



WHAT PARENTS THINK ABOUT COLLEGE

Webinar on *Inside Higher Ed*/Gallup survey
of the parents of pre-college students
Thursday, April 11



Presenters

- Scott Jaschik, editor of *Inside Higher Ed*
- Jim Rawlins, associate vice president for enrollment and access and executive director of admissions, Colorado State University
- Debra Shaver, dean of admission, Smith College



Methodology

- Polling conducted by Gallup during its nightly polls of the American public in September and October 2012.
- Interviews with 3,269 adults with at least one child in 5th through 12th grades.
- Interviews conducted in Spanish for those for whom Spanish is primary language.
- 95% confidence level that the results are accurate within two percentage points.

Sticker Price Still Matters – I

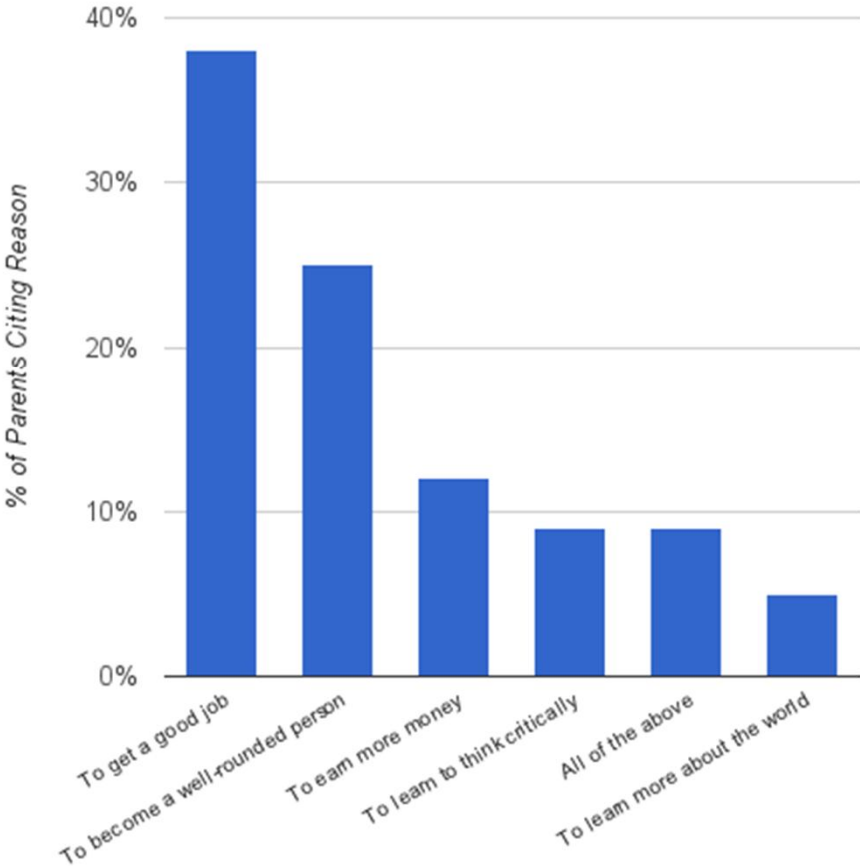
Will parents restrict choices, based on tuition rates?

Response	Child 5 th -8 th	Child 9 th -12 th	All
Not at all likely	17%	16%	16%
Not very likely	17%	13%	14%
Somewhat likely	31%	36%	34%
Very likely	33%	34%	34%

Sticker Price Still Matters -- II

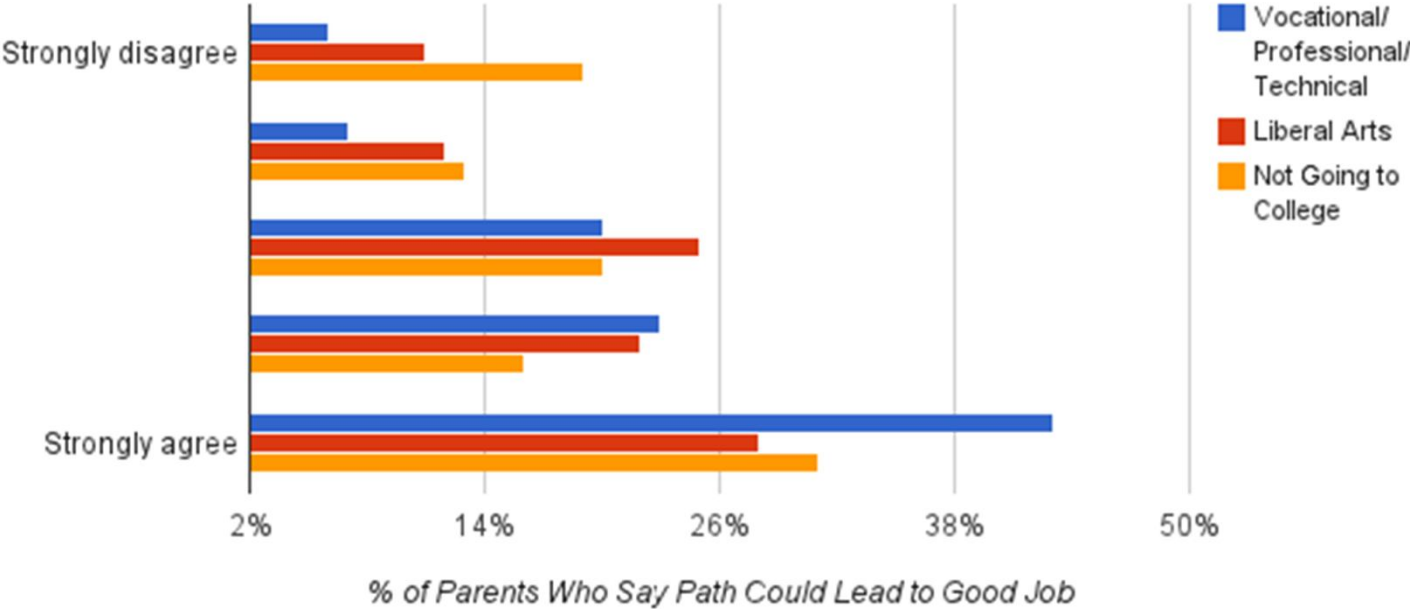
- Survey by Art & Science Group and College Board (2012) found that 54 percent of potential students judge a college's expense *by sticker price alone* without considering aid that could be offered.
- Study by Hoxby and Avery found that a majority of students with low income and high academic ability do not apply to a single competitive college.

Most Important Reason for Child to Go to College





Pathways to a Good Job





What Employers Say

From new survey of executives by Association of American Colleges & Universities:

--95% agree that: "Our company puts a priority on hiring people with the intellectual and interpersonal skills that will help them contribute to innovation in the workplace."

--93% agree that: "A candidate's demonstrated capacity to think critically, communicate clearly, and solve complex problems is more important than undergraduate major."

Affirmative Action: The Stakes



Affirmative Action: Does My Kid Lose?

Parents on whether affirmative action hurts their children's chances of admission

View	All	White	Black	Latino
1 (strongly disagree)	27%	23%	53%	26%
2	15%	17%	9%	15%
3	23%	24%	15%	25%
4	13%	13%	7%	16%
5 (strongly agree)	20%	23%	16%	18%

With thanks to supporters:

