

2016 Parent Survey Results
Institutional Research and Planning
August, 2017

Administered to a random sample of 932 parents
463 (49.7%) responded

Highlights

Finances

Oberlin parents were more likely to say that financial aid was somewhat or very important in their child's decision to attend Oberlin

Oberlin parents report higher grant aid levels than those from peer institutions

They are less likely to say that the impact for paying for college is considerable or severe

Oberlin parents generally find the aid process to be clearer and to report receiving more aid than they expected and slightly less likely to have borrowed

Oberlin parent income distributions are higher in the 100k to 250k range and lower in the over 500k range (consistent with all other surveys we conduct)

Oberlin parents skew older and are more likely to be over 55

Importance of Programs and Experiences

Oberlin parents are less likely to view volunteer, leadership, global experiences and having a strong alumni network are 'very important'

They are less likely to agree that Oberlin is open to diverse views

Information

Oberlin parents are less likely to believe that the information they receive from the school meets their needs and more likely to desire more information. Examples include resources for parents, off campus programs and especially psychological counseling

Overall Satisfaction and Institutional Policies

Oberlin parents are less likely to be very satisfied with the institution and more likely to be ambivalent.

They are less likely to feel a connection to Oberlin and less likely to say they would definitely recommend Oberlin to other parents

Oberlin parents are less likely to agree strongly that Oberlin should focus more on alcohol use and career services

Interaction with Child

Oberlin parents are in contact with their child slightly less often, worry less about stress and worry more about job prospects

Concern about paying for college

		Comparison Group			
		OC	Colls	Univs	Overall
Concerned about finances	Not at all	17.8%	18.8%	19.4%	19.3%
	A little	33.7%	29.3%	30.5%	30.2%
	Quite a bit	23.3%	25.2%	26.0%	25.8%
	A great deal	25.2%	26.8%	24.1%	24.7%
	Overall	100.0%	100.0%	100.0%	100.0%

Parents with additional children expected to go to college. 'How concerned are you right now about your ability to finance a college education for all your children?'

Importance of financial aid

		Comparison Group			
		OC	Colls	Univs	Overall
Financial aid a factor	Not important at all	21.4%	30.3%	28.9%	29.2%
	Somewhat important	32.0%	25.5%	26.4%	26.2%
	Very important	33.3%	28.3%	29.7%	29.4%
	Financing central to choice	13.2%	16.0%	15.0%	15.2%
	Overall	100.0%	100.0%	100.0%	100.0%

How important were financial factors as your family made its final choice about college for this child?

Summary of finances - share of current expenses

	Comparison Group			
	OC Mean	Colls Mean	Univs Mean	Overall Mean
Asset share of budget	39.9%	37.6%	39.6%	39.1%
Debt share of budget	8.5%	10.3%	9.6%	9.8%
Income share of budget	27.7%	29.9%	31.7%	31.2%
Student share of budget	15.5%	14.9%	12.9%	13.4%
Other share of budget	8.4%	7.3%	6.3%	6.5%

Summary of finances - estimates in \$K

	Comparison Group			
	OC Mean	Colls Mean	Univs Mean	Overall Mean
Asset use	19.501	20.358	21.707	21.359
Debt use	3.558	4.237	4.185	4.193
Income use	12.763	14.216	15.784	15.376
Student use	6.223	5.687	5.247	5.362
Other resource use	4.257	3.780	3.117	3.289
Net price, imputed in \$000	46.143	47.321	48.744	48.382
Grant, imputed in \$000	17.603	14.646	14.700	14.708
Student Budget in as published	63.746	61.963	63.443	63.089

Impact of paying for college

		Comparison Group			
		OC	Colls	Univs	Overall
Impact recoded	None/slight/NA	24.3%	24.4%	26.1%	25.6%
	Moderate	37.7%	33.1%	33.7%	33.6%
	Considerable	30.3%	34.4%	32.3%	32.8%
	Severe	7.6%	8.2%	7.9%	8.0%
	Overall	100.0%	100.0%	100.0%	100.0%

What has been the impact on your family of paying for your child to attend Oberlin (NA --->None)

Worth the cost

		Comparison Group			
		OC	Colls	Univs	Overall
Worth it	Yes	75.2%	74.8%	74.1%	74.2%
	Somewhat	22.0%	21.8%	22.4%	22.2%
	No	2.8%	3.4%	3.6%	3.5%
	Overall	100.0%	100.0%	100.0%	100.0%

Has your child's experience at Oberlin been worth the impact on your family's finances?

