

RAB Instant Background - Higher Education

Consumer Insights

Who Buys

Profiling adults 18+ who currently attend either a college or university:	
	Currently attending college or university
Male	43.1%
Female	56.9%
18-24	53.6%
25-34	24.9%
35-44	10.7%
45-54	6.3%
55-64	2.8%
65+	1.8%
Household Income: \$100K+	34.7%
Household Income: \$75,000-\$99,999	13.8%
Household Income: \$60,000-\$74,999	10.4%
Household Income: \$50,000-\$59,999	7.5%
Household Income: \$40,000-\$49,999	8.1%
Household Income: \$30,000-\$39,999	7.9%
Household Income: \$20,000-\$29,999	5.8%
Household Income: Under \$20,000	11.9%
Race: White	64.5%
Race: Black/African American	15.0%
Race: Other Race/Multiple Classifications	20.6%
Hispanic, Latino or Spanish Origin	19.9%
Census Region: North East	15.8%
Census Region: South	40.6%
Census Region: Midwest	16.9%
Census Region: West	26.8%
Single	69.3%
Married	24.0%
Divorced/Separated/Widowed	6.7%
Total Radio Weekly Dayparts Cume: Monday - Sunday 24- Hour	89.1%
(Source: GfK MRI Doublebase, 2019)	

Major market segmentation for American colleges and universities: Students ages 17 and under, 3.7%; students ages 18-21, 47.1%; students ages 22-29, 31.4%; students ages 30 and older, 17.8%.

(Source: IBISWorld, 2020)

Major market segmentation for community colleges: Students ages 17 and under, 12.7%; students ages 18-21, 40.0%; students ages 22-29, 26.3%; students ages 30 and older, 21.0%.

(Source: IBISWorld, 2020)

Major market segmentation for trade and technical schools: Students 25 years old and under, 28.5%; students 25-34 years old, 25.1%; students 35-64 years old, 40.3%; students 65 years and older, 6.1%.

(Source: IBISWorld, 2020)

Target populations of online education programs in the United States in 2019: Adult students returning to school after an absence, 79%; transfer students, 61%; first-generation students, 45%; military, 42%; students with disabilities, 29%; academically underprepared students, 26% and international students outside the U.S., 25%.

(Source: BestColleges, 2019)

According to U.S. News and World Report, the average online bachelor's degree student is over 30 years old and employed while in school.

(Source: Online Schools Report, 2020)

75% of college students commute to class while juggling parenting, working or both.

(Source: Lumina Foundation, 2020)

38% of all today's undergraduates are older than 25 years old.

(Source: Lumina Foundation, 2020)

Since the mid-1990s, college enrollment among Hispanic students tripled. Enrollment among Black students grew by 72%.

(Source: Lumina Foundation, 2020)

Almost half of today's students are on their own financially. Half of those students (25%) have financial dependents of their own.

(Source: Lumina Foundation, 2020)

What They Buy

Share of degrees awarded by U.S. colleges and universities, by category: Bachelor's degrees, 66.8%; Master's degrees, 26.9%; Doctorate degrees, 6.3%.

(Source: IBISWorld, 2020)

Product and services segmentation for trade and technical schools in the US: Cosmetology and barber schools, 12.3%; flight training schools, 24.6%; apprenticeship training schools, 12.2%; Other technical and trade schools, 50.9.

(Source: IBISWorld, 2020)

Since the COVID-19 pandemic started, 97% of college students have switched to online instruction, 63% indicate the online instruction received is worse, compared to in-person instruction, 31% indicate it's about the same and 5% feel it's better.

(Source: Education Data, 2020)

Products and services segmentation of community colleges: Certificates and non-degree programs, 40.5%; liberal arts and sciences associate degrees, 23.4%; healthcare profession associate degrees, 10.7%; business associate degrees, 6.9%; protective services associate degrees, 2.1%; computer and information sciences associate degrees, 1.9%; other associate degrees, 14.5%.

(Source: IBISWorld, 2020)

According to 2019 data from the National Center for Education Statistics, four-year public institutions increased tuition fees at an annualized rate of 1.9% between 2015 and 2018, whereas four-year nonprofit private institutions raised tuition at an annualized rate of 3.1% during the same period (latest data available).

