

**Report II for Lumina
On Access, Tuition Discounting and Pricing
Student Spring Results by Race/Ethnicity**

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Overview

This is one in a series of studies using the data base of high school seniors and their parents during the senior year in high school. The data was collected in the fall and spring of the 2006-2007 academic year. (See Report I May, 2008 for an analysis of the data base) This report presents a summary of the results of the 750 completed student surveys from the spring of 2007. The results in this report are shown by the race/ethnicity of the students

This report explores the college choices of high school seniors who are going to college the following fall. The report looks at the impact of various characteristics of the colleges-- including type of college, location, cost and aid package-- on students' decisions to enroll at the college. This project has produced many very interesting results concerning the importance of pricing and discounting variables relative to access to higher education for these students.

Where do students go to college?

	Two year	Four year
Asian/Pacific Islander	6%	94%
African American	23%	77%
Caucasian	24%	76%
Hispanic	26%	74%
All other races	33%	67%
Total	23%	77%

Among the sample of students surveyed in the spring, 23% of them plan to attend two year colleges and 77% are going to four year institutions. Viewed by race/ethnicity, the break-out between two- and four-year institutions is quite similar with the exception of Asian/Pacific Islanders who strongly favor four-year institutions.

Seventy-three percent of the students are going to public colleges, 25% to private not-for-profit colleges and 2% to for-profit colleges. Larger percentages of Asian/Pacific Islander students choose private colleges as compared with students from other groups with only 61% of them attending public institutions.

Control of
institution

	Public	Private not-for-profit	Private for-profit
Asian/Pacific Islander	61%	37%	2%
African American	71%	27%	2%
Caucasian	75%	24%	1%
Hispanic	70%	28%	1%
All other races	74%	19%	7%
Total	73%	25%	2%

Among those going to four-year colleges and universities, we have divided them into three categories: inclusive, selective and most selective based on.....

	4 Yr Inclusive	4 Yr Selective	4 Yr More Selective	Total 4 Year
Asian/Pacific Islander	8%	33%	60%	100%
African American	30%	33%	38%	100%
Caucasian	8%	49%	43%	100%
Hispanic	18%	45%	37%	100%
All other races	21%	47%	32%	100%
Total	12%	45%	43%	100%

Sixty percent of the Asian/Pacific Islanders choose more selective four-year colleges and universities compared with less than 40% of the African Americans and Hispanic students. Thirty percent of the African American students who choose a four-year college, choose an inclusive one.

15. Tuition amount at the college you are going to attend

	\$5,000 or less	\$5,001 to \$10,000	\$10,001 to \$15,000	\$15,001 to \$20,000	\$20,001 to \$30,000	More than \$30,001	Don't know
Asian/Pacific Islander	19%	6%	11%	13%	19%	23%	9%
African American	12%	10%	12%	15%	15%	10%	27%
Caucasian	13%	12%	17%	12%	13%	12%	20%
Hispanic	14%	13%	9%	17%	17%	6%	23%
All other races	17%	14%	10%	24%	10%	14%	10%
Total	14%	12%	15%	13%	14%	12%	20%

In terms of tuition for college, 20% of the students do not know what the tuition is at the school they will attend. Fourteen percent will attend colleges with tuition of \$5,000 or less while 12% of the students will attend colleges with tuitions of more than \$30,000. More than 23% of the Asian/Pacific Islander students will go to the very expensive colleges compared with only 6% of the Hispanic students.

3. Approximately how far is the college from your house?

Race/Ethnicity	200 < 500 miles			
	< 50 miles	50 to 200 miles	200 < 500 miles	500 miles +
Asian or Pacific Islander	48%	25%	21%	6%
Black or African American	41%	33%	16%	10%
White or Caucasian	45%	33%	19%	4%
Hispanic or Latino/a	62%	19%	14%	5%
Other	47%	28%	13%	13%
Total	46%	31%	18%	5%

Almost half of all 2007 high school graduates are attending college within 50 miles of their home and 77% will attend college within 200 miles of their home. Fewer than 25% of all new freshmen go to college more than 200 miles from home. The most significant difference in terms of preference for college close to home can be seen among Hispanics where 62% of Hispanic students will attend college within 50 miles of their house.

