



The Princeton Review 2018 College Hopes & Worries Survey Report

The Princeton Review, one of the nation's best known education services companies, has conducted this survey of college applicants and parents of applicants since 2003. The survey has been published in the company's annual *Best Colleges* book and on www.princetonreview.com.

The 2018 survey appeared in *The Best 382 Colleges: 2018 Edition* (Penguin Random House, August 2017) and on www.princetonreview.com where respondents completed the survey from August 2017 through early March 2018.

Findings are based on responses from 10,958 people: 85% (9,345) were students applying to colleges, and 15% (1,613) were parents of college applicants. Respondents came from all 50 states and Washington D.C., plus more than 80 countries abroad.

The company awards a \$2,000 college scholarship check to one survey participant chosen at random, and it sends a complimentary copy of a Princeton Review book to 25 participants chosen at random. Winners of books in 2017 received *Colleges That Pay You Back*, *Paying For College Without Going Broke*, or *Colleges That Create Futures*.

Contacts:

Amy Briskin, Publicist, 212-794-6644 Amy.Briskin@gmail.com

Pia Aliperti, Senior Editor, 888-347-7737 ext. 1404, pia.aliperti@review.com

About The Princeton Review

The Princeton Review is a leading tutoring, test prep and college admission services company. Every year, it helps millions of college- and graduate school-bound students achieve their education and career goals through online and in person courses delivered by a network of more than 4,000 teachers and tutors, online resources, and its more than 150 print and digital books published by Penguin Random House. Its Tutor.com brand is the largest online tutoring service in the U.S. It comprises a community of more than 3,000 tutors who have delivered more than 15 million one-to-one tutoring sessions. The Princeton Review is headquartered in New York, NY. The Princeton Review is not affiliated with Princeton University. For more information, visit [The Princeton Review](http://ThePrincetonReview.com). Follow the company on Twitter [@ThePrincetonRev](https://twitter.com/ThePrincetonRev).

2018 Survey Questions / Findings

In this report, the percent of respondents overall (students plus parents) choosing an answer is shown to the left of each answer choice. To the right of each answer choice, the percent of students and the percent of parents choosing that answer are shown in parentheses.

The pluralities (answer choices selected by the highest percent of respondents) or the majorities (answer choices selected by 51 percent or more of respondents) are underlined.

The first question, "What would be your 'dream' college...?" was fill-in-the-blank. The remaining questions were all multiple-choice. Some questions have been asked annually or for several past years.

1.) What would be your "dream" college? What college would you most like to attend (or see your child attend) if chance of being accepted or cost were not an issue?"

For this fill-in-the-blank question, respondents entered in names of more than 800 colleges, universities and other post-secondary institutions as their "dream college." Some schools were named by several respondents; others by only a few.

The colleges most named by students as their "dream college" were:

- 1.) Stanford University
- 2.) Harvard College
- 3.) New York University
- 4.) Princeton University
- 5.) University of California—Los Angeles
- 6.) Massachusetts Institute of Technology
- 7.) Columbia University
- 8.) Yale University
- 9.) University of California—Berkeley
- 10.) University of Southern California

The colleges most named by parents as their "dream college" for their child were:

- 1.) Stanford University
- 2.) Massachusetts Institute of Technology
- 3.) Princeton University
- 4.) Harvard College
- 5.) Yale University
- 6.) Brown University
- 7.) University of Michigan—Ann Arbor
- 8.) University of Pennsylvania
- 9.) Columbia University
- 10.) Cornell University

2.) How many colleges will you (your child) apply to?

The plurality (40%) of respondents said they/their child would apply to 5 to 8 colleges. Thirty percent said they/their child would apply to 9 or more colleges (the same as in 2017).

