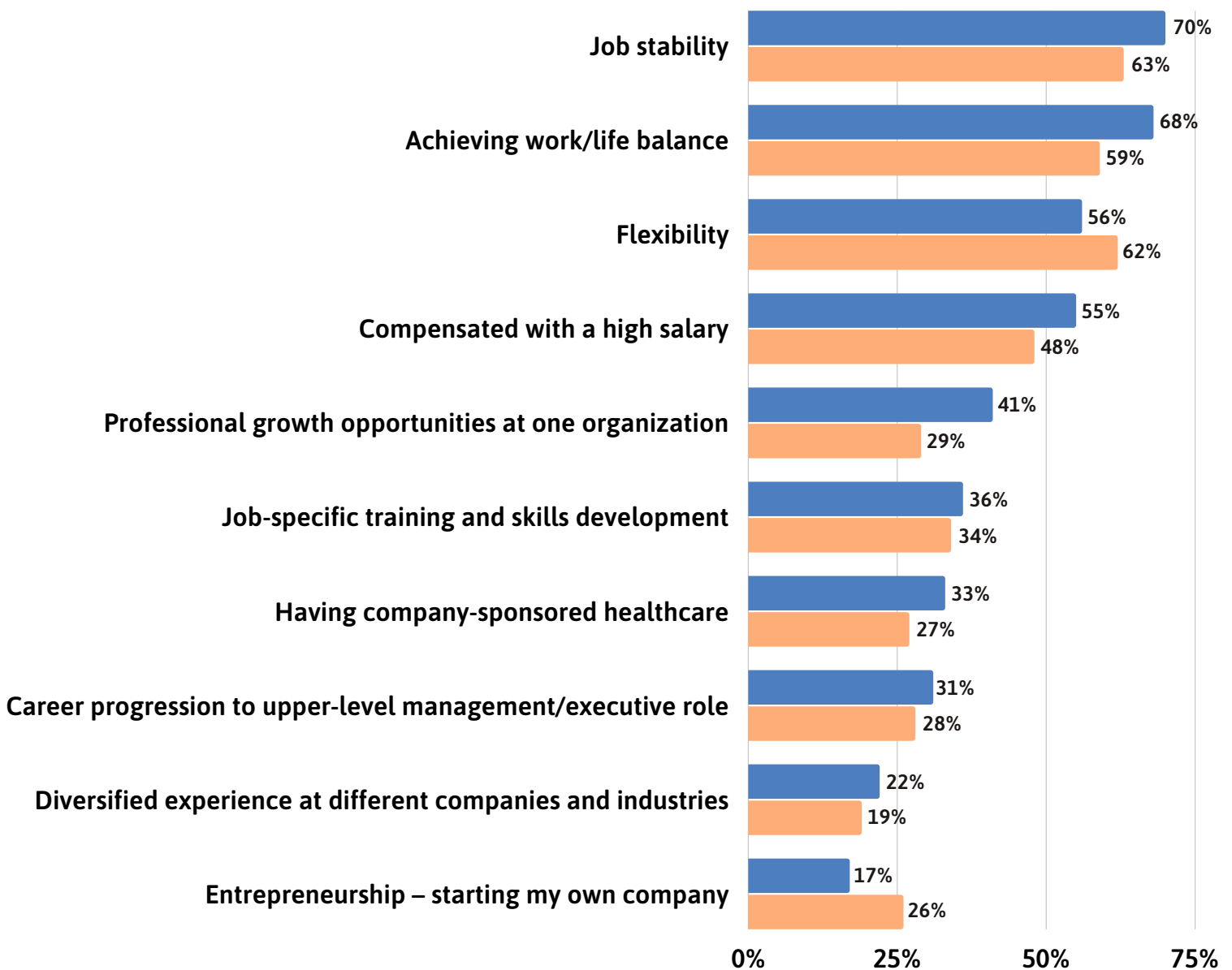


Question: Which of the following represent your long-term professional/career goals? (Select all that apply)

LONG-TERM CAREER GOALS (CONTINUED)

LONG-TERM CAREER GOALS

■ Current College Students ■ Prospective College Students



Question: Which of the following represent your long-term professional/career goals? (Select all that apply)