If we just look at those students who are attending four-year colleges and universities, we see that 33% of them are planning to attend school within 50 miles of home while 75% of those who are planning on attending two year colleges will attend within 50 miles of home. Only 28% of the students attending four-year colleges are going more than 200 miles from home. The differences are further magnified when we look at the selectivity of the colleges.

3. Approximately how far is the college from your house?

	Less than 50 miles	50 to less than 200 miles	200 to less than 500 miles	500 miles or more
Two -year	83%	12%	4%	1%
Four Year inclusive	47%	37%	13%	3%
Four Year Selective	37%	39%	20%	4%
Four Year More Selective	23%	40%	29%	8%

We see that as college selectivity increases, the percent of students attending college farther from home increases. Even at the more selective colleges, only 8% of the students attend school more than 500 miles from home.

4. Where are you planning to live while attending college?

	At home	On-campus residence hall	Off-campus apt.	Not sure
Asian or Pacific Islander	31%	63%	4%	2%
Black or African American	32%	62%	5%	1%
White or Caucasian	30%	59%	8%	2%
Hispanic or Latino/a	48%	42%	9%	1%
Other	37%	53%	7%	3%
Total	33%	58%	7%	2%

Overall, 33% of new freshman plan to live at home while 47% of Hispanic students plan to live at home. This clearly relates in part to the significantly larger percent of Hispanic students who attend college close to home. Among students who do not live at home, on-campus residence halls are the choice of most of these students. Among students attending four-year institutions, 19% plan to live at home while 74% expect to live in a campus residence hall. Among Hispanic students who are attending four-year institutions, 37% plan to live at home and 27% of the Asian/Pacific Islanders expect to live at home while only 15% of Caucasian students will live at home.

	On-Campus
Two -year	10%
Four Year inclusive	56%
Four Year Selective	72%
Four Year More Selective	85%

We see that the percent living on-campus increases with college selectivity, with 56% of students who are attending four-year inclusive colleges living on-campus, 72% of those attending selective four-year institutions and 85% of those attending more selective four-year institutions living on campus.

5. Approximately how many colleges did you apply to?

	1	2	3	4	5 or more	Average
Asian/Pacific Islander	6%	18%	12%	14%	50%	5.04
African American	12%	13%	21%	15%	40%	4.41
Caucasian	27%	16%	19%	14%	25%	3.34
Hispanic	19%	16%	20%	10%	35%	4.20
All other races	17%	0%	28%	24%	31%	4.12
Total	22%	15%	19%	14%	30%	3.71

The number of colleges to which students apply varies significantly by race/ethnicity. Overall, students applied to 3.71 colleges. Caucasians apply on average to 3.34 colleges compared with Asian/Pacific Islanders who applied to more than 5 colleges per student and African American and Hispanic students who applied on average to 4.41 and 4.2 colleges respectively.

6. How many colleges accepted you?

	1	2	3	4	5 or more	Average
Asian/Pacific Islander	11%	17%	19%	21%	32%	3.85
African American	20%	26%	20%	11%	23%	3.14
Caucasian	29%	22%	19%	12%	18%	2.89
Hispanic	23%	33%	17%	9%	18%	2.98
All other races	29%	18%	32%	11%	11%	2.76
Total	26%	23%	19%	12%	19%	2.99

On average, students apply to 3.71 colleges and are accepted at 2.99 colleges. Nineteen percent of the students were accepted to five or more colleges; 32% of Asian/Pacific Islanders were accepted to five or more colleges.

	Average # of Applications	Average # of Acceptances	Acceptances/Applications
Asian/Pacific Islander	5.04	3.85	76%
African American	4.41	3.14	71%
Caucasian	3.34	2.89	87%
Hispanic	4.2	2.98	71%
All other races	4.12	2.76	67%
Total	3.71	2.99	81%

Overall, students are accepted by 81% of the colleges to which they apply. This should reduce some of the angst which students and their parents feel. There are differences by race/ethnicity on acceptances. Caucasians are accepted at 87% of the colleges to which they apply compared with only 71% for Hispanics and African Americans.

