Get Ready, California!

CALIFORNIA COMPETES
15TH ANNIVERSARY
HIGHER EDUCATION FOR A STRONG ECONOMY

DEMAND FOR HIGHER EDUCATION IS HIGH

Many California adults intend to pursue higher education or training in the next two years. Flexible, affordable, career-connected pathways will be essential to turn that intent into enrollment and completion.

6.8 million adults plan to enroll in college

One in four California adults age 25 and older plans to pursue higher education or training in the next two years.

Intent Is Strongest Among



Adults ages 25–34
68% (3.1M)
plan to enroll



Latinx adults
47% (3.6M)
plan to enroll



Adults in households earning under $50,000
51% (3.3M)
plan to enroll

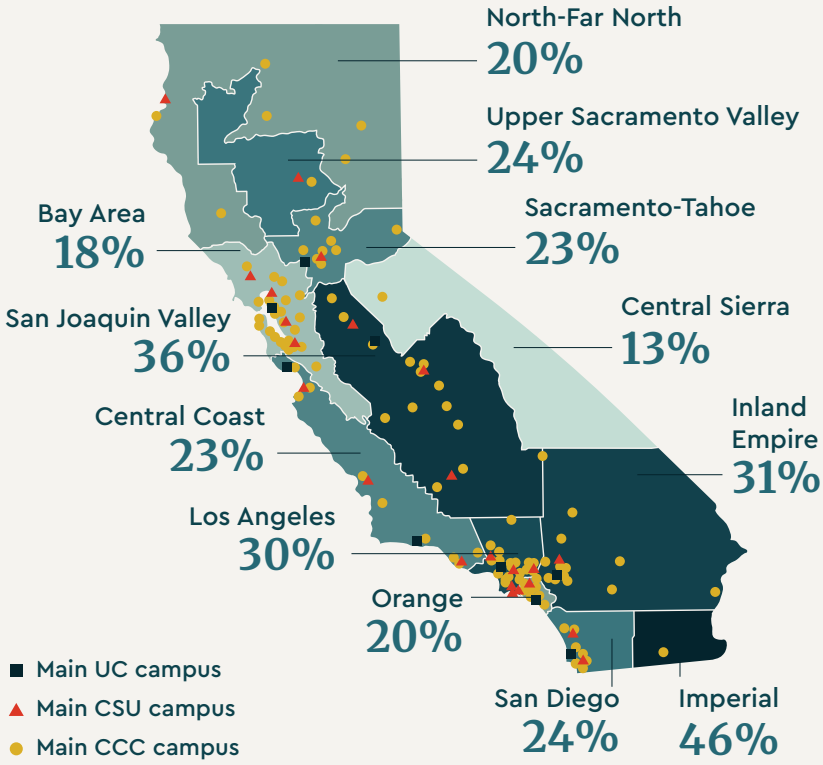


Women
28% (3.9M)
plan to enroll

Percentages are among adults 25 and older

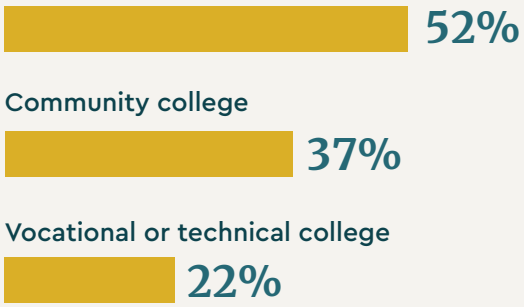
Where Intent Is Highest

Intent to enroll is highest in central and southern California.



How Prospective Learners Want to Study

Among adults who intend to enroll:



Note: Preferences are not mutually exclusive; adults may prefer more than one institution type.

DID YOU KNOW?

Almost 1 in 3

prospective learners (29%) prefer exclusively online instruction.

Turn demand into opportunity.

Explore promising practices for helping adult learners enroll and complete college.

Learn more at CALIFORNIACOMPETES.ORG/ISSUES/COLLEGE-ACCESS-ADULT-SUCCESS/

Source: CollegeAPP estimates, July 2025. Estimates are for California residents age 25 and older.