

As 30th Anniversary of 529 plans approaches, a legacy of saving for a lifetime of education emerges

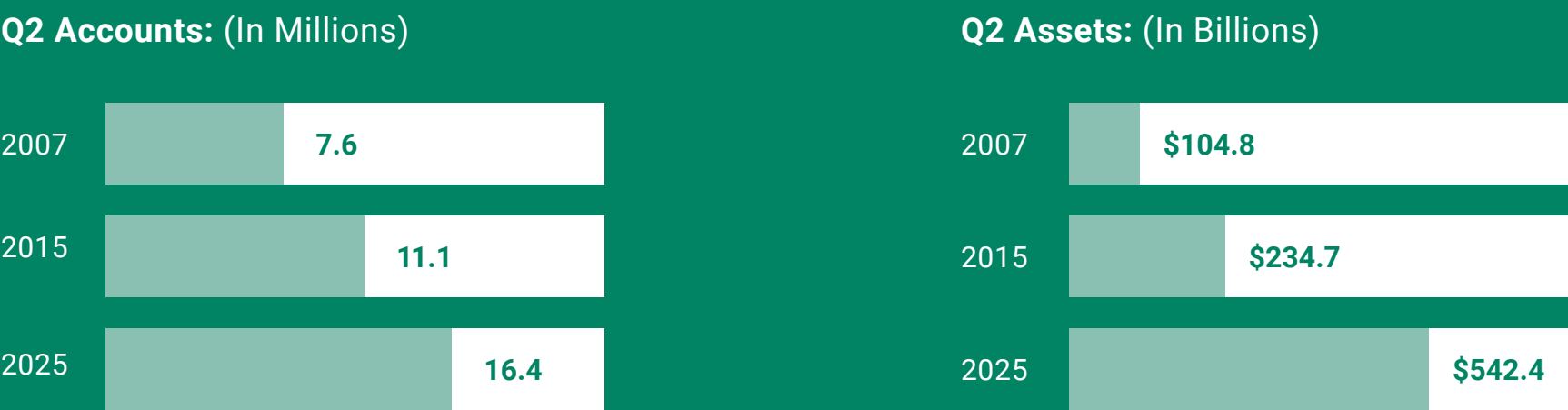
CSF’s 19th Annual State of Higher Education Savings Survey of 1,000 Parents

How 529 Plans Impacted Parents Who Are in Their 20s to 50s:



GROWTH OF 529s FROM 2007 TO TODAY

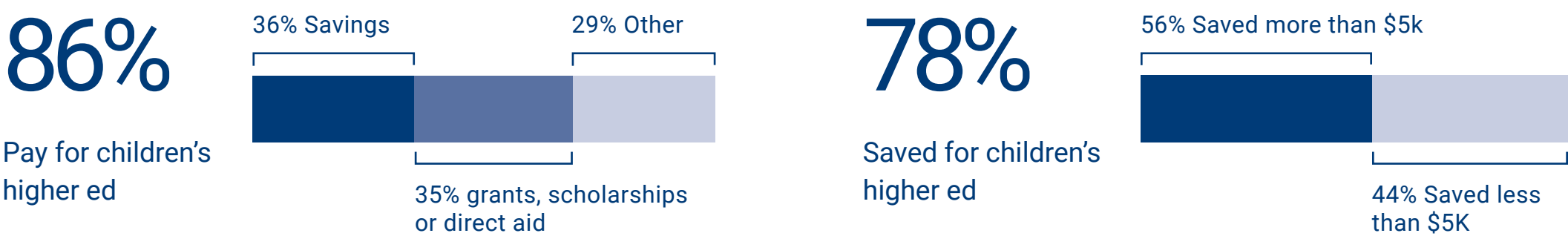
In the 19 years CSF has conducted this survey, 529 education savings plans have grown:



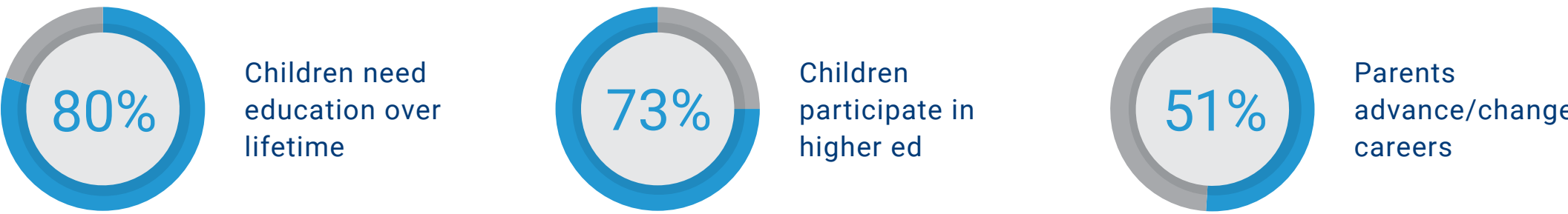
Source: ISS Market Intelligence (excluding prepaid plans)

PARENTS’ VIEWS ON PAYING AND SAVING FOR HIGHER ED

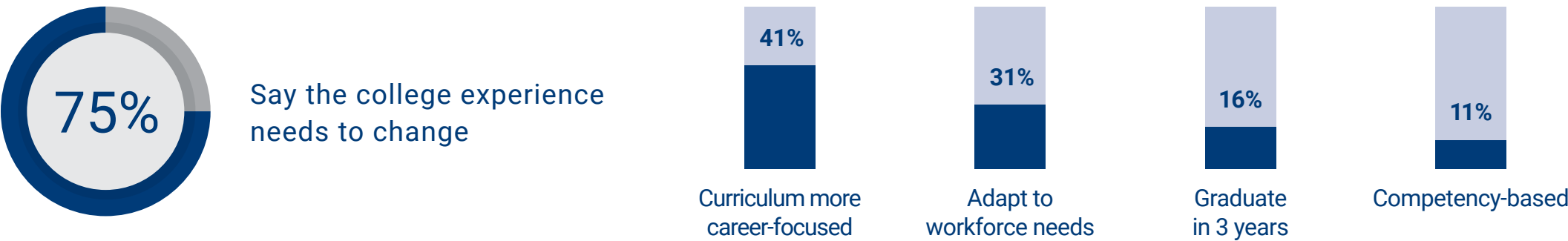
How Parents Pay for Higher Ed:



Why Parents Save for Higher Ed:



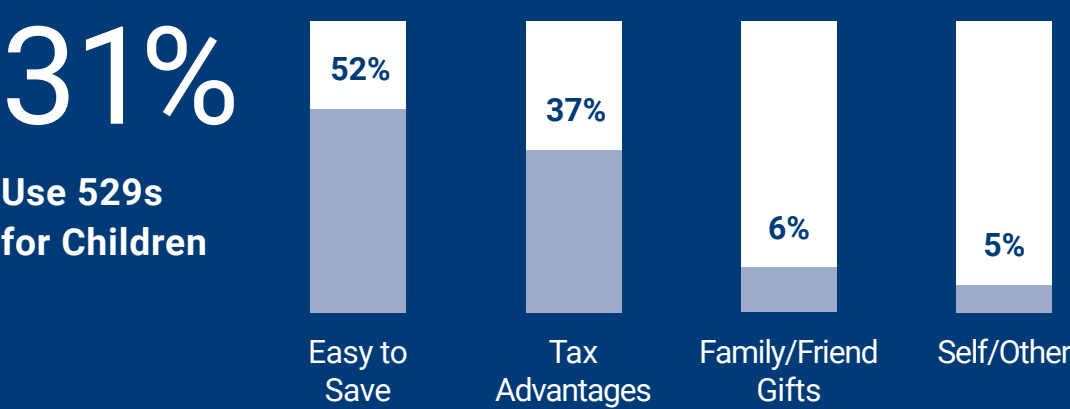
Parents’ Higher Ed Concerns:



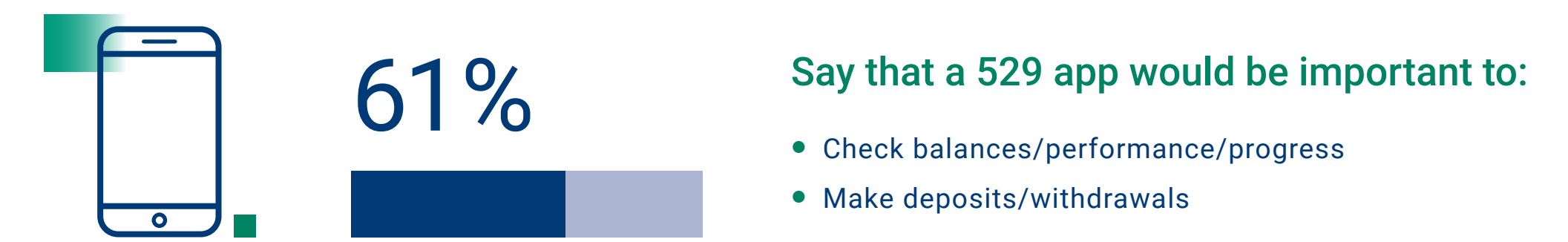
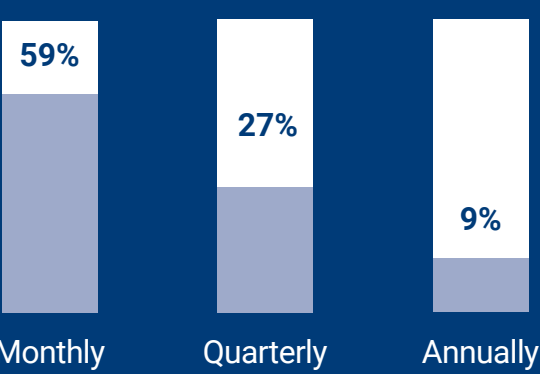
PARENTS VIEWS ON 529s



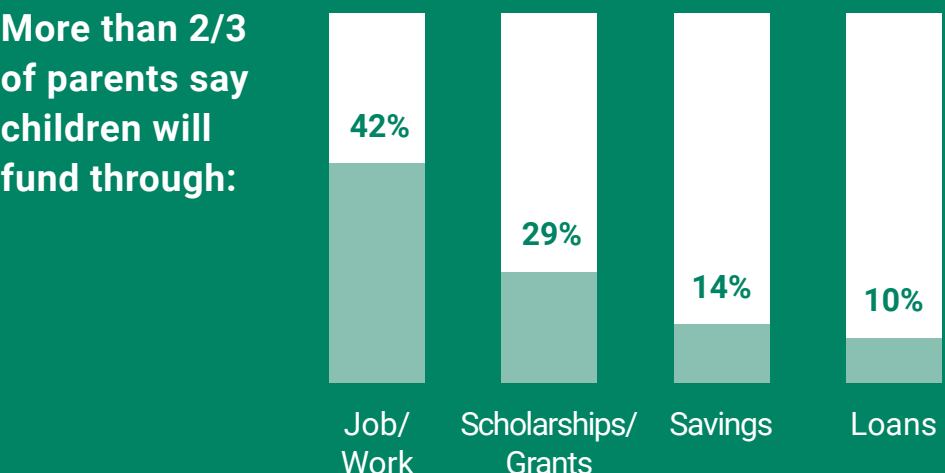
Why They Use 529s?



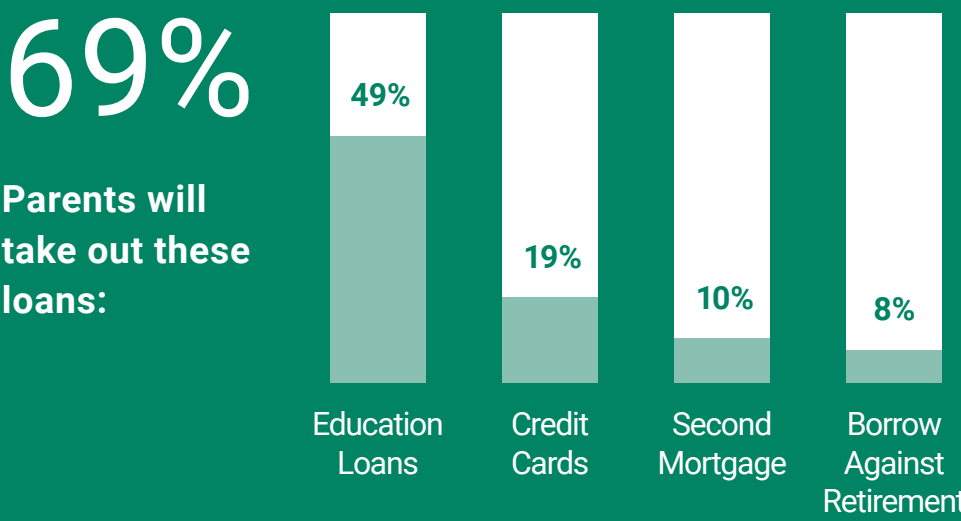
How They Save Automatically?



