Conducted for nearly 25 years, the annual NACUBO Tuition Discounting Study measures tuition discount rates and other indicators of institutional grant aid provided to undergraduates who attend four-year private, nonprofit colleges and universities. Institutional tuition discount rates—defined as institutional grant dollars as a percentage of gross tuition and fee revenue—have increased over the last decade, leading to slow growth in net tuition revenue.

Average Institutional Tuition Discount Rate By Student Category

45 cents of every dollar of undergraduate tuition revenue is used for financial aid.

$0.45

**Top Three Strategies Used by Institutions to Increase Net Tuition Revenue in FY17**

- **79%** Student Recruitment Strategies
- **73%** Student Retention Strategies
- **64%** Financial Aid Strategies

Source: 2017 NACUBO Tuition Discounting Study | Note: Data for 2017-18 are preliminary estimates

*Data are adjusted using the Higher Education Price Index (HEPI)*