

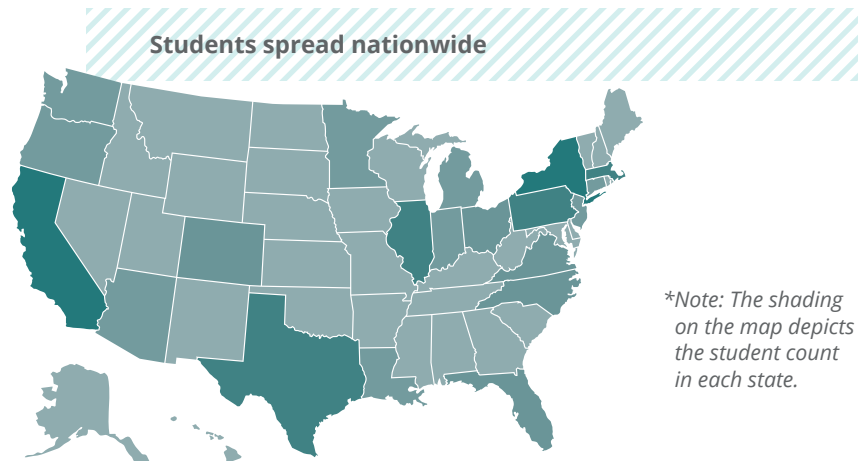
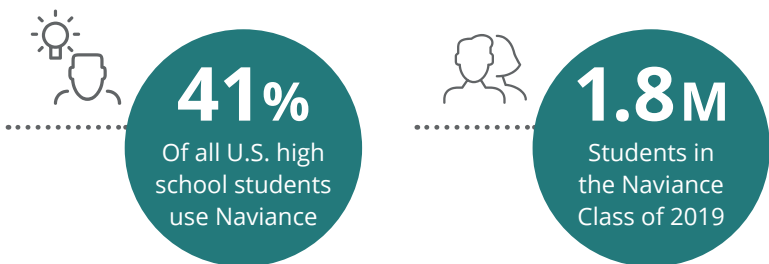
Naviance Student Insights

A Comprehensive Look at the 2019 Naviance Student

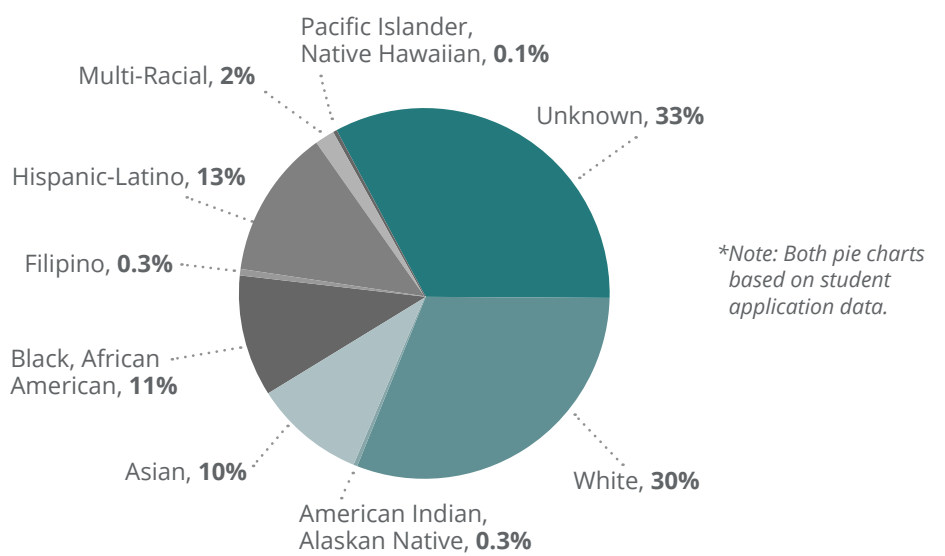
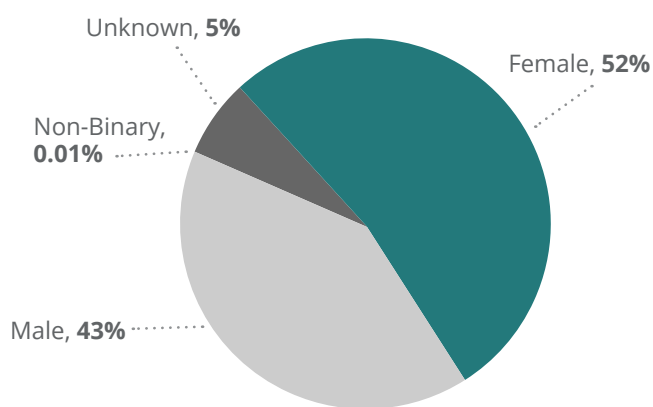
This year, Hobsons authored *Naviance Student Insights: A Comprehensive Look at the 2019 Naviance Student* for the first time in order to share insights on the post-secondary search process of students in Naviance. This infographic highlights three key findings from the report:

- Students continue to have high aspirations to attend college
- Students make their enrollment decision on more than academic match
- Naviance students see better outcomes

Who is the 2019 Naviance Student?



Naviance Class of 2019 Demographics



Students continue to have high college aspirations

88% Plan to go to college¹

59% Start their college search prior to 11th grade¹

MAJORS
The most important factor in Naviance students' college search¹

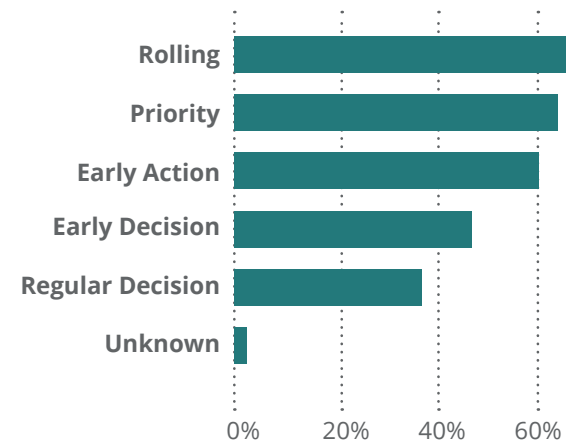
6.6 Average applications per student²

24% Increase in Early Action & Early Decision apps year-over year²

48% Applications to an academic "reach" school²

7.2M Applications submitted across
1.1M unique Naviance students²

Admission rates across application types



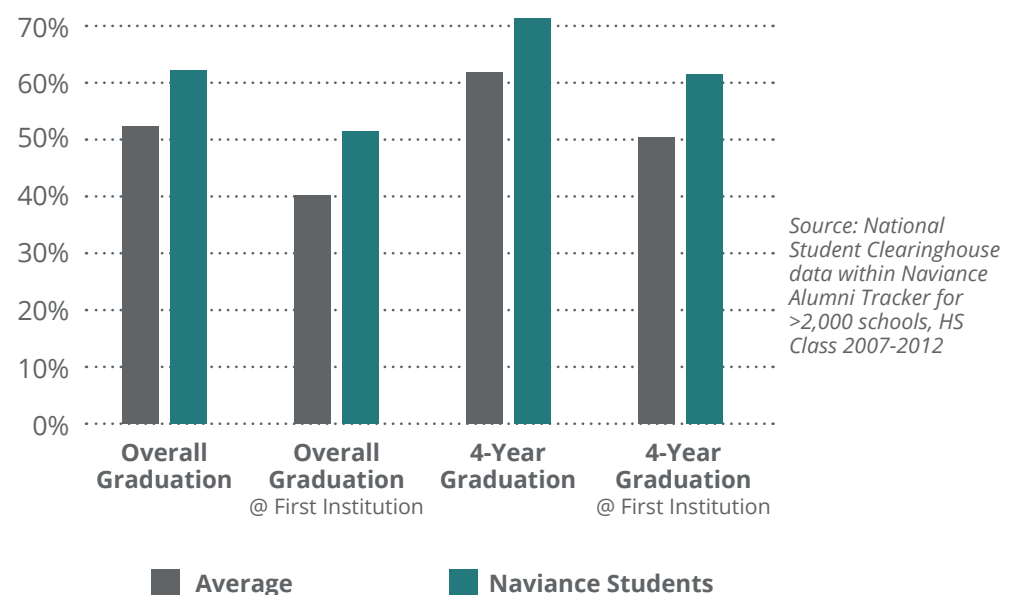
Students make enrollment decisions on more than academic match

The Class of 2019 was asked what their top three considerations were in deciding to enroll at a specific institution. The top three were:¹



When students were accepted to a "reach" school, they chose to enroll **24%** of the time; for "match" schools this increased to **25%**.

Naviance students are seeing better outcomes



¹ Results from 2019 Naviance Student Survey, ² Application data from Naviance