Here are some of the challenges and opportunities of working with students entering college in 2012.

**Economics Influence Which Schools They Attend**
- 67% Believe That The Current Economic Situation Affected Where They Enrolled
- 43% Chose Where To Attend Based Upon Cost

**Their Reasons For Going To College**
- More Than Ever, Students Are Going To College To Be Able To

**And Their Personal Goals**
- 88% Get A Good Job
- 75% Make More Money
- 81% Want To Be Very Well Off Financially

74% 72% 69% 59%


**Fewer Are Attending Their First-Choice College**
13% Could Not Afford To Go To Their First-choice College

**Their Expectations About How Long It Takes To Graduate Differ From The Reality**
- 84% Think They Will Graduate In Four Years
- But Current National Statistics Say Only 38% Will Do So
- Despite Being Worried About Financing College, Some Will End Up Paying For A Fifth Year

**Academic Habits Tied To Success In College Are On The Rise**
- More Students, As High-School Seniors
- 57% Frequently Asked Questions In Class
- 56% Accepted Their Own Mistakes As Part Of The Learning Process
- 50% Revised Their Papers To Improve Their Writing
- 30% More Frequently Overwhelmed By All That They Had To Do As High-School Seniors

**But More Are Also Entering College Feeling Overwhelmed**
- 40% In Women 18%
- Especially For Women

**Politically They Are More Likely To View Themselves As “In The Center”**
- Yet Many Hold More “Liberal” Political And Social Views
- 75% Believe That Same-Sex Couples Should Have The Right To Marry
- 66% Believe The Wealthy Should Pay More Taxes
- 63% Believe In A National Healthcare Plan