94% of high school students are likely to continue their education after high school.

Top factors families consider when choosing a school:
- Offers programs related to the student’s desired career or major (58%)
- Location (52%)
- Financial aid offer received (48%)
- Total cost of degree (32%)

Creating a plan to pay for higher education is a family decision:
78% of students have a role in creating the plan.

Steps families have taken:
- Researched financial aid (51%)
- Budgeted (46%)
- Enrolled in AP classes (28%)
- Invested in the student’s talents to earn scholarships (28%)
- Narrowed school selection based on cost (22%)

Slightly more than half of families (54%) have a plan for how to pay for higher education:
- Average saved by planners: $28,389
- Average saved by non-planners: $14,999

Planners are 3x as likely to be confident about meeting the cost of higher education:
- 63% planners confident about meeting costs
- 20% non-planners confident about meeting costs

90% of families have had a “college talk” but only two-thirds have discussed how they’ll pay:
- 63% have discussed schools the student is interested in
- 55% scholarships
- 55% college prep or SAT/ACT prep
- 46% who will pay for education
- 36% total cost of education

High school seniors delay completing the FAFSA®, which may result in less federal financial aid:
- By April 2020, only 61% of seniors had completed the FAFSA® (Free Application for Federal Student Aid), which is available beginning October 1.

Families are looking for more financial literacy support:
- Only half of students say their high school teaches basic financial literacy skills, such as budgeting, using credit, and understanding interest.