

Higher Ambitions:

How America Plans for Post-secondary Education

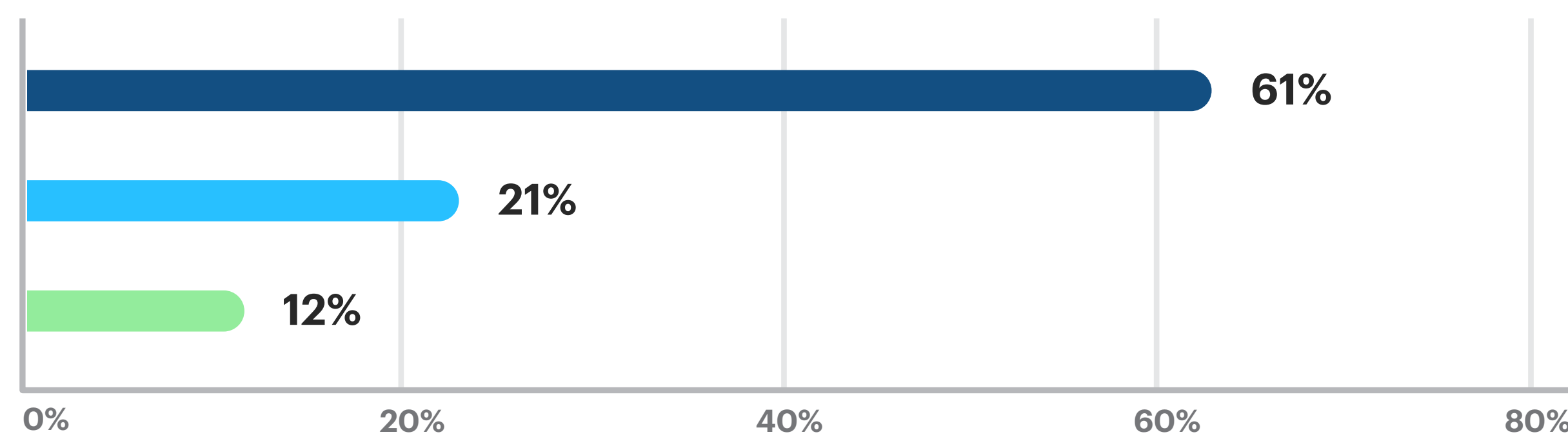
A snapshot of the national study by Sallie Mae® and Ipsos



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

Higher education doesn't look the same for everyone

Students' higher education plans



- Plan to enroll in a degree-granting 2- or 4-year college
- Aren't sure, but probably will pursue education after high school
- Plan on a career training program

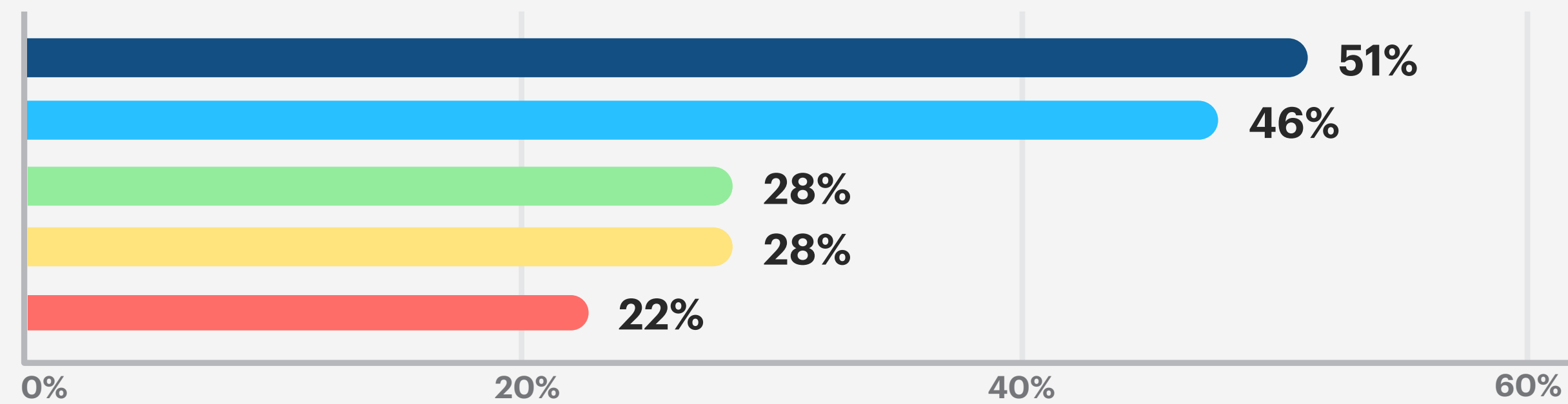
Top factors families consider when choosing a school

- 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
- Budgeted
- Enrolled in AP classes
- Invested in the student's talents to earn scholarships
- Narrowed school selection based on cost

Slightly more than half of families (54%) have a plan for how to pay for higher education