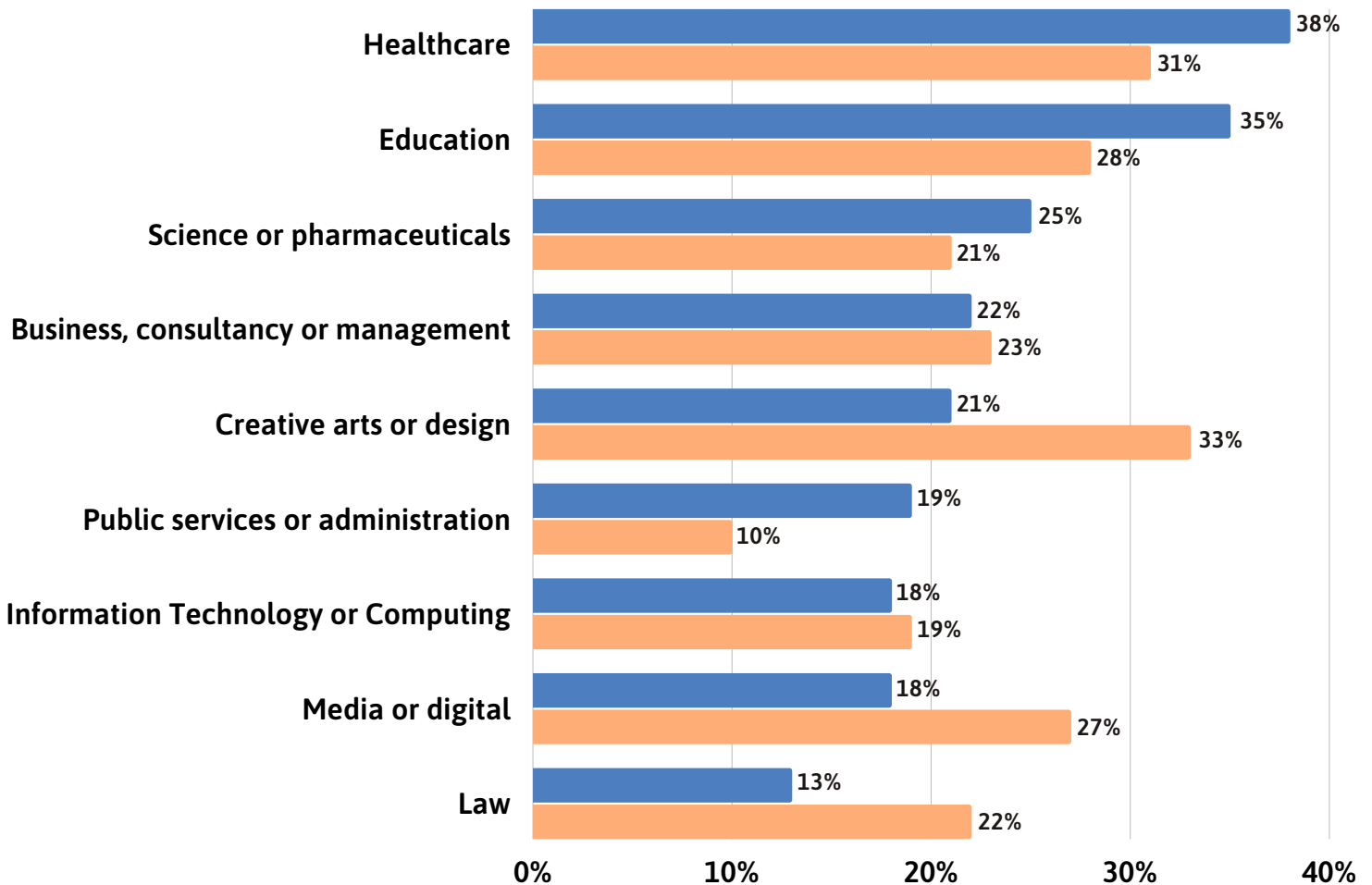
CAREER OUTLOOK

INDUSTRIES THAT BEST REPRESENT THEIR CAREER GOALS

Overall, the healthcare industry ranked first among students when asked which industries best represent their ability to achieve their career goals. However, the creative arts or design industries ranked 2nd among prospective college students (33%) and 5th among current college students (21%). This reflects the higher share of prospective college students (24%) who reported an interest in pursuing majors in the visual and performing arts, compared to only 5 percent of current college students.