Percent of Schools to Which Applicants Were Accepted

	0-25%	26-50%	51-75%	76-100%
Asian/Pacific Islander	0%	15%	27%	58%
African American	11%	15%	21%	54%
Caucasian	4%	7%	13%	76%
Hispanic	5%	19%	19%	58%
All other races	7%	17%	28%	48%
Total	5%	10%	16%	69%

Looking at the data in terms of percent of schools to which the applicants were accepted, 69% of all applicants are accepted to more than 75% of the schools to which they applied. Fewer than 60% of students of color and Hispanic students were accepted to 76% or more of the schools to which they applied compared with 76% of Caucasian students. African American students lag behind in these statistics, 11% of African American students were accepted at only 25% or fewer of the schools to which they applied. On average only 5% of all students are not accepted by more than a quarter of the schools to which they apply. These differences are of significant proportion which merit additional study to see if students of color are applying to more “reach” schools or if there are other factors operating here.

6a. How many colleges placed you on their wait-list?

	0	1	2 or more
Asian/Pacific Islander	66%	26%	9%
African American	71%	22%	8%
Caucasian	79%	16%	5%
Hispanic	72%	21%	8%
All other races	71%	25%	4%

Total	76%	18%	6%
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Despite the fact that there is no shortage of discourse in the profession about wait-lists, fewer than 25% of students are actually placed on a wait-list and only 6% of students are put on more than one wait-list. Caucasian students are less likely to be placed on wait-lists as compared with students of color and Hispanic students.

7. Were you accepted to your first choice?

	Yes	Yes, from wait-list	No
Asian/Pacific Islander	78%	2%	20%
African American	83%	1%	16%
Caucasian	89%	1%	10%
Hispanic	81%	3%	16%
All other races	83%	0%	17%
Total	87%	1%	12%

Eighty-seven percent of students are admitted to their first-choice colleges. Asian/Pacific Islanders have the lowest acceptance rate at their first-choice colleges; this is probably attributable to the fact that a larger percent of Asian/Pacific Islanders apply to more selective schools than other groups. Only 1% of students were accepted off of wait lists at their first choice school.

8a.1. Applied to Private Colleges

	Yes	No
Asian/Pacific Islander	65%	35%
African American	48%	52%
Caucasian	46%	54%
Hispanic	43%	57%
Other	45%	55%
Total	47%	53%

On average, 47% of students applied to private colleges. The only group where more than 50% of the students apply to private college is Asian/Pacific Islanders where 65% applied to private colleges.

8a.2. Applied to Public Colleges

	Yes	No
Asian/Pacific Islander	88%	13%
African American	94%	6%
Caucasian	88%	12%
Hispanic	90%	10%
Other	93%	7%
Total	89%	11%

Only 11% of students overall did not apply to public colleges. Almost all African Americans applied to public colleges.

8b.1. Applied to Two-Year Colleges

Yes	No
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Asian/Pacific Islander	17%	83%
African American	28%	72%
Caucasian	30%	70%
Hispanic	33%	67%
Other	29%	71%
Total	29%	71%

Less than a third of students apply to two-year colleges. Only 17% of Asian/Pacific Islanders apply to two-year colleges compared with 30% of Caucasians and 33% of Hispanics.

8b.2. Applied to Four-Year Colleges

	Yes	No
Asian/Pacific Islander	100%	0%
African American	91%	9%
Caucasian	84%	16%
Hispanic	87%	13%
Other	90%	10%
Total	87%	13%

Overall, 87% of students apply to four-year colleges and universities. All the Asian/Pacific Islanders in this study applied to four-year colleges compared with 84% of the Caucasians. More African Americans and Hispanics apply to four-year colleges than Caucasians.

Did You Apply to:	Reach Schools	Likely Schools	Safety Schools
Asian/Pacific Islander	50%	94%	71%
African American	43%	93%	57%
Caucasian	34%	90%	50%
Hispanic	33%	87%	56%
Other	53%	93%	48%
Total	37%	91%	53%

Students were asked if they applied to “reach schools,” schools that were a long-shot to get into, “likely schools,” schools they expected to be able to get into, and “safety schools,” schools that should readily accept them. Only 37% of students apply to reach schools compared with 91% who apply to likely schools and 53% who apply to safety schools. Caucasians (34%) and Hispanics (33%) apply in fewer numbers to reach schools than African Americans (43%) and Asian/Pacific Islanders (50%). The low percent of Caucasians who apply to reach schools may in part account for the high acceptance rate (87%) they have for the schools to which they have applied and the high probability of being accepted to their first choice school (89%). The difference in percent of African Americans who apply to reach schools, 43%, and Hispanics, 33%, complicates understanding the similarity in acceptance rates and admission to their first choice college.

9. Did you apply to schools that were X miles from your home?

	<50 miles	51 - 200	201-500	> 500
Asian/Pacific Islander	71%	75%	40%	23%
African American	66%	68%	47%	30%
Caucasian	66%	65%	44%	22%
Hispanic	77%	59%	33%	24%
Other	77%	70%	31%	33%
Total	68%	66%	42%	24%

In the application process, more than 65% of students apply to colleges that are less than 200 miles from their home. Only 42% of students apply to schools that are between 201 and 500 miles from home and only 24% apply to schools that are more than 500 miles from home. Although 66% of the students applied to colleges that are more than 201 miles from home, only 23% went to colleges that were that far from home. As there is a high acceptance rate for colleges, it is likely that many of these students were accepted at distant colleges but chose not to attend them.

Factors of Importance In Choosing a College

We asked many questions to determine where students got their information and what factors were most important in the college- choice decision.

22. Where did you/will you go to get information about financing college?

	H.S Counselor/teachers	Internet	College	Other	Don't Know
Asian/Pacific Islander	41%	23%	20%	14%	2%
African American	35%	22%	19%	23%	3%
Caucasian	30%	18%	21%	27%	7%
Hispanic	41%	14%	26%	16%	4%
All others	32%	26%	12%	29%	3%
Average	33%	19%	21%	24%	6%

We find that 33% of the students got their information from high school teachers and guidance counselors. This was followed by the colleges at 21% and the internet at 19% as the major source of information. Several students received their information from multiple sources. Asian/Pacific Islanders and Hispanic students were more likely to rely on high school counselors than other students.

In looking at the characteristics that were important to students in making their college choice, all groups rated the academic reputation of the college as most important. This had an average weighting of 3.33 on a 4.0 scale. Only 11% of the respondents said that it had little or no influence on their decision. Academic reputation was more important to Asian/Pacific Islanders and African Americans than to other groups.

Important College Characteristics by Race/Ethnicity

	Asian/Pacific Islander	African American	Caucasian	Hispanic	All other races	Total
10.1. Academic reputation of the college	3.49	3.51	3.27	3.37	3.36	3.33
10.2. Size of the college	2.77	2.65	2.64	2.91	2.59	2.68
10.3. Distance from home	2.71	2.78	2.77	2.82	2.76	2.77
10.4 Total cost to attend before financial aid or scholarships	3.13	3.16	3.1	3.13	2.86	3.1
10.5. Amount of scholarships offered	2.81	2.96	2.78	2.87	2.76	2.82
10.6. Total out-of-pocket costs per year	2.92	3.04	3.01	3.13	3.14	3.02
10.7. I felt like I fit in at the college	2.96	3.1	2.99	3.09	3	3.01
10.8. Availability of athletic programs	1.98	2.48	2.04	2.39	2.28	2.14
10.9 Rankings of the College, such as U.S. News and World Report	2.73	2.85	2.33	2.7	2.59	2.47
10.10. Having friends who attend the college	2.15	2.38	2.09	2.49	2.14	2.17
10.11 Recommendations or advice of a guidance counselor	2.44	2.67	2.24	2.75	2.55	2.37
10.12 Availability of International Experiences	2.29	2.47	2.1	2.5	2.61	2.22
10.13. Emphasis on community service	2.46	2.62	2.12	2.45	2.25	2.24
10.14. Presence of a religious affiliation at the college	1.56	2.15	1.7	1.87	1.77	1.77

Weighting done on a 1-4 scale of importance with 1 = no influence and 4 = great deal of influence

Students were asked about a variety of factors that influenced their college choice. We have looked at these factors by race/ethnicity and by selectivity of college attended. On top of the list for all students was the academic reputation of the college. On a four-point scale, this had a score of 3.33 and was most important to African American students (3.51) followed by Asian/Pacific Islanders (3.49). The other variables with a rank above 3.0 are total cost to attend before scholarships or financial aid, total out-of-pocket cost of the college and “I felt like I fit in.” Amount of scholarships offered was significantly less important to all students than total cost either before financial aid or after considering aid.

