

# Higher Ambitions:

How America Plans for Post-secondary Education

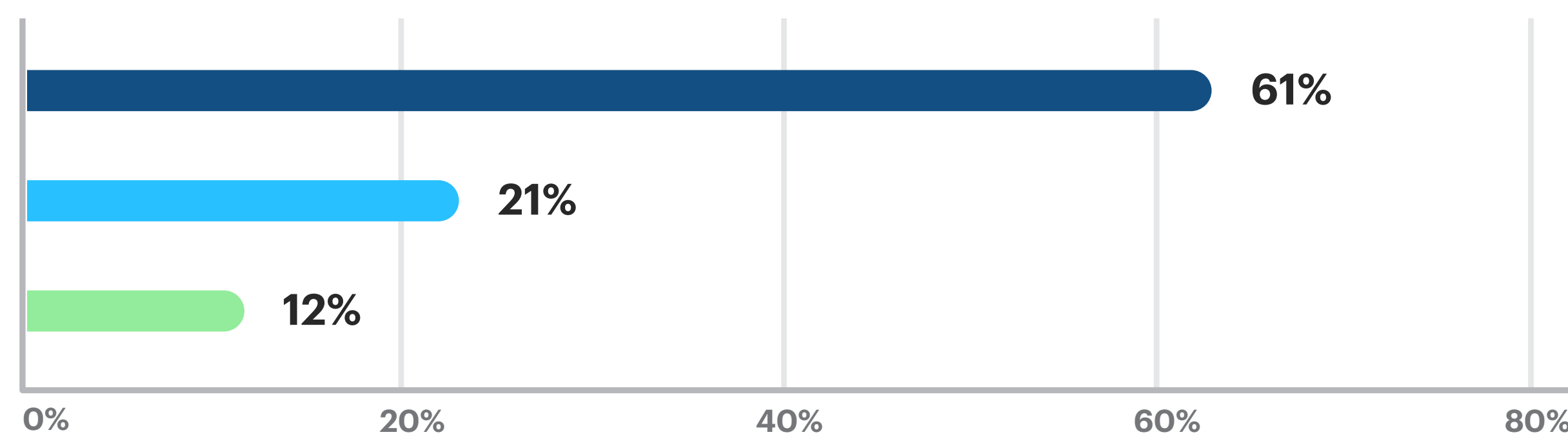
A snapshot of the national study by Sallie Mae® and Ipsos



**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

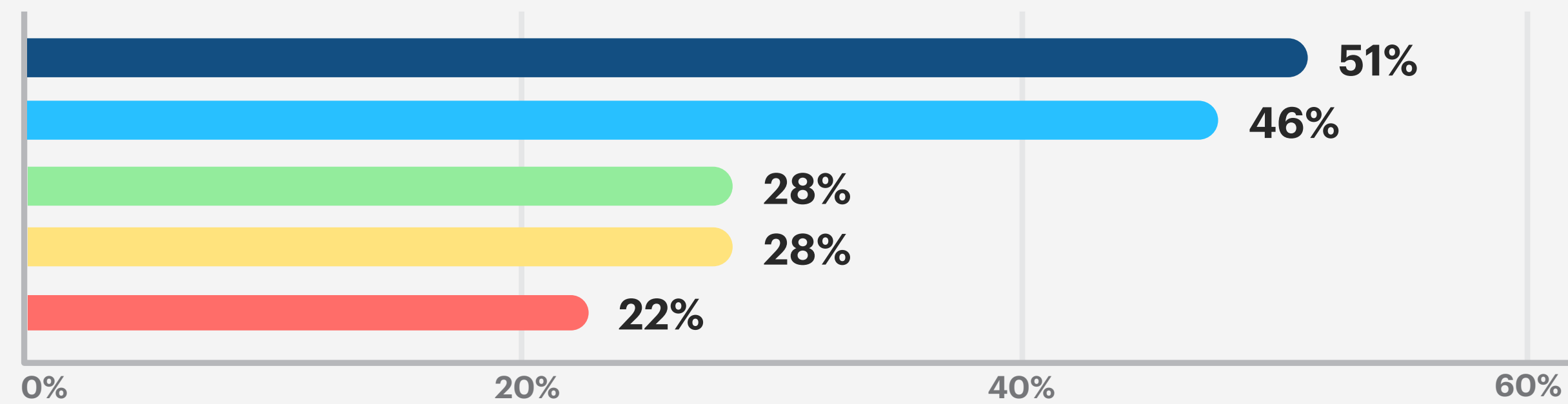
## Top factors families consider when choosing a school