INDUSTRIES MOST CONDUCTIVE TO CAREER GOALS

■ Current College Students ■ Prospective College Students



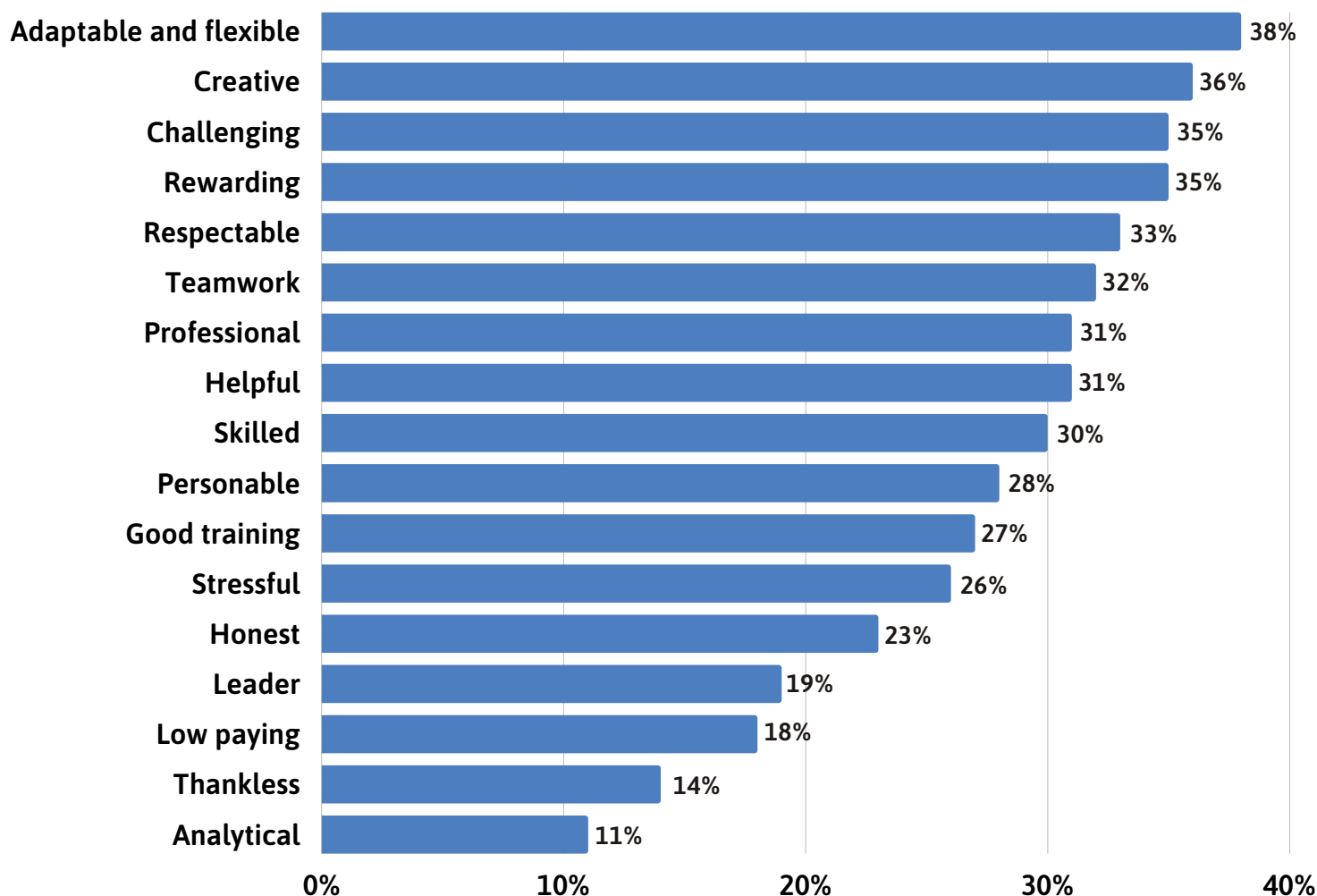
Question: Which of these industries do you think best represent your being able to achieve your professional/career goals? Please select the top 6.

TRAVEL & TOURISM INDUSTRY PERCEPTIONS

TOP ATTRIBUTES TO DESCRIBE CAREERS IN THE TRAVEL INDUSTRY

“Adaptable and flexible” is the number one attribute students used to describe careers in the travel and tourism industry (38%). Just over one-third of students perceive travel and tourism jobs to be creative (36%), challenging (35%), and rewarding (35%). Negative attributes were ranked significantly lower, with only one in four students selecting “stressful” (26%), and even fewer selecting “low-paying” (18%) or thankless (14%) to describe the industry.