Evaluation of the aid process

		Comparison Group			
		OC	Colls	Univs	Overall
		Column	Column	Column	Column
		N %	N %	N %	N %
Aid process	Not very difficult	34.6%	23.0%	29.9%	28.3%
	Somewhat difficult	44.5%	46.3%	44.6%	45.0%
	Quite difficult	14.5%	19.9%	16.5%	17.3%
	Very difficult	6.4%	10.8%	8.9%	9.4%
Aid understanding	Not well at all	9.6%	14.2%	15.4%	15.0%
	Somewhat well	30.0%	29.7%	30.9%	30.6%
	Pretty well	34.8%	30.2%	28.6%	29.1%
	Very well	25.5%	25.9%	25.1%	25.3%
Aid expectations	Much less	5.3%	11.1%	12.6%	12.1%
	Somewhat less	27.1%	27.4%	24.2%	25.1%
	About expected	43.1%	44.2%	44.5%	44.4%
	Somewhat more	24.5%	17.3%	18.7%	18.4%

Parents applying for aid only

Parent borrowing - cumulative

		Comparison Group			
		OC	Colls	Univs	Overall
Parent debt	None	81.8%	76.0%	78.0%	77.5%
	LT 5K	1.2%	1.9%	1.3%	1.4%
	5-10K	1.6%	2.9%	2.4%	2.5%
	10-15	0.7%	2.4%	2.4%	2.4%
	15-20K	1.4%	1.8%	1.6%	1.7%
	20-25K	1.4%	1.9%	1.8%	1.8%
	25-30K	1.2%	1.3%	1.2%	1.2%
	30-40K	2.1%	2.4%	2.2%	2.3%
	40-50K	2.6%	2.0%	1.7%	1.8%
	50-60K	1.9%	2.0%	1.8%	1.8%
	60-75K	1.4%	1.7%	1.5%	1.5%
	75-100K	0.7%	1.4%	1.5%	1.4%
	GE 100K	2.1%	2.4%	2.7%	2.6%
	Overall	100.0%	100.0%	100.0%	100.0%

So far, how much money have you or your spouse/partner borrowed to pay for your child's college

Parent income

		Comparison Group			
		OC	Colls	Univs	Overall
Family income	LT \$25K	2.2%	4.1%	2.7%	3.0%
	\$25K-\$50K	5.1%	7.0%	5.9%	6.1%
	\$50K-\$75K	7.4%	8.4%	7.6%	7.8%
	\$75K-\$100K	9.6%	9.0%	8.6%	8.7%
	\$100K-\$150K	20.8%	17.0%	16.9%	17.0%
	\$150K-\$200K	13.7%	11.8%	11.9%	11.9%
	\$200K-\$250K	14.5%	10.4%	11.4%	11.2%
	\$250K-\$500K	18.4%	16.7%	18.4%	18.0%
	GE \$500K	8.3%	15.6%	16.6%	16.3%
	Overall	100.0%	100.0%	100.0%	100.0%

Please use the following categories to tell us what your before-tax family income from all sources

Age of oldest parent

		Comparison Group			
		OC	Colls	Univs	Overall
Parent age	Under 45	0.5%	1.7%	1.5%	1.6%
	45-49	6.0%	10.3%	12.2%	11.7%
	50-54	26.2%	33.1%	37.3%	36.2%
	55-59	36.7%	31.8%	31.2%	31.4%
	60-64	21.1%	16.4%	12.9%	13.8%
	65 or older	9.5%	6.6%	4.8%	5.3%
	Overall	100.0%	100.0%	100.0%	100.0%

In your opinion, how important is it that Oberlin does each of the following?

