

Proximity to Home— Critical to 2021 College Decision-Making

New national survey results from Brian Communications, a national strategic communications agency, reveal that almost half of parents would prefer a college or university closer to home, a significant jump of close to a quarter from the agency's findings in spring 2020. Nearly a third of high school seniors agree with parents.

Many high school seniors and parents also express serious concerns about the cost of tuition and a need for frequent updates on campus safety precautions.

This follows October 2020 data from the National Student Clearinghouse Research Center showing that freshman enrollment has dropped more than 16% from last year at universities and colleges across the country, and by more than 20% at community colleges.



Students choosing to stay closer to home could be a lifeline for schools in more densely populated regions. For areas such as the Northeast, where there is a high concentration of colleges and universities, and not as much distance to travel, this could be a real opportunity to boost freshman enrollment by adjusting marketing and recruiting strategies. Parents seem to want their children to be able to drive home relatively quickly.

Brian Tierney, CEO of Brian Communications

Contact us for more on our national surveys
and other higher education insights.

LOCATION



49%

of **parents** now prefer their child attend a college closer to home

Nearly a third of **prospective students** agree

FINANCES



52%

of **prospective students** are considering attending a different college due to a change in finances

UPDATES



70%

of **parents** and **prospective students** want updates on campus safety precautions at least once a week, if COVID-19 cases peak this winter