TRAVEL & TOURISM ATTRIBUTES



Which of these attributes accurately describe how you perceive careers and career opportunities in the travel and tourism industry? (Select all that apply)

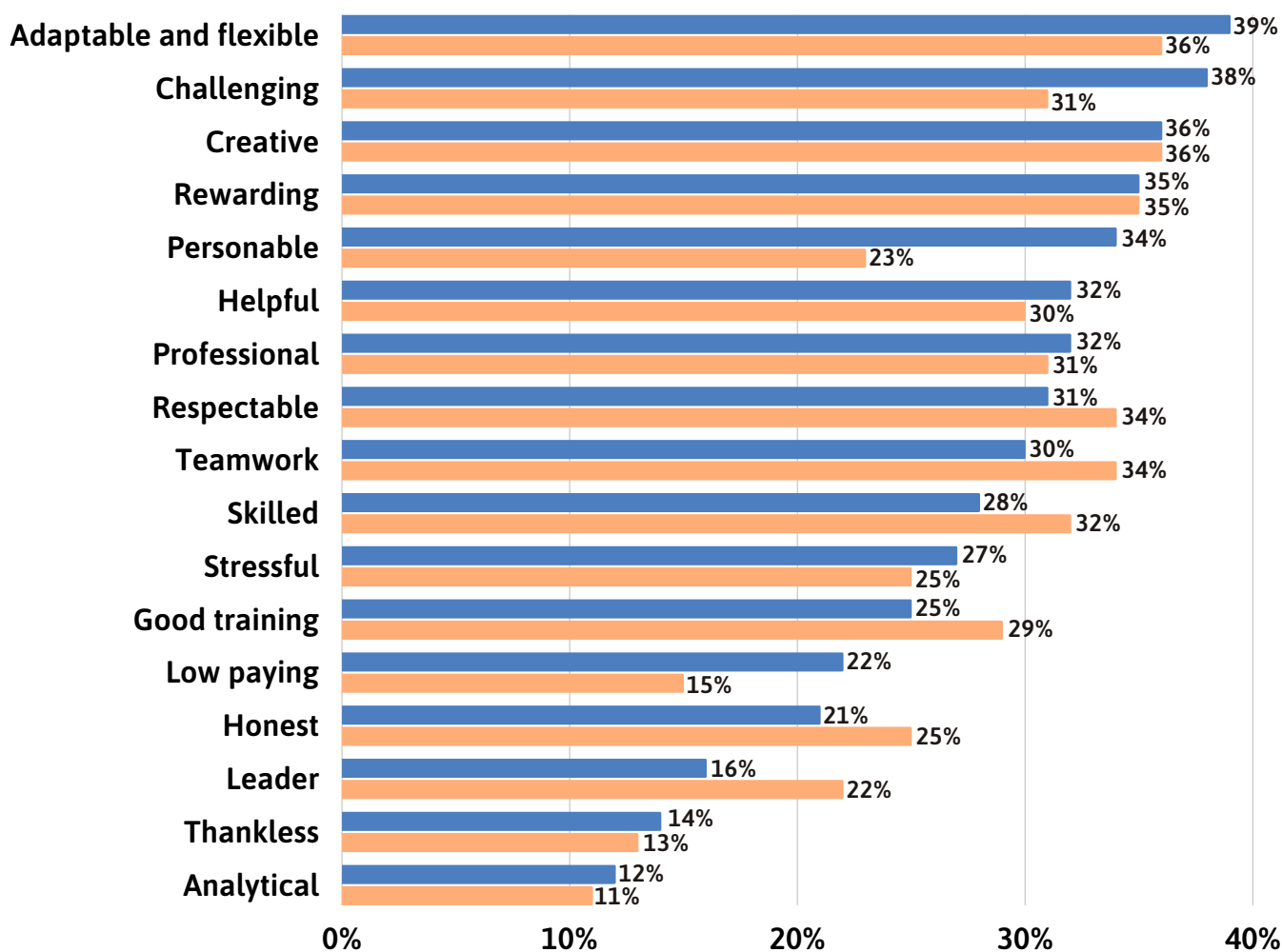
TRAVEL & TOURISM INDUSTRY PERCEPTIONS

TOP ATTRIBUTES TO DESCRIBE CAREERS IN THE TRAVEL INDUSTRY (CONTINUED)

When comparing how these attributes rank between current college students and prospective college students, a couple of distinctions emerge. Current college students were more likely to consider careers in the travel and tourism industry to be personable (+11 points), whereas prospective college students were more likely to select “leader” (+5 points) and “skilled” (+5 points) to describe travel industry careers.

PERCEPTION OF TRAVEL AND TOURISM CAREERS

■ Current College Students ■ Prospective College Students



Which of these attributes accurately describe how you perceive careers and career opportunities in the travel and tourism industry? (Select all that apply)