

HOW TO BREAK THROUGH to the Always-Online Generation

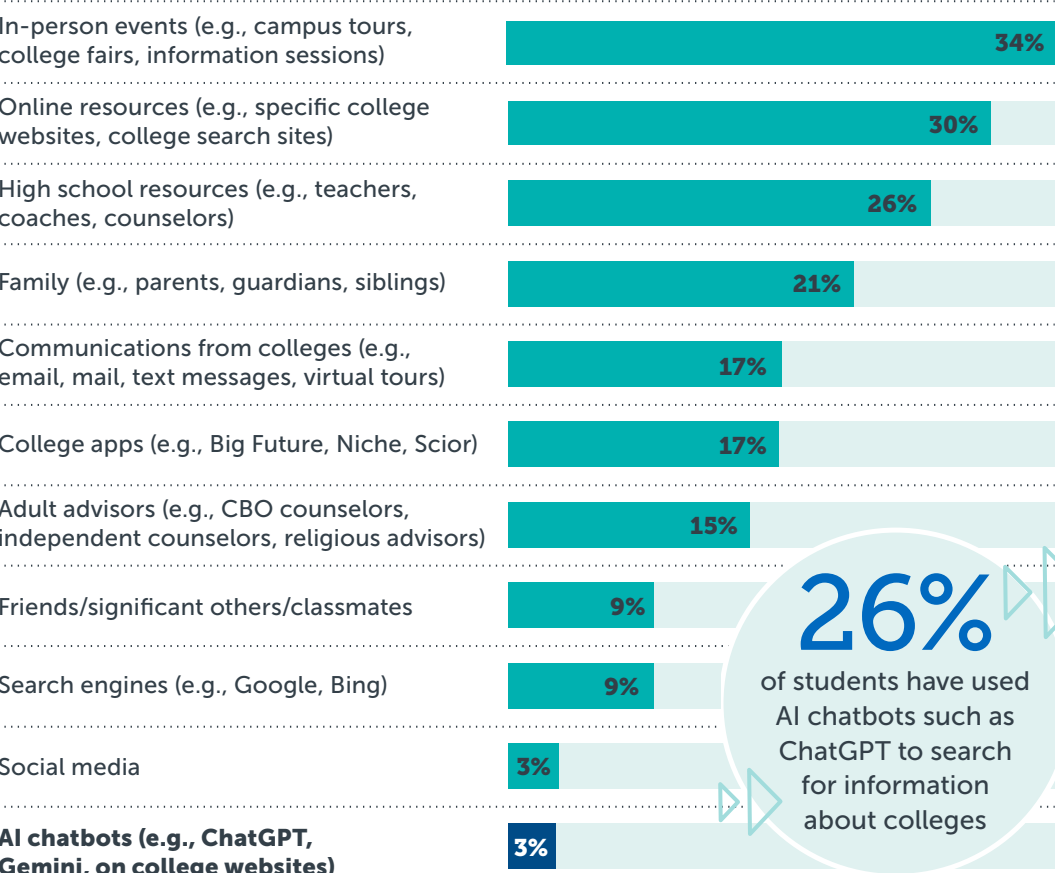
Insights from EAB’s Surveys of 40K+ Students

Even though today’s teens are constantly online, they prefer to connect with colleges through a mix of digital and “real-world” channels. This infographic shares top findings from EAB’s 2025 student surveys to help enrollment leaders understand how to best connect with today’s digital natives.

EMBRACE CHANGING ONLINE SEARCH HABITS ...

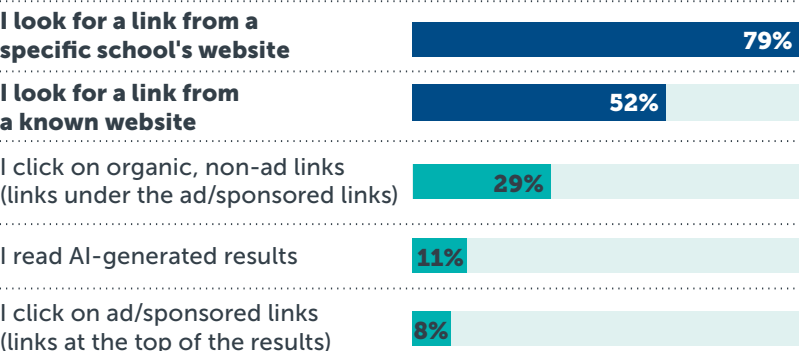
Students Are Using AI Chatbots, but Trust in AI Chat Ranks Low