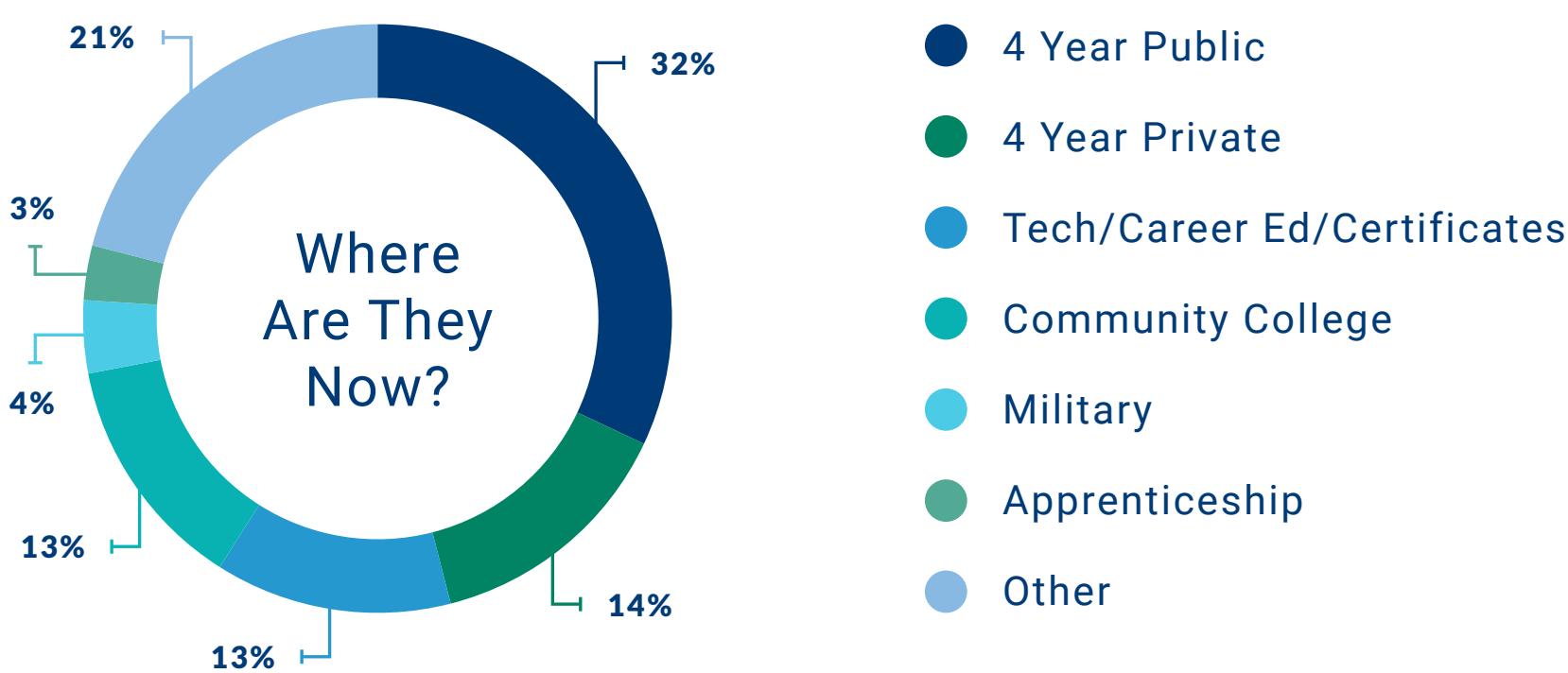
How will Children Fund Higher Ed:



Loans Still Loom Large:



18-25 Year Olds’ Higher Education Experiences:



The 19th Annual CSF State of Higher Education survey of 1,000 parents across the country was conducted through Survey Monkey. CSF is a Washington, D.C. based not-for-profit organization helping American families achieve their education savings goals for a lifetime.