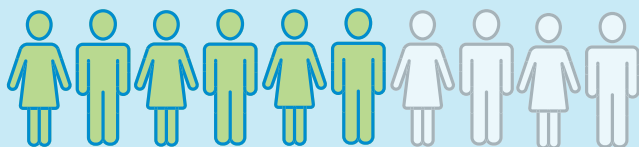


How America Saves for College 2018

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

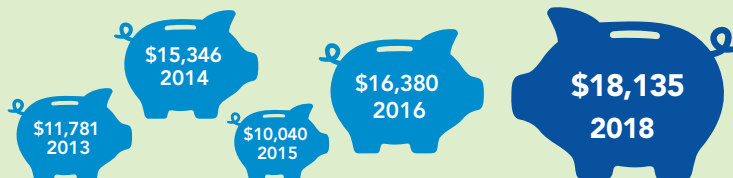
6 in 10 parents are saving for college



and one-third saved more this year

College savings are highest since 2013

average amount parents have saved



More savings are in 529 college savings plans

529 plans¹



30%
(\$5,441)

Savings accounts



22%
(\$3,902)

Investment accounts



14%
(\$2,616)

9 in 10 parents say they can meet their savings goal



\$55,342 average amount they plan to save



that's 3x the average amount they have saved

Smart habits help parents save more

6 in 10 parents make regular deposits to their college fund

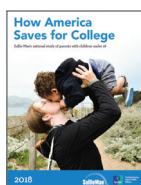
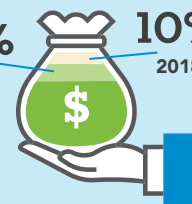


3 in 10 spend less on household and personal items



Fewer parents plan to use retirement savings

20% 2016 10% 2018



Get college saving and planning resources and download the full report at SallieMae.com/HowAmericaSaves

Join the conversation at [#HowAmericaSaves](https://twitter.com/HowAmericaSaves)

¹ Before investing in any 529 plan, please consider whether your or the designated beneficiary's home state offers its taxpayers benefits that are only available through that state's 529 plan.

How America Saves for 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 2,003 online interviews conducted between January 18 – February 15, 2018, with parents of children under age 18.

© 2018 Sallie Mae Bank. All rights reserved. Sallie Mae, the Sallie Mae logo, and other Sallie Mae names and logos are service marks or registered service marks of Sallie Mae Bank or its subsidiaries. SLM Corporation and its subsidiaries, including Sallie Mae Bank, are not sponsored by or agencies of the United States of America. Other logos are trademarks or service marks of their respective owners. SMSM MKT13307A 0418