There are several factors where there are significant differences based on race/ethnicity. Availability of athletic programs is much more important to African Americans and Hispanics than it is to Caucasians or Asian/Pacific Islanders. College rankings are more important to students of color and Hispanics who score them above 2.7 than they are to Caucasian students who give them a score of 2.33. Having friends attend the school are more important to African Americans and Hispanics than it is to other students. This result reinforces programs like the Posse program which works to enroll groups of similar students at one institution. The recommendation of a guidance counselor is more important to African American students and Hispanic students than it is to other students.

Religious affiliation is much more important to African American students than it is to other groups of students although it only has a score of 2.15 for them.

Important College Characteristics by College Selectivity	Two Year	Four Year Inclusive	Four Year Selective	Four Year More Selective	Total
10.1. Academic reputation of the college	3.02	3.29	3.35	3.57	3.33
10.2. Size of the college	2.58	2.66	2.78	2.69	2.68
10.3. Distance from home	2.98	2.80	2.77	2.55	2.77
10.4 Total cost to attend before financial aid or scholarships	3.21	3.33	3.16	2.89	3.1
10.5. Amount of scholarships offered	2.54	2.93	2.98	2.81	2.82
10.6. Total out-of-pocket costs per year	2.99	3.12	3.08	3.00	3.02
10.7. I felt like I fit in at the college	2.89	2.85	3.07	3.09	3.01
10.8. Availability of athletic programs	2.08	2.32	2.19	2.09	2.14
10.9 Rankings of the College, such as U.S. News and World Report	2.20	2.39	2.44	2.75	2.47
10.10. Having friends who attend the college	2.45	2.44	2.14	1.93	2.17
10.11 Recommendations or advice of a guidance counselor	2.68	2.45	2.32	2.14	2.37
10.12 Availability of International Experiences	2.02	2.25	2.25	2.35	2.22
10.13. Emphasis on community service	2.18	2.26	2.26	2.24	2.24
10.14. Presence of a religious affiliation at the college	1.66	1.85	1.89	1.65	1.77

Weighting done on a 1-4 scale of importance with 1 = no influence and 4 = great deal of influence

The importance of academic reputation increases with the selectivity of the chosen college; it scores 3.02 for students attending a two year college compared with 3.57 for students attending a more selective college. Distance from home declines in importance as college selectivity increases. Cost factors decline in importance as college selectivity increases although they remain among the more important factors in college choice.

Feeling like a student fits into college becomes more important at the selective and more selective four-year institutions. Athletic programs are more important at the inclusive four-year institutions than at the other types of colleges and universities. College rankings increase in importance as selectivity increases; this goes from 2.2 for students planning to attend two-year institutions to 2.75 for students planning to attend more selective four-year institutions. Guidance counselor advice and having friends attend are more important to students at two year and four year inclusive institutions than at other types of institutions.

11. Has one of your parents, a sibling, or other relative attended the college you have chosen to attend?

	Parent	Sibling	Other relative	No
Asian/Pacific Islander	2%	10%	8%	79%
African American	9%	10%	12%	70%
Caucasian	15%	10%	7%	68%
Hispanic	10%	9%	5%	76%
All other races	18%	4%	4%	75%
Total	13%	10%	8%	70%

Overall, 70% of students attend college where they have not had a relative attend. About 10% of students attend college where a sibling attended and 13% attend where their parents matriculated.

College Costs

12.1. Generally speaking, if a college that costs \$30,000 a year offered me a \$10,000 scholarship, I would prefer this college over a college that costs \$20,000 that offers me no scholarships

	Disagree	Neither Agree nor Disagree	Agree	Average (5 point scale)
Asian/Pacific Islander	17%	47%	36%	3.23
African American	28%	29%	44%	3.18
Caucasian	15%	37%	49%	3.48
Hispanic	23%	33%	44%	3.30
All other races	14%	36%	50%	3.54
Total	17%	36%	47%	3.41

I asked four very direct questions about college cost and got answers that are quite inconsistent. When asked if they prefer a college that costs \$30,000 and gives a \$10,000 scholarship versus a college that costs \$20,000 (the net cost of the two colleges would be the same), 47% of the students prefer the higher priced college with the scholarship and 36% of the students are neutral. Only 17% of the students prefer the lower priced college. These preferences to vary by race/ethnicity with 28% of African American student and 23% of Hispanic students preferring the lower priced college compared with 15% of Caucasian students.

