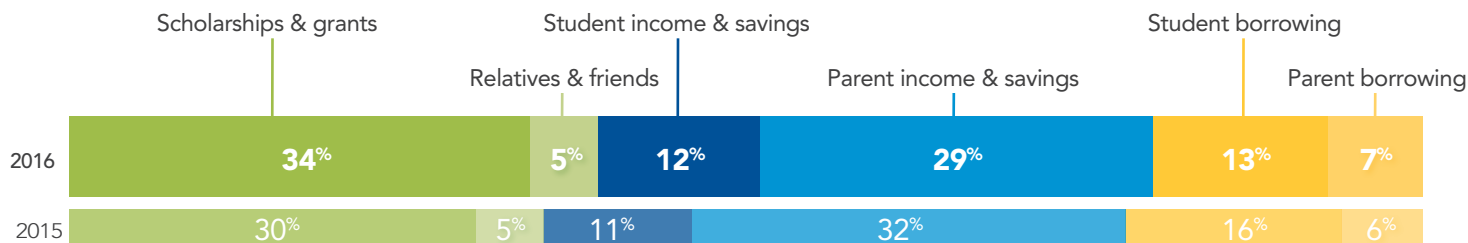


How America Pays for College 2016

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

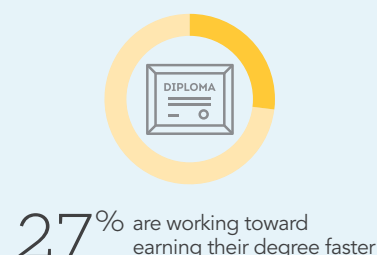
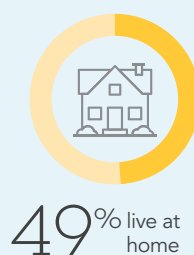
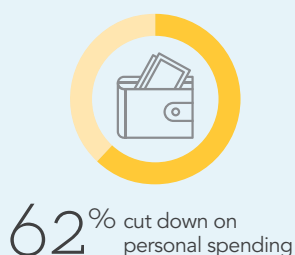
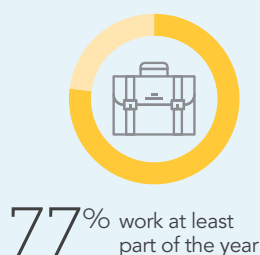
Families pay less out of pocket for college as scholarships and grants cover more of the cost



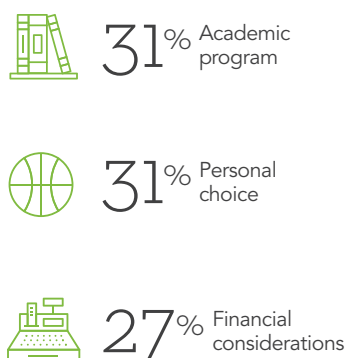
98% of students are taking steps to make college more affordable

4 out of 5 attend college in their home state to lower costs

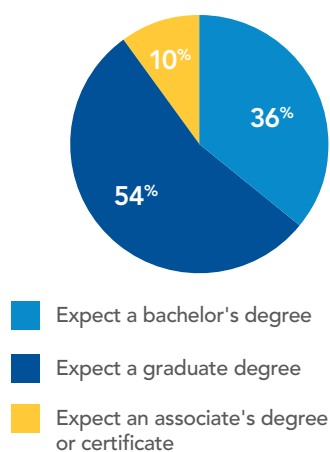
1 out of 3 are attending community college as the first step toward a bachelor's degree



When choosing a college, cost ranks third



90% of families expect their student to earn at least a bachelor's degree



Having a plan pays off



In families who plan

Parents save 3½ times more than non-planners

Students borrow 1/3 less than non-planners

Start your plan for college at SallieMae.com/PlanForCollege

For the complete 2016 report, visit SallieMae.com/HowAmericaPaysForCollege

How America Pays for College 2016, by Sallie Mae, the nation's saving, planning, and paying for college company, and Ipsos, the world's third-largest market research company, reports the results of 1,598 telephone interviews Ipsos conducted in March–April 2016 of 799 parents of undergraduate students and 799 undergraduate students between the ages of 18 and 24. Data and years shown reflect academic years (July 1 to June 30).

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