- | | |
|-----|--|
| 30% | One to 4 (30% Students, 32% Parents) |
| 40% | Five to 8 (40% Students, 44% Parents) |
| 21% | Nine to 12 (20% Students, 19% Parents) |
| 9% | Thirteen or more (10% Students, 05% Parents) |
| | <u>Combined: 30% applying to 9 or more.</u> |

3.) What is / will be the toughest part of your (your child's) college application experience?

The plurality (35%) of respondents chose the answer, "Completing applications for admission and financial aid" (up 2% from 2017). However, nearly as many respondents (32%) chose the answer, "Taking SAT, ACT, or AP exams" (down 5% from 2017).

- 9% Researching colleges: choosing schools to apply to (08% Students, 14% Parents)
- 32% Taking SAT[®], ACT[®], or AP[®] exams (32% Students, 28% Parents)
- 35% Completing applications for admission and financial aid (35% Students 35% Parents)
- 24% Waiting for the decision letters; choosing which college to attend (25% Students, 23% Parents)

4a) Which college admission exam do you wish you (your child) could take if all of the following options were available?

The majority (61%) would prefer to take (or see their child take) the SAT, while 39% would prefer to take (or see their child take) the ACT. Students favored the SAT over the ACT by a 22% margin, while parents were "60/40" on the topic.

- 61% The SAT (61% Students, 60% Parents)
- 39% The ACT (39% Students, 40% Parents)

4b) How likely is it that you (your child) will take both the ACT and the SAT?

A majority (69%) of respondents said it is "somewhat," "very," or "extremely likely" that they would take (or have their child take) both the ACT and the SAT.

- 41% Extremely Likely (42% Students, 40% Parents)
- 14% Very Likely (15% Students, 13% Parents)
- 14% Somewhat Likely (15% Students, 14% Parents)
- Combined 69% Extremely, Very or Somewhat Likely
- 17% Not Very Likely (17% Students, 16% Parents)
- 14% Not at All Likely (13% Students, 15% Parents)

5.) How would you rate the college application guidance and support you (your child) have (has) received from your (your child's) high school college advisor / guidance counselor?

On the whole, 61% of respondents viewed the support from their college advisors / counselors favorably (with 21% of that cohort rating them as "excellent"), while 39% rated them less favorably, with 11% saying "poor."

- 21% Excellent (22% Students, 19% Parents)
- 40% Good (39% Students, 38% Parents)
- 28% Fair (28% Students, 29% Parents)
- 11% Poor (11% Students, 14% Parents)

6.) What do you estimate your (or your child's) college degree will cost, including four years of tuition, room & board, fees, books and other expenses?

Nearly 9 out of 10 respondents (85%) estimated their college costs will be more than \$50,000 and 41% estimated it to be more than \$100,000. Parents' estimates of college costs were higher than students': 63% of parents estimated the costs as more than \$100,000 while 37% of students had this estimate.

- 41% More than \$100,000 (37% Students, 63% Parents)
- 25% \$75,000 to \$100,000 (26% Students, 20% Parents)
- 19% \$50,000 to 75,000 (20% Students, 11% Parents)
- Combined: 85% said More than \$50,000
- 10% \$25,000 to \$50,000 (11% Students, 04% Parents)
- 5% Less than \$25,000 (06% Students, 02% Parents)

7.) How necessary will financial aid (education loans, scholarships or grants) be to pay for your (your child's) college education?

Ninety-nine percent of respondents said financial aid would be necessary. Within that cohort, 65% said it would be "extremely" necessary. Eleven years ago (2007), the first year this question was asked on the survey, 96% of respondents said financial aid would be necessary with only 51% gauging it "extremely" necessary

- 65% Extremely (64% Students, 69% Parents)
- 23% Very (24% Students, 18% Parents)
- 11% Somewhat (11% Students, 11% Parents)
- Combined:
 - 99% said "Extremely," "Very," or "Somewhat" necessary.
 - 65% said "Extremely" necessary
- 1% Not at all (01% Students, 02% Parents)

8.) What's your biggest concern about applying to or attending college?

