
MARKET FACTS!

MARKET FACT #38

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4M

**fewer American Teenagers
(Generation Z) went to College in
2022 in comparison to 2012**

DATE: September 12, 2023

COMMENT: Why is that important? Because the consumer market shifts to a completely different thing as this impacts future revenues until the Market matures in a reality where those who are experts in using The Internet make more than curriculum-based employees. Also, [one-third of students are dropping out of college](#) and many of these students are still holding a great amount of DEBT. According to the same source from the last link, **38-39% of students who took out student loans between 2012-2017 did not finish college in that time window.** That ends up meaning that a class of american people went to College, but only got debt out of it. And are not holding college credentials.

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