Students’ Most-Trusted Resources in College Search



Students Prefer Trusted Sites

How Students Search for Info Online



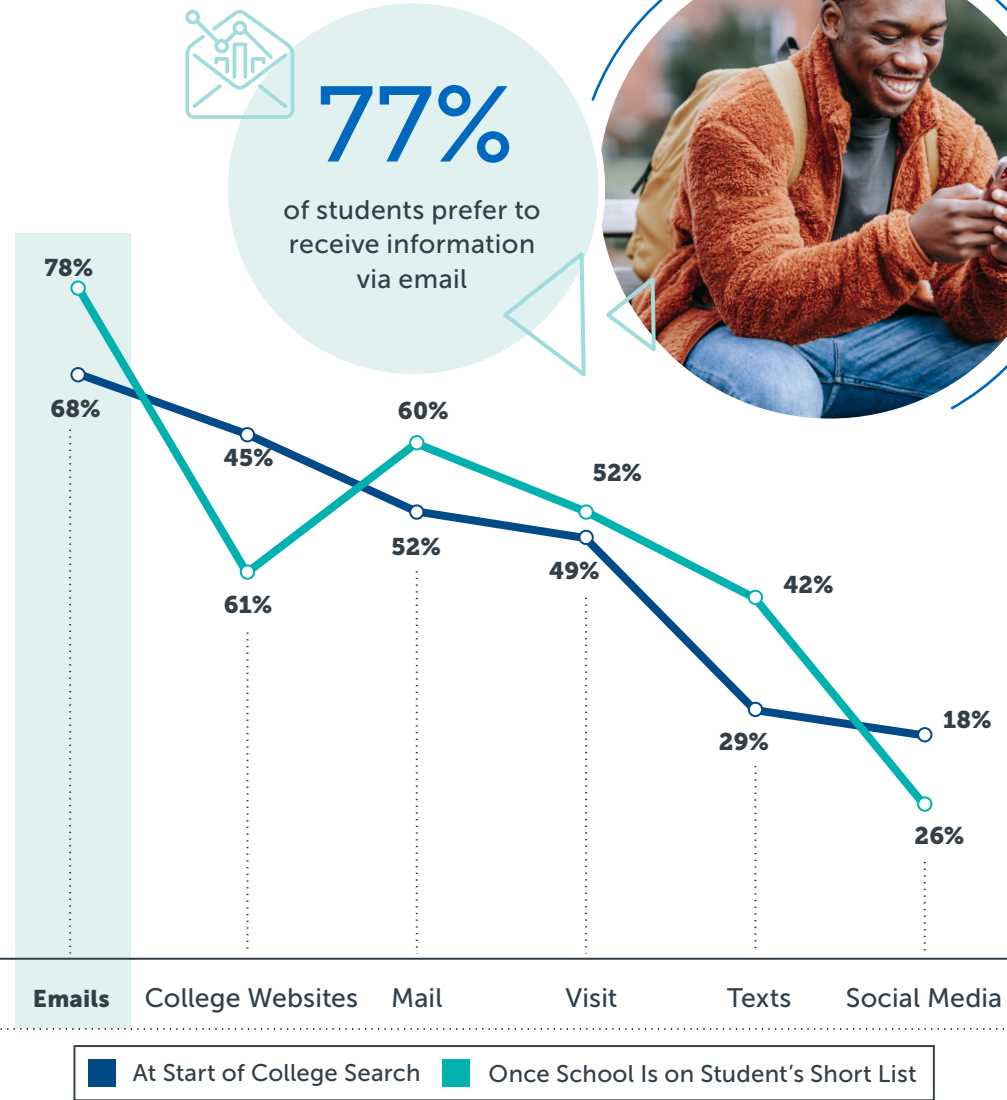
A Surge in Students Arriving at Trusted Sites via AI Chatbots



... BUT DON'T UNDERESTIMATE "TRADITIONAL" CHANNELS

Email Isn't Dead

Students’ Preferred Communication Channels with Colleges



Students Value Real-World Interactions

Students Have Overwhelmingly Positive Reactions to Receiving Mail

