



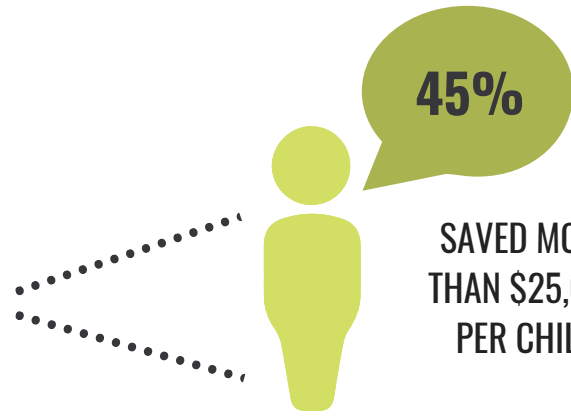
# State of College Savings

Survey of Parents Across the Country and Income Brackets

## Parents are Savvy Savers



SAVE FOR THEIR CHILDREN'S HIGHER EDUCATION.



45%

SAVED MORE THAN \$25,000 PER CHILD



78%

SAVE REGULARLY



42%

ARE SAVING MORE THIS YEAR THAN A YEAR AGO



SAVE MONTHLY

51%



SAVE QUARTERLY

19%



SAVE ANNUALLY

8%

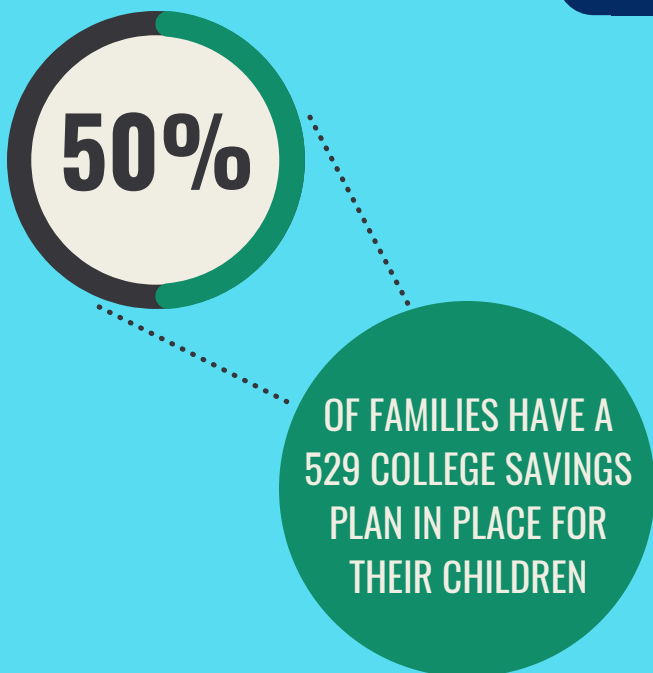
DEBT AVOIDANCE MAY BE A MOTIVATION:



45%

OF PARENTS ARE STILL PAYING OFF THEIR OWN STUDENT LOANS

## 529 College Savings Plans Come of Age



50%

OF FAMILIES HAVE A 529 COLLEGE SAVINGS PLAN IN PLACE FOR THEIR CHILDREN



33%

ARE OWNED BY PARENTS



17%

SAY CHILDREN HAVE A 529 IN THEIR NAME

## Parents Take Discerning Eye to Higher Ed



83%

WOULD LIKE SKILLS TRAINING, RATHER THAN MAJORS, TO PREPARE STUDENTS FOR EMPLOYMENT

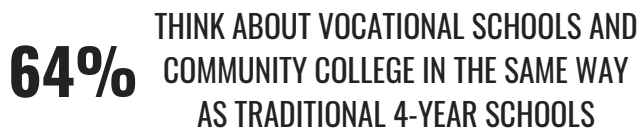


78%

PREFER THEIR CHILD TO GO TO A SCHOOL WITH THIS APPROACH



THIS IS THE HIGHEST LEVEL IN FIVE YEARS



64%

THINK ABOUT VOCATIONAL SCHOOLS AND COMMUNITY COLLEGE IN THE SAME WAY AS TRADITIONAL 4-YEAR SCHOOLS



40%

SAID CHILDREN HAD CONSIDERED NOT GOING TO COLLEGE AT ALL - BUT 85% OF THOSE DECIDED TO GO AFTER ALL