Debt has been the biggest concern among respondents (parents and students alike) for the past four years. The plurality (42%) said "Level of debt...to pay for the degree" was their biggest concern. This has been the biggest concern reported among the plurality since 2013. For the six years prior (2007 to 2012), the biggest concern among the plurality (34% vs. 32% this year) was "Will get into their first choice college but won't have sufficient funds/aid to attend it." In 2006, the biggest concern among the plurality (34% vs. 19% this year) was "Won't get into first-choice college."

- 19% Won't get into first-choice college (19% Students, 17% Parents)
- 32% Will get into first-choice college, but won't be able to attend due to high cost and/or insufficient financial aid (32% Students, 34% Parents)
- 42% Level of debt I (my child) will take on to pay for the degree (42% Students, 42% Parents)
- 7% Will attend a college I (my child) may not be happy about (07% Students, 07% Parents)

9.) How would you gauge your stress level about the college application process?

Stress levels have consistently been high among respondents. This year, 99% reported stress, and seven out of 10 (73%) gauged their stress levels as "very high" or "high." In 2003, when The Princeton Review first conducted this survey, only 56% of respondents reported "very high" or "high" levels of stress. For this year, more students (74%) than parents (69%) reported high stress levels.

- 29% Very High (31% Students, 24% Parents)
- 44% High (43% Students, 45% Parents)
- Combined: 73% Very High or High (up 17% from 2003)
- 24% Average (23% Students, 28% Parents)
- 2% Low (02% Students, 02% Parents)
- 1% Very Low (1% Students, 1% Parents)

10.) Ideally, how far from home would you like the college you (your child) attend(s) to be?

Parents want their children to attend college closer to home. The plurality (50%) of parents said they would like their child to attend a college *less than* 250 miles from home. The majority (67%) of students said they would like to attend a college *more than* 250 from home. Among that student

cohort, 35% would prefer a college 500+ miles from home and 14% wish they could attend a college 1,000+ miles from home.

- 35% Less than 250 miles (33% Students, 50% Parents)
- 32% 250 to 500 miles (32% Students, 30% Parents)
- 20% 500 to 1,000 miles (21% Students, 12% Parents)
- 13% More than 1,000 miles (14% Students, 08% Parents)

11.) When it comes to choosing which college you (or your child) will attend, which of the following do you think it is most likely to be?

Among respondents overall, 42% said they'd choose the college that's the "best for their (their child's) career interests " and 40% said they'd choose the college that's the "best overall fit." However, most parents selected "best overall fit" as their top choice (44%). Eight percent of respondents said they'd choose the college with the "best academic reputation" while 10% answered the "most affordable" college.

- 8% College with best academic reputation (08% Students, 06% Parents)
- 10% College that will be the most affordable (10% Students, 09% Parents)
- 42% College with best program for my (my child's) career interests (42% Students, 41% Parents)
- 40% College that will be the best overall fit (40% Students, 44% Parents)

12.) If you (your child) had a way to compare colleges based on their reputation with regard to specific majors or programs (i.e. which schools had excellent departments for "x"), how much would this contribute to your (your child's) decision to apply to or attend a school?

A solid majority (98%) of respondents said having information about colleges' reputations with regard to majors/departments would contribute "strongly," "very much," or "somewhat" to their application/acceptance decisions with 81% of that cohort saying "strongly" or "very much."

- 37% Strongly (37% Students, 42% Parents)
- 44% Very Much (45% Students, 41% Parents)
- 17% Somewhat (17% Students, 16% Parents)
- Combined 98% Somewhat, Very Much or Strongly
- 1% Not Much (01% Students, 01% Parents)
- <1% Not at All (<1% Students, <1% Parents)

13.) If you (your child) had a way to access on-demand online tutoring for homework help (i.e. chat with an online tutor on any subject at any time of day or night), how helpful would this be to you (your child)?

A majority (86%) of respondents said having access on-demand online tutoring for homework help would be "extremely," "very," or "somewhat" helpful.

