

# How America Saves for College 2015

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



## How Parents Feel About Saving for College

**89%**

of parents believe college is an investment in their child's future

But they find it challenging to save for college

**59%**

have some degree of apprehension about being able to save for college

**29%**

feel overwhelmed about saving for college

**28%**

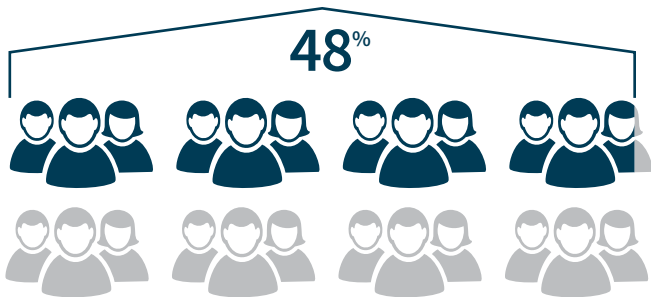
are frustrated that savings won't be enough for the cost of college

## What Parents are Doing to Save for College

Families saved less for college in 2015, the lowest average amount in three years

**\$13,408** > **\$10,040**  
2014 2015

About half of families are saving for college



Compared to 51% in 2014, 50% in 2013, and 60% in 2010

Parents who are saving for college are turning good saving behaviors into habits

**41%**

Used auto-deposit services in 2015



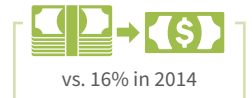
**31%**

Set aside an amount from paychecks



**19%**

Saved a portion of their tax refund or salary bonus



69% of savers use one type of savings vehicle

**48%**

Used traditional savings accounts

**27%**

Used 529 college savings plan accounts

**23%**

Used checking accounts

## Parents Who Plan for College Save More for College

**42%**

of families have a plan in place to save for college

Planners have saved **46%**

more than non-planners



They're

**3x**

more confident than non-planners that they'll meet the cost of college



Make a plan to save and pay for college at [SallieMae.com/PlanForCollege](http://SallieMae.com/PlanForCollege)

For the complete 2015 report, visit [SallieMae.com/HowAmericaSavesForCollege](http://SallieMae.com/HowAmericaSavesForCollege)

Sallie Mae, the nation's saving, planning, and paying for college company, prepared *How America Saves for College 2015* in conjunction with Ipsos, the world's third-largest market research company. This study reports the results of 1,988 online interviews Ipsos conducted in January 2015 of American parents with at least one child under the age of 18. The survey sample reflected a cross-section of key demographic variables, and participants were able to take the survey in English or Spanish.

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