

How America Values College 2018



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

Is college worth the cost—most families say yes

66% of families believe they're getting a good value for what they're spending



say they're paying a fair price



feel the education is an excellent value



think they're getting a bargain

Families believe a degree is a key to a better future



Nearly **8 in 10**

believe a college degree is more important than it used to be

83%

believe a student will earn more with a college degree

\$40-\$59K

is the expected median starting salary range for new grads

Families consider a variety of factors when researching schools



78%

cost of college

Top cost consideration: student's expected financial aid package



77%

academics

Top academic consideration: quality of the program in which the student plans to major



63%

personal preference

Top personal considerations: campus setting and size of the college/number of students

Students are taking steps to make college more affordable

Enrollment choices



24%

earn their degree in less time



21%

change to a more marketable major



15%

take classes online

Lifestyle changes



67%

cut back on spending



45%

work year-round



37%

live at home

Paying-for-college jargon can leave some families confused

42%

mistakenly believe work-study funds are automatically given to the student

21%

have the false impression that "free tuition" means college is free

19%

believe the sticker price is the amount they will pay

Learn more about how America values college at SallieMae.com/AmericaValuesCollege
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How America Values College 2018, 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 1,907 online interviews conducted between April 20, 2018, and May 25, 2018, with 957 parents of 18 to 24-year-old undergraduate students, and 950 18 to 24-year-old undergraduate students.

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