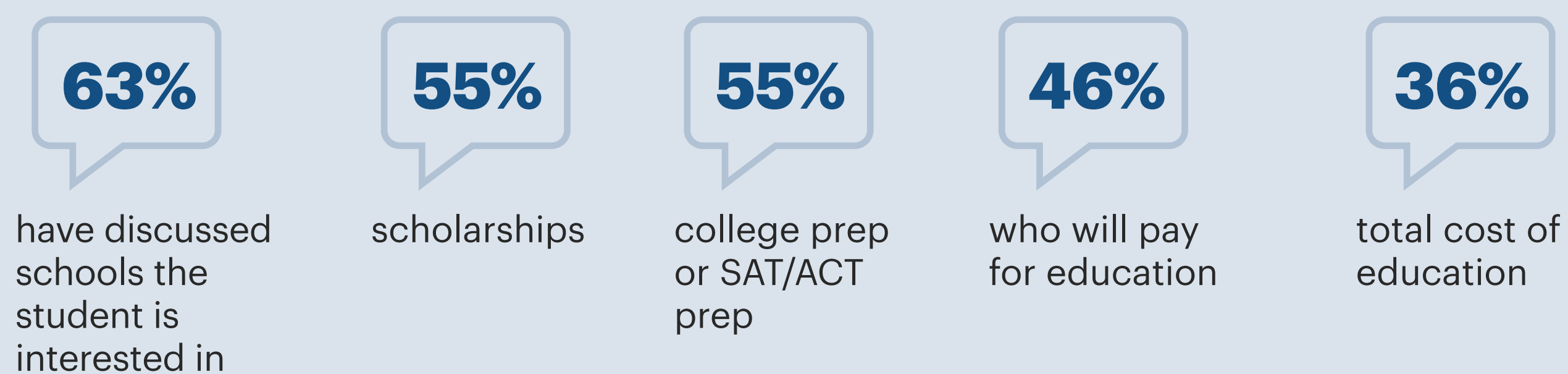


Planners are 3x as likely to be confident about meeting the cost of higher education

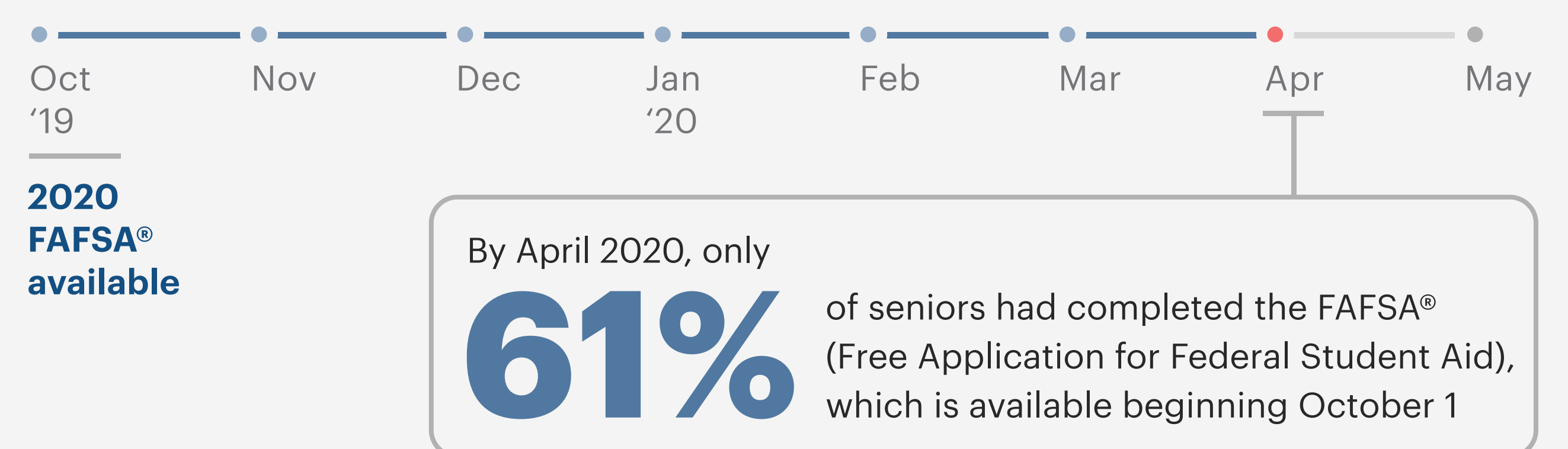


90% of families have had a "college talk" but only two-thirds have discussed how they'll pay

Families are having conversations about planning for post-secondary education



High school seniors delay completing the FAFSA®, which may result in less federal financial aid



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



89%
of parents want their student's high school to teach financial literacy if it currently isn't

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Ipsos conducted the *Higher Ambitions: How America Plans for Post-secondary Education* survey online, in English, between Wednesday, January 8, 2020 and Friday, January 17, 2020. Ipsos interviewed 1,503 parents with a high school student and 1,507 current high school students from the continental U.S., Alaska, and Hawaii.

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