		Comparison Group			
		OC	Colls	Univs	Overall
Broad education	Not important	0.0%	0.0%	0.1%	0.1%
	Not too important	0.0%	0.3%	0.7%	0.6%
	Somewhat important	4.9%	6.4%	10.1%	9.2%
	Very important	95.1%	93.2%	89.1%	90.1%
	Overall	100.0%	100.0%	100.0%	100.0%
Diverse student body	Not important	0.0%	0.7%	1.4%	1.3%
	Not too important	3.1%	4.1%	7.0%	6.3%
	Somewhat important	29.6%	29.5%	33.1%	32.2%
	Very important	67.3%	65.6%	58.4%	60.2%
	Overall	100.0%	100.0%	100.0%	100.0%
Career preparation	Not important	2.0%	2.5%	0.9%	1.3%
	Not too important	17.9%	18.9%	8.3%	10.9%
	Somewhat important	43.9%	39.2%	32.6%	34.3%
	Very important	36.2%	39.4%	58.2%	53.5%
	Overall	100.0%	100.0%	100.0%	100.0%
Research opportunity	Not important	0.2%	0.2%	0.2%	0.2%
	Not too important	5.1%	3.1%	3.0%	3.1%
	Somewhat important	29.6%	27.6%	26.5%	26.8%
	Very important	65.1%	69.0%	70.3%	70.0%
	Overall	100.0%	100.0%	100.0%	100.0%
Voluntarism opportunity	Not important	0.9%	0.7%	0.9%	0.9%
	Not too important	10.2%	6.9%	7.5%	7.3%
	Somewhat important	40.6%	39.0%	38.4%	38.6%
	Very important	48.3%	53.4%	53.2%	53.2%
	Overall	100.0%	100.0%	100.0%	100.0%
Leadership opportunity	Not important	0.2%	0.1%	0.1%	0.1%
	Not too important	3.1%	1.6%	1.5%	1.6%
	Somewhat important	29.9%	17.8%	17.6%	17.7%
	Very important	66.8%	80.5%	80.7%	80.6%
	Overall	100.0%	100.0%	100.0%	100.0%
Extracurricular & athletics	Not important	0.9%	0.7%	0.8%	0.8%
	Not too important	14.3%	7.2%	8.5%	8.2%
	Somewhat important	49.0%	39.6%	41.1%	40.8%
	Very important	35.8%	52.5%	49.6%	50.2%
	Overall	100.0%	100.0%	100.0%	100.0%
Grad/prof school prep	Not important	0.0%	0.1%	0.2%	0.2%
	Not too important	2.9%	2.0%	2.4%	2.3%
	Somewhat important	23.3%	23.0%	24.4%	24.1%
	Very important	73.8%	74.9%	73.0%	73.5%
	Overall	100.0%	100.0%	100.0%	100.0%
Global experiences	Not important	0.0%	0.4%	0.6%	0.6%
	Not too important	6.2%	4.8%	6.3%	6.0%
	Somewhat important	40.4%	30.7%	34.6%	33.7%
	Very important	53.4%	64.0%	58.5%	59.8%
	Overall	100.0%	100.0%	100.0%	100.0%

		Comparison Group			
		OC	Colls	Univs	Overall
Workplace skills	Not important	0.0%	0.2%	0.2%	0.2%
	Not too important	5.7%	3.0%	1.8%	2.1%
	Somewhat important	27.4%	23.1%	16.6%	18.2%
	Very important	66.9%	73.7%	81.5%	79.5%
	Overall	100.0%	100.0%	100.0%	100.0%
Alumni network	Not important	0.0%	0.2%	0.2%	0.2%
	Not too important	3.5%	1.9%	2.3%	2.2%
	Somewhat important	31.1%	18.4%	21.6%	20.8%
	Very important	65.4%	79.5%	75.9%	76.8%
	Overall	100.0%	100.0%	100.0%	100.0%