(Source: IBISWorld, 2020)

The most popular field of study in online learning is business. However, as the diversity of programs and online offerings has expanded, other fields of study are increasing in popularity.

(Source: Education Data, 2020)

When They Buy

According to research by The College Board, the summer before a student's senior year is the best time to start applying to colleges. Most students do the majority of their application work in the fall of their senior year.

(Source: The College Board, 2020)

A high national unemployment rate typically indicates poor economic performance and limited job prospects. Therefore, during periods of high unemployment, individuals are more likely to stay in school and pursue higher education instead of entering the workforce, which increases demand for industry services. The national unemployment rate is expected to increase in 2020.

(Source: IBISWorld, 2020)

Where They Buy

Top 15 states with the highest number of four-year higher education institutions in the United States in 2020 (number of two-year institutions in parentheses): 1. California, 259 (161); 2. New York, 231 (64); 3. Texas A&M University (College Station), TX; 4. Ohio State University, (Columbus, Ohio), 61,170; 5. University of Maryland (Adelphi, Maryland), 60,603; 6. Florida International University (Miami, Florida), 58,064; 7. University of Florida (Gainesville, Florida), 52,218; 8. New York University (New York, NY), 51,847; 9. University of Texas at Austin (Austin, Texas), 51,832; 10. Arizona State University-Tempe Campus (Tempe, Arizona), 51,585.

(Source: US Department of Education, 2020)

Southern New Hampshire University had the largest increase in undergrad enrollment, at 57,970, and the third largest graduate enrollment increase, at 14,846. Grand Canyon University had the largest increase in graduate enrollment, at 19,186 and the sixth biggest undergrad enrollment increase, at 16,777. The University of Maryland-University College increased online undergrad enrollment by 10,649, but online graduate enrollment decreased by 596. South University, Savannah Online's online enrollment had a 2,625 graduate increase and 7,402 undergrad decrease.

(Source: Online Schools Report, 2020)

The top 10 largest four-year universities in the US, by 2019-2020 enrollment numbers: 1. Liberty University (Lynchburg, Virginia), 79,152; 2. University of Central Florida (Orlando, Florida), 68,571; 3. Texas A&M University (College Station), TX; 4. Ohio State University, (Columbus, Ohio), 61,170; 5. University of Maryland (Adelphi, Maryland), 60,603; 6. Florida International University (Miami, Florida), 58,064; 7. University of Florida (Gainesville, Florida), 52,218; 8. New York University (New York, NY), 51,847; 9. University of Texas at Austin (Austin, Texas), 51,832; 10. Arizona State University-Tempe Campus (Tempe, Arizona), 51,585.

(Source: CollegeExpress, 2020)

Business concentration of trade and technical schools in the US in 2020: California, 12.9%; Texas, 8.3%; Florida, 8%, New York, 5.1%; Illinois, 3.9%; Pennsylvania, 3.4%; Ohio, 3.4%; Washington, 3.2%; Arizona, 2.7%.

(Source: IBISWorld, 2020)

How They Buy

As college tuition becomes increasingly pricey and national student debt skyrockets, online education has proven to be a popular alternative for students who need a more practical, efficient, and affordable option than on-campus degrees.

(Source: Online Schools Report, 2020)

In 2019, 46% of faculty members said they have taught an online course for credit compared to 39% in 2016.

(Source: Education Data, 2020)

According to Federal Student Aid, US student loan debt has reached \$1.6 trillion in 2020.

(Source: IBISWorld, 2020)

Revenue for trade schools is largely generated from tuition fees, as tuition varies considerably among institutions and depends on the course and degree. Some courses may take as little as six weeks to complete, while others take up to two years. The additional time and resources associated with long-term courses translate to significant discrepancy in tuition.

(Source: IBISWorld, 2020)

Community college tuition varies between states, but these fees are considerably lower on average than those at four-year colleges. In general, this price difference makes community colleges a particularly attractive option for low- to middle-income families. However, tuition fees have increased over the past five years as government funding has declined and industry institutions have been forced to make up for lost government revenue through higher tuition fees.