- 25% Extremely helpful (25% Students, 22% Parents)
- 30% Very helpful (31% Students, 30% Parents)
- 31% Somewhat helpful(31% Students, 32% Parents)
- Combined 86% Extremely, Very, or Somewhat helpful
- 12% Not very helpful (11% Students, 13% Parents)
- 2% Not at all helpful (02% Students, 03% Parents)

14.) If you (your child) had a way to compare colleges based on their commitment to environmental issues (from academic offerings to practices concerning energy use,

recycling, etc.), how much would this contribute to your (your child's) decision to apply to or attend a school?

A majority (63%) of respondents said having information about colleges' commitment to environmental issues would contribute "strongly," "very much," or "somewhat" to their application/attendance decisions. (Down 1% from 2017.)

- 7% Strongly (07% Students, 04% Parents)
- 16% Very Much (16% Students, 14% Parents)
- 40% Somewhat (40% Students, 38% Parents)
- Combined 63% Somewhat, Very Much or Strongly
- 28% Not Much (28% Students, 32% Parents)
- 9% Not at All (09% Students, 12% Parents)

Note: Princeton Review resources for parents and students on this subject include: Green Rating scores (from 60 to 99) that the company annually tallies for more than 600 colleges. The scores appear in school profiles at www.princetonreview.com and in various Princeton Review books. More information is available at: www.princetonreview.com/college-rankings/green-guide.

15.) What will be the biggest benefit of your (your child) attending college and earning a college diploma?

The plurality (41%) view the main benefit of a college degree as "a potentially better job and higher income" (down 1% from 2017). Thirty-four percent consider "exposure to new ideas" and 25% see "education" as the primary benefit.

- 25% The education (25% Students, 27% Parents)
- 34% The exposure to new ideas (35% Students, 25% Parents)
- Combined 59% chose answers related to education and learning
- 41% The potentially better job and higher income (40% students, 48% Parents)

16.) On the whole, do you believe college will be "worth it" for you/your child?

Respondents almost unanimously (99%) view college as worth their investment, as did respondents to the 2017 survey.

- 99% Yes (99% Students, 99% Parents).
- 1% No (01% Students, 01% Parents).

(Optional) What advice would you give to college applicants or parents of applicants going through this experience next year?

On this open-ended question, "Start early" has been the advice most given by students and parents every year. About 50% of respondents say this. See samplers of students' and of parents' advice on the "College Hopes & Worries Survey" area of Princeton Review site at www.princetonreview.com/college-hopes-worries.

*Survey respondents – year over year:

- 2017-18 / 10,958 people: 9,345 students and 1,613 parents
- 2016-17 / 10,519 people: 8,499 students and 2,020 parents
- 2015-16 / 10,434 people: 8,347 students and 2,087 parents
- 2014-15 / 12,062 people: 9,650 students and 2,412 parents

2013-14 / 14,150 people: 10,116 students and 4,034 parents
2012-13 / 14,125 people: 9,955 students and 4,170 parents
2011-12 / 10,650 people: 7,455 students and 3,195 parents
2010-11 / 12,185 people: 8,219 students and 3,966 parents
2009-10 / 12,174 people: 9,132 students and 3,042 parents
2008-09 / 15,722 people: 12,715 students and 3,007 parents
2007-08 / 10,388 people: 8,776 students and 1,612 parents
2006-07 / 5,854 people: 4,594 students and 1,260 parents
2005-06 / 4,902 people: 3,890 students and 1,012 parents
2004-05 / 3,930 people: 2,885 students and 1,045 parents
2003-04 / 3,339 people: 3,036 students and 303 parents
2002-03 / 1,003 people: 901 students and 102 parents

SAT[®] and AP[®] are trademarks registered by the College Board, which is not affiliated with, and does not endorse this report. ACT[®] is a registered trademark of ACT, Inc. The Princeton Review is not affiliated with Princeton University.