Impressions of Oberlin

		Comparison Group			
		OC	Colls	Univs	Overall
Welcomes racial diversity	Disagree strongly	1.1%	0.3%	0.3%	0.3%
	Disagree somewhat	3.1%	1.5%	1.5%	1.5%
	Neither	3.8%	4.2%	4.2%	4.2%
	Agree somewhat	23.0%	20.1%	20.7%	20.6%
	Agree strongly	69.1%	73.8%	73.3%	73.4%
	Overall	100.0%	100.0%	100.0%	100.0%
Open to diverse views	Disagree strongly	4.2%	2.7%	1.4%	1.7%
	Disagree somewhat	10.5%	6.4%	4.1%	4.7%
	Neither	3.7%	5.6%	7.6%	7.1%
	Agree somewhat	28.7%	28.7%	29.6%	29.3%
	Agree strongly	53.0%	56.6%	57.3%	57.1%
	Overall	100.0%	100.0%	100.0%	100.0%
Welcomes socioeconomic diversity	Disagree strongly	1.3%	0.7%	0.7%	0.7%
	Disagree somewhat	4.6%	3.2%	3.8%	3.7%
	Neither	7.5%	6.7%	7.2%	7.1%
	Agree somewhat	33.0%	25.8%	26.9%	26.7%
	Agree strongly	53.5%	63.5%	61.3%	61.8%
	Overall	100.0%	100.0%	100.0%	100.0%
Safe	Disagree strongly	0.7%	0.7%	0.7%	0.7%
	Disagree somewhat	3.3%	2.7%	3.5%	3.3%
	Neither	2.4%	3.5%	4.4%	4.2%
	Agree somewhat	34.1%	27.8%	38.0%	35.5%
	Agree strongly	59.6%	65.3%	53.4%	56.3%
	Overall	100.0%	100.0%	100.0%	100.0%
Parent concerns heard	Disagree strongly	2.4%	1.5%	1.7%	1.6%
	Disagree somewhat	5.6%	5.0%	4.6%	4.7%
	Neither	23.6%	23.5%	20.8%	21.4%
	Agree somewhat	35.1%	31.2%	32.5%	32.2%
	Agree strongly	33.3%	38.7%	40.6%	40.1%
	Overall	100.0%	100.0%	100.0%	100.0%

Information meets needs

		Comparison Group			
		OC	Colls	Univs	Overall
Information meets needs	Poorly	10.4%	7.3%	7.2%	7.2%
	Adequately	35.8%	26.8%	25.4%	25.8%
	Pretty well	36.4%	39.6%	38.9%	39.0%
	Very well	17.3%	26.3%	28.5%	27.9%
	Overall	100.0%	100.0%	100.0%	100.0%

Overall, how well do you think the information you receive from Oberlin meets your

Want more information

		Comparison Group			
		OC	Colls	Univs	Overall
Communication	Yes	58.2%	49.4%	50.1%	50.0%
	No	41.8%	50.6%	49.9%	50.0%
	Overall	100.0%	100.0%	100.0%	100.0%

Would you like to be getting more information from Oberlin than you are now?

Parent requests more information on this topic

	Comparison Group			
	OC Mean	Colls Mean	Univs Mean	Overall Mean
Events for parents	30.9%	32.3%	35.2%	34.5%
Resources for parents	42.2%	36.7%	39.5%	38.9%
Academic life	50.6%	49.9%	48.8%	49.1%
Residential life	42.2%	40.3%	39.4%	39.6%
Religious life	9.0%	11.5%	13.7%	13.1%
Special events	41.9%	41.1%	40.9%	41.0%
Campus safety	27.6%	31.9%	41.2%	38.9%
Student organizations	21.7%	25.6%	25.6%	25.6%
Athletics	9.2%	13.7%	11.8%	12.3%
Off-campus programs	48.6%	43.9%	39.9%	40.9%
Financial aid	24.0%	31.1%	32.4%	32.0%
Financing	14.1%	17.9%	20.0%	19.4%
Academic support	34.8%	32.1%	34.9%	34.3%
Career counseling	60.6%	66.8%	64.9%	65.3%
Psychological counseling	40.2%	29.9%	27.5%	28.1%
Health services	37.1%	31.6%	33.8%	33.3%

Percent of those marking any box marking this topic.