- 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

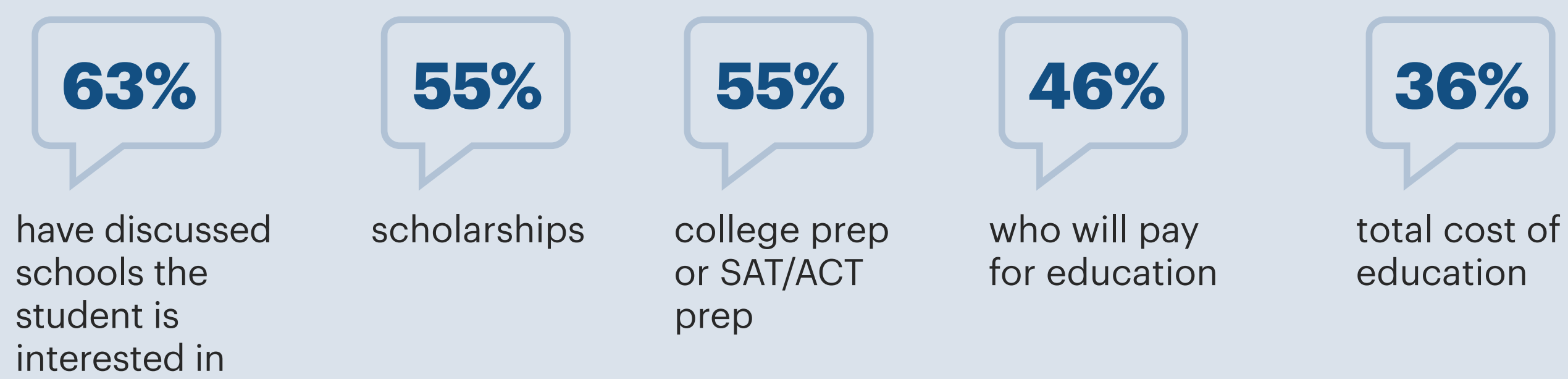


## Planners are 3x as likely to be confident about meeting the cost of higher education

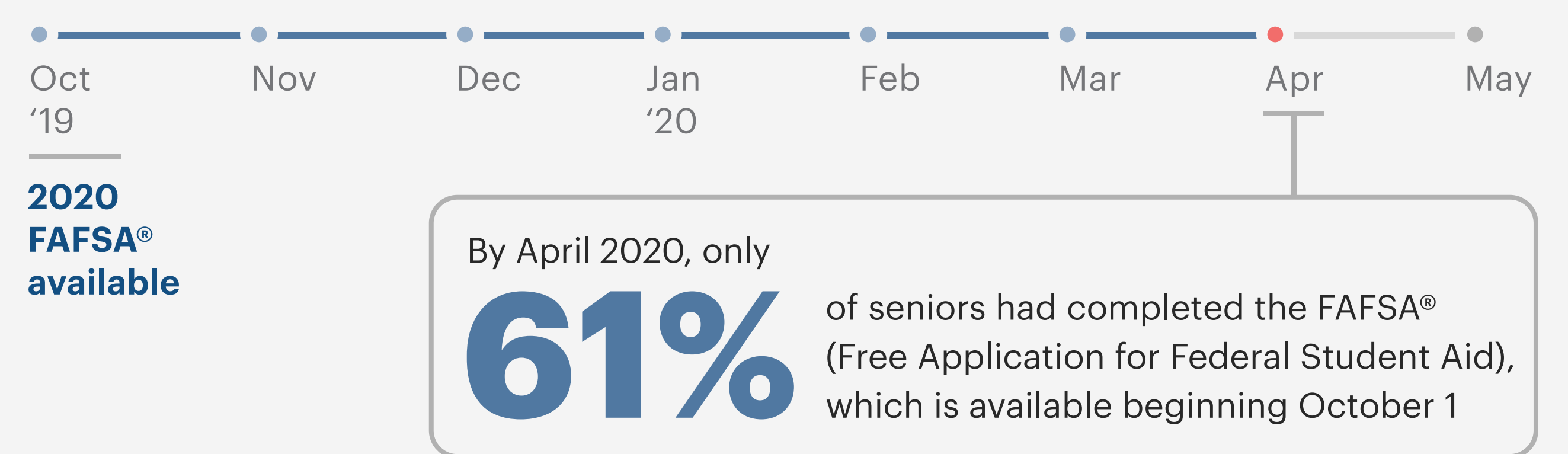


## 90% of families have had a "college talk" but only two-thirds have discussed how they'll pay

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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