(Source: IBISWorld, 2020)

Why They Buy

Undergraduates' most important factors in the decision about which school to choose for an online program in 2019 (graduate students' answer in parentheses): Affordability, 60% (46%); reputation of the school/program, 39%; (39%); Offered quickest path to a degree, 31% (29%); I can take both online and on-campus courses during my program, 28% (24%); proximity to where I work or live, 21% (20%); quality of faculty, 20% (34%); had favorable admission requirements, 21% (18%).

(Source: Learning House, 2019)

New technology and economic restructuring have caused qualified tradespeople to enroll in continuing education courses to keep their skills up to date. As a result, many trade and technical schools have started offering a larger variety of classes and expanded facilities to embrace rising demand.

(Source: IBISWorld, 2020)

Business Information

There were 3,995 higher education degrees earned in the United States in the 2019-2020 academic year.

(Source: National Center for Education Statistics, 2020)

Technologies such as 3D printers, artificial intelligence, cloud systems, virtual reality, augmented reality, automation, learning management systems, internet-of-things, data analytics, and robotics are transforming both the future of work and the future of education.

(Source: Online Schools Report, 2020)

Competing for state funding, rising tuition rates, and students' and employers' needs are contributing factors that are influencing higher education institutions to provide more innovative online solutions and valuable student learning experiences.

(Source: Online Schools Report, 2020)

College administrators are more likely to endorse distance learning than faculty.

(Source: Education Data, 2020)

Four-year institutions are seeing an average of 6-8% decline in Fall 2020 enrollment as of June 2020.

(Source: Education Data, 2020)

Among high school seniors who were intending to enroll in a four-year institution in Fall 2020 before March 1 and COVID-19: 24% indicated they were likely to change their minds about what college to attend because of COVID-19. 11% had decided they were no longer planning to enroll in college for Fall 2020. 8% indicated their change in plans was due to the COVID-19 pandemic. 3% indicated their change in plans was due to other reasons.

(Source: Education Data, 2020)

Among current college students (undergrad) who were enrolled at 4-year institutions before March 1 and COVID-19: 49% indicated their family's financial situation had been affected by COVID-19. 41% of college students indicate their opinion of their current school has worsened after the COVID-19 outbreak

(Source: Education Data, 2020)

Changing labor market requirements will continue to encourage job seekers to choose vocational courses over apprenticeships and on-the-job training. Furthermore, the increasing cost of four-year colleges has caused some people to seek alternative forms of education. While technical and trade schools still face competition from the community colleges industry and more stringent regulatory oversight, future prospects are positive.

(Source: IBISWorld, 2020)

The proportion of students enrolled in online-only classes for trade and technical schools has exploded over the past five years as the online courses grow more widely accepted. The Internet has been a source of growth for the industry in terms of revenue and profit.

(Source: IBISWorld, 2020)

Why Radio

Radio has established itself as an excellent vehicle for advertisers to deliver their messages to an increasing number of potential buyers. Each week, radio reaches 89.1% of persons ages 18+, and 62% of these consumers on a daily basis. In all, more than 226 million Americans ages 18-and-older listen to radio every week.

(Source: Nielsen Audio, 2020)

According to a 2019 GfK MRI study, on a weekly basis radio reaches 89.1% of adults 18+ who currently attend either a college or university.

(Source: GfK MRI Doublebase, 2019)

Miscellaneous Industry Facts or Category Trivia

In general, all colleges are experiencing an on-campus enrollment downturn. Higher education institutions are facing pressures such as shrinking enrollment pools, record low state funding, fewer international students, and a general wavering belief in the usefulness of a college degree.

(Source: Online Schools Report, 2020)

88% of single student-parents have incomes below 200% of the poverty line.

(Source: Lumina Foundation, 2020)

Students work on average 19 hours per week.

(Source: Lumina Foundation, 2020)

Relevant Links

The College Board:
www.collegeboard.org

National Center for Education Statistics:
www.nces.ed.gov

American Association of Community Colleges:
www.aacc.nche.edu

Accrediting Commission of Career Schools and Colleges:
www.accsc.org

National Association of College Stores:
www.nacs.org

(Source: RAB, 2020)