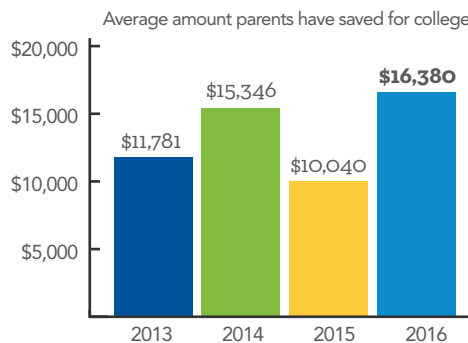
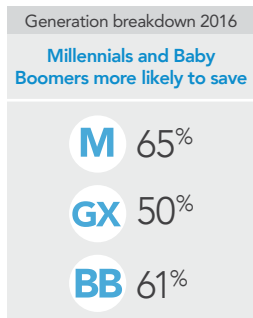
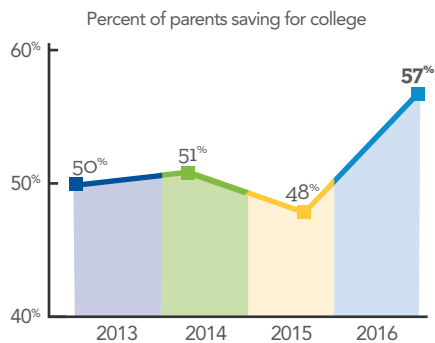


How America Saves for College 2016

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

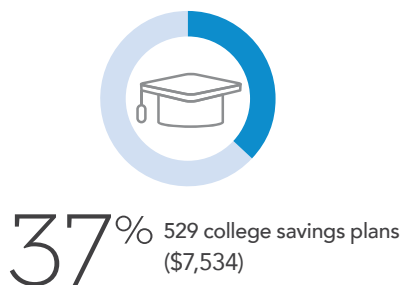
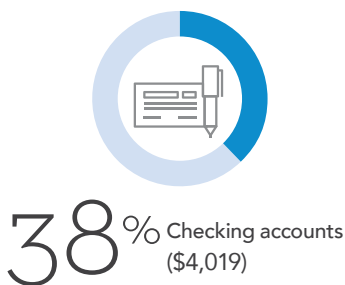
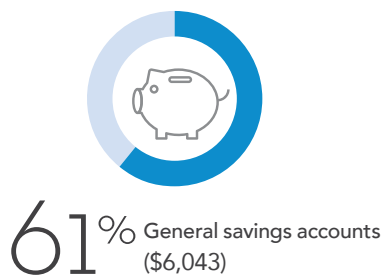
More parents are saving for college—and they're saving more money

Saving behaviors and attitudes vary across Millennials (M), Gen Xers (GX), and Baby Boomers (BB)¹

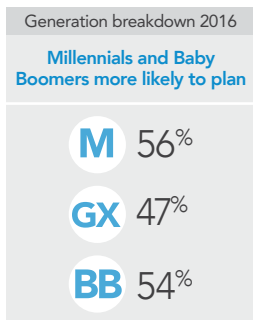
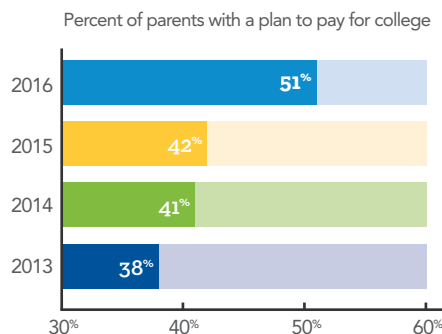


Most parents still use general savings accounts to save for college

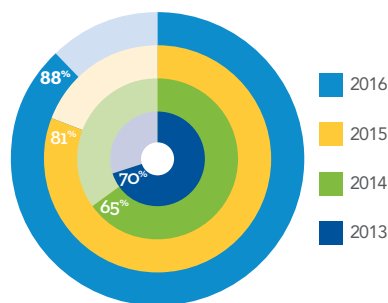
Use of 529 college savings plans lags, but parents who use them save the most, on average²



More parents feel confident they can make college happen for their children



Percent of parents who are confident they'll meet their college savings goals



For the complete 2016 report, visit SallieMae.com/HowAmericaSavesForCollege

¹ For the purposes of this study, the Millennial generation is defined as ages 35 or younger; Gen Xers as ages 36-51; and Baby Boomer as ages 52-70.

² 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 2016, 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 1,959 online interviews with parents of children under age 18 conducted May 26 – June 6, 2016.

© 2016 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 MKT11968A 0916