

THE DIGITAL COLLEGE RESEARCH EXPERIENCE

80



percent of students that indicate using college search sites to find scholarships



percent of students that find college review & scholarship sites as very useful

75

62



percent of these students that also search for financial aid information



percent of students that find social media sites as very useful

25



i

General Admissions

2

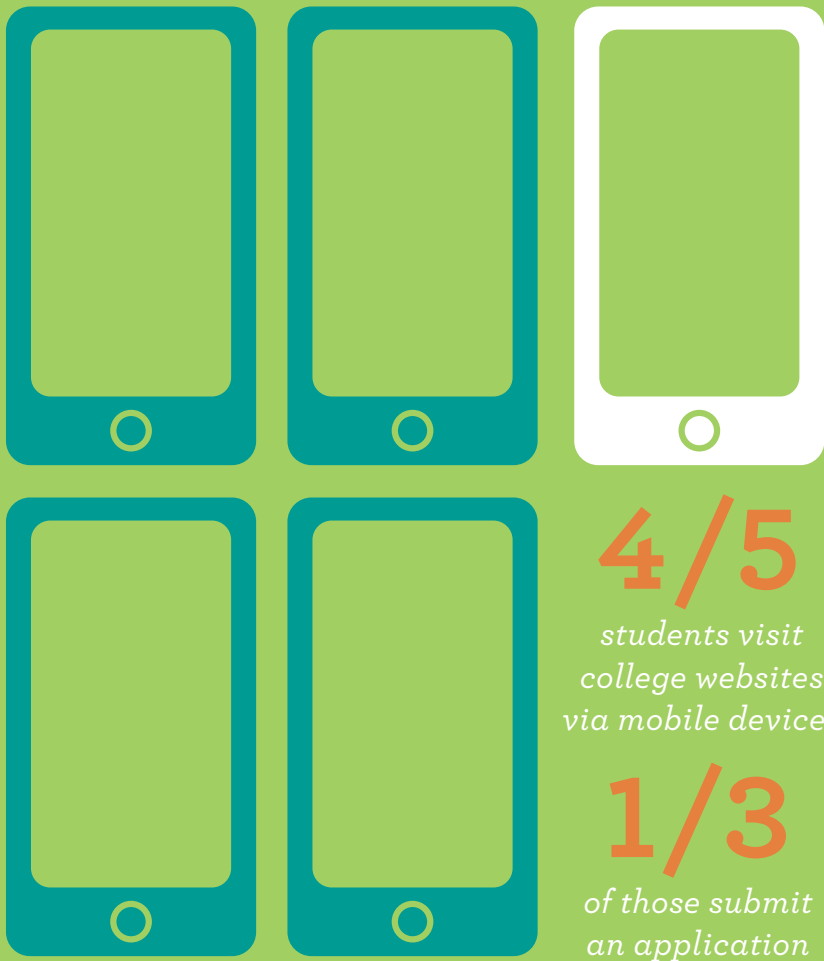
College they are considering (Major)

1

Campus Life

3

TOP INFORMATION STUDENTS LOOK FOR



24

percent of students that expect to hear back within a day of contacting college rep

62



number of students who say convos on social media influence where they enroll

2/3

👓 Top 2 Most Important Groups Students Interact With: **ADMITTED STUDENTS & ADMISSIONS COUNSELORS** 👓

SOCIAL MEDIA & APP USAGE TRENDS

