

GENERATION Z: Defining Their Approach to College

How high school students
plan the next chapter

COLLEGE SAVINGS FOUNDATION
2017 Survey of
High School Students



How will they pay for their education?

BY CONTRIBUTING

85% will or may contribute

BY SAVING

60% are saving for college
of those, **49%** have saved between
\$1,000 and \$5,000
27% have saved \$5,000+

BY WORKING

54% currently have jobs
85% will work during college

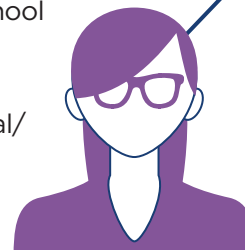
BY TAKING ON DEBT

11% will take on debt
52% will possibly take on debt

How do they decide on a college?

CAREER PLANS AND COST DRIVE DECISIONS

69% say career plans will affect their choice
of college
79% say cost will affect their choice of college
39% say cost altered their college plans
of those, **41%** chose a state school
40% chose a
community college
9% chose a vocational/
career school
7% are choosing
to work



How are parents involved?

DISCUSSIONS STUDENTS HAVE WITH PARENTS: PRIMARY TOP THREE TOPICS

41% of students discuss their career path
27% of students discuss choosing between public and
private school
19% of students discuss how to pay for college

AS ROLE MODELS

60% of parents are saving for their child's education
32% of parents are saving primarily in 529s
60% of students are saving for college
22% of students are saving primarily in 529s
71% of students saving in a 529 have parents who are also
saving in a 529



Where are they choosing to go?

44% chose a public college
25% chose a community college
18% chose a private college
6% chose a vocational school or
career program



CollegeSavings
FOUNDATION

www.collegesavingsfoundation.org

The College Savings Foundation (CSF) is a Washington, D.C. based not-for-profit organization helping American families achieve their education savings goals.