Core Satisfaction Items

		Comparison Group			
		OC	Colls	Univs	Overall
Satisfaction	Very dissatisfied	1.7%	0.7%	0.7%	0.7%
	Generally dissatisfied	1.1%	1.1%	1.3%	1.3%
	Ambivalent	8.9%	3.9%	3.9%	4.0%
	Generally satisfied	39.7%	30.5%	30.7%	30.7%
	Very satisfied	48.6%	63.8%	63.3%	63.3%
	Overall	100.0%	100.0%	100.0%	100.0%
Personal connection	Don't know	7.4%	5.8%	4.6%	4.9%
	Very dissatisfied	2.2%	1.6%	1.6%	1.6%
	Generally dissatisfied	11.1%	6.9%	6.2%	6.4%
	Generally satisfied	58.7%	56.8%	54.0%	54.7%
	Very satisfied	20.7%	28.8%	33.6%	32.4%
	Overall	100.0%	100.0%	100.0%	100.0%
Recommend	Definitely would not	1.5%	0.8%	0.7%	0.8%
	Probably would not	5.4%	3.1%	2.7%	2.9%
	Maybe	11.7%	8.7%	7.6%	7.9%
	Probably would	24.0%	19.1%	18.0%	18.3%
	Definitely would	57.4%	68.3%	71.0%	70.2%
	Overall	100.0%	100.0%	100.0%	100.0%

Institutional policy views

		Comparison Group			
		OC	Colls	Univs	Overall
Could spend less	Disagree strongly	5.8%	6.5%	5.1%	5.4%
	Disagree somewhat	18.0%	15.4%	12.5%	13.2%
	Neither	32.3%	30.6%	25.7%	26.9%
	Agree somewhat	29.2%	30.1%	33.9%	33.0%
	Agree strongly	14.7%	17.3%	22.8%	21.4%
	Overall	100.0%	100.0%	100.0%	100.0%
Focus more on career services	Disagree strongly	1.1%	0.9%	0.8%	0.8%
	Disagree somewhat	7.3%	6.2%	5.2%	5.4%
	Neither	28.6%	26.0%	25.0%	25.2%
	Agree somewhat	37.5%	35.8%	36.4%	36.3%
	Agree strongly	25.5%	31.1%	32.7%	32.2%
	Overall	100.0%	100.0%	100.0%	100.0%
Alcohol too important	Disagree strongly	2.0%	1.8%	1.4%	1.5%
	Disagree somewhat	6.9%	7.3%	5.9%	6.2%
	Neither	44.7%	35.9%	31.3%	32.5%
	Agree somewhat	28.7%	27.8%	29.0%	28.7%
	Agree strongly	17.8%	27.3%	32.4%	31.0%
	Overall	100.0%	100.0%	100.0%	100.0%

In touch with child

		Comparison Group			
		OC	Colls	Univs	Overall
Contact with child	GT daily	2.9%	4.2%	4.8%	4.6%
	Daily	9.3%	13.3%	15.0%	14.5%
	Few per week	39.0%	40.5%	40.3%	40.3%
	Weekly	31.3%	28.9%	27.3%	27.7%
	Few times per month	14.9%	11.1%	10.8%	10.9%
	Few times per term	2.2%	1.9%	1.7%	1.8%
	Less	0.4%	0.1%	0.1%	0.1%
Overall		100.0%	100.0%	100.0%	100.0%

During the current school year, about how often have you and your child been in touch (by phone, e-mail, mail, or any other way)?

Parent worries

		Comparison Group			
		OC	Colls	Univs	Overall
Worried about Stress	Not at all	27.4%	24.3%	16.8%	18.7%
	A little	49.3%	44.8%	42.1%	42.8%
	Quite a bit	15.7%	19.8%	23.9%	22.8%
	A great deal	7.5%	11.1%	17.3%	15.8%
	Overall	100.0%	100.0%	100.0%	100.0%
Worried about debt	Not at all	46.8%	48.4%	46.0%	46.6%
	A little	28.2%	24.5%	24.2%	24.3%
	Quite a bit	11.3%	12.3%	13.2%	13.0%
	A great deal	13.7%	14.8%	16.5%	16.1%
	Overall				
Worried about jobs	Not at all	10.8%	21.2%	28.8%	26.9%
	A little	36.3%	38.3%	35.5%	36.2%
	Quite a bit	26.3%	20.9%	18.2%	18.9%
	A great deal	26.5%	19.6%	17.4%	18.0%
	Overall	100.0%	100.0%	100.0%	100.0%

How much do you worry that your child...