

# Counting College

Exploring the cost of college and its effects on students' futures

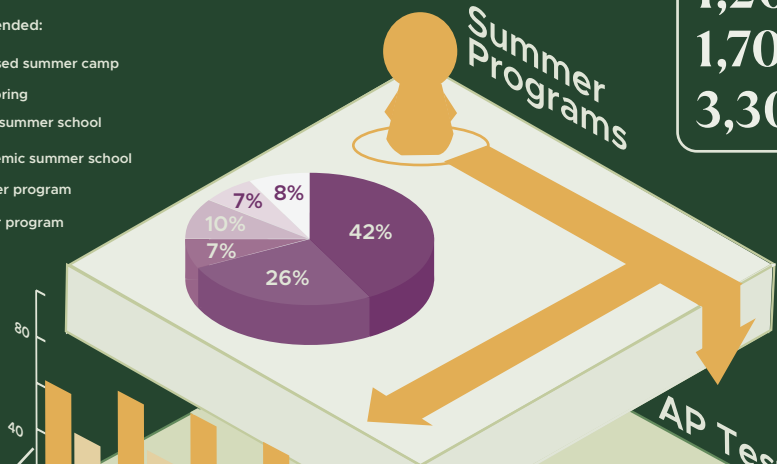
ILLUSTRATION BY CELINA ZHOU

Each year, in preparation for college, approximately

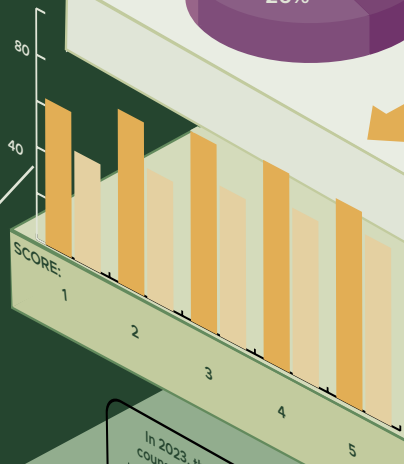
- 286,000** high schoolers attend summer programs
- 1,200,000** take AP tests
- 1,700,000** receive tutoring
- 3,300,000** take the ACT/SAT

U.S. high schoolers in summer 2021 attended:

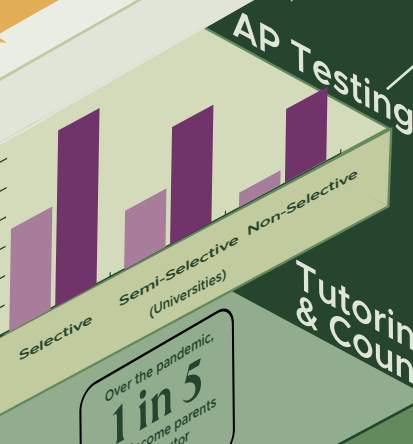
- Subject-based summer camp
- Private tutoring
- Traditional summer school
- Post-pandemic summer school
- Any summer program
- No summer program



Probability of college attendance (AP students) vs. similar non-AP students



In 2023, the best scored AP tests at Ladue were Physics: Mechanics, Physics: Electricity & Magnetism, Chemistry, Spanish Literature and Spanish Language, each with a **100%** pass rate



In 2023, **519** Ladue students took **1089** AP tests

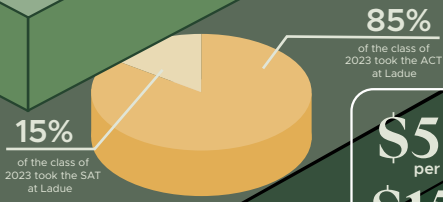
In 2023, the private college counseling industry was worth **\$2.88 billion**

Over the pandemic, **1 in 5** upper-income parents hired a tutor for their child



In the fall 2021 application season,

- 24.3%** of applicants had no SAT score
- 28.4%** of applicants had an SAT score but did not submit it
- 48.2%** submitted an SAT score



**\$500-5000** per summer program

**\$15-100** per hour tutoring/counseling

**\$100** per AP test

**\$60-70** per ACT/SAT

Source: Collegeboard, Elite Educational Institute, NCEES, Household Pulse Survey, Grinnell, BestColleges.com, "THE ROLE OF ADVANCED PLACEMENT IN BRIDGING EXCELLENCE GAPS"