12.2 The old saying "you get what you pay for" is generally true

	Disagree	Neither Agree nor Disagree	Agree	Average(5 point scale)
Asian/Pacific Islander	38%	28%	34%	2.94
African American	33%	16%	51%	3.19
Caucasian	24%	23%	53%	3.42
Hispanic	30%	23%	47%	3.31
All other races	21%	24%	55%	3.45
Total	26%	23%	51%	3.35

When asked "you get what you pay for is generally true," 51% of students agree and 26% disagree. Only 34% of Asian/Pacific Islanders agree; they do not see the relationship between price and quality while the other groups tend to think that there is a relationship.

The question was not phrased in a way to be able to distinguish between net price and published price so there is some ambiguity to the results of this question.

12.3. The price of a college is a good indicator of its quality

	Disagree	Neither Agree nor Disagree	Agree	Average (5 point scale)
Asian/Pacific Islander	38%	31%	31%	2.79
African American	53%	18%	29%	2.59
Caucasian	54%	25%	21%	2.49
Hispanic	48%	27%	25%	2.63
All other races	62%	14%	24%	2.31
Total	52%	25%	23%	2.53

On the other hand, when we asked if the price of college is a good indicator of its quality, 52% disagreed and only 23% agreed. Asian/Pacific Islanders again had different views than most other groups with 38% of them disagreeing and 31% of them agreeing. The responses of Asian/Pacific Islanders are much more consistent on these two questions than the responses of the other groups.

12.4. You will always have to pay a bit more for the best

	Disagree	Neither Agree nor Disagree	Agree	Average (5 point scale)
Asian/Pacific Islander	29%	31%	40%	2.98
African American	32%	15%	53%	3.30
Caucasian	38%	26%	36%	2.93
Hispanic	31%	19%	50%	3.23
All other races	24%	24%	52%	3.41
Total	35%	24%	40%	3.03

The fourth statement tested in this series, “You will always have to pay a bit more for the best,” has very interesting results. Overall, 35% of students disagree with this statement while 40% agree with it. There are significant differences by race/ethnicity with 53% of African American students and 50% of Hispanic students agreeing while only 36% of Caucasian students agree.

When taken together, the picture one gets from these four questions is quite unclear. On average, students would choose the more expensive college with a scholarship and they believe that you get what you pay for. Caucasian and Asian/Pacific Islanders are less strong in thinking that you will have to pay a bit more for the best while more than 50% of African American and Hispanic students feel that you will have to pay a bit more for the best. More than 50% of the students with the exception of the Asian/Pacific Islanders (only 38%) disagree that there is a relationship between price and quality. I would have expected a positive response to this question given the other responses. Perhaps it suggests that the notions of quality, quality of a college, and “the best” are not correlated.

13. Did your parents place a price restriction on the colleges you could apply to?

	Yes	No
Asian/Pacific Islander	6%	94%
African American	15%	85%
Caucasian	12%	88%
Hispanic	9%	91%
All other races	18%	82%
Total	12%	88%

One question which is rarely asked but comes up in conversation from time to time concerns the issue of college price. The question we asked was, "Did your parents place a price restriction on the colleges you could apply to?" Only 12% of the students said that there were price restrictions placed on their college choices. There was variation in the responses by race/ethnicity with only 6% of Asian/Pacific Islanders facing price restrictions. This is the group that has the highest probability of applying to and going to private institutions. Nine percent of Hispanic students compared with 15% of African American students face price restrictions on their choice of college.

School Choice

14e. I chose the school that was my first choice among those I was accepted to

	Yes	No
Asian/Pacific Islander	65%	35%
African American	65%	35%
Caucasian	82%	18%
Hispanic	69%	31%
All other races	62%	38%
Total	76%	24%

The majority of students attend the first choice school among those to which they were accepted. This percent varies significantly by race/ethnicity; 82% of Caucasians attend their first-choice school compared with fewer than 70% of all the other students.

14.1. (IF NO to 14e) Why was a compromise made?

	Financial reasons	Distance from home	Availability/quality of program/major of interest	Not accepted/wait listed	Other
Asian/Pacific Islander	35%	24%	6%	18%	18%
African American	26%	23%	3%	14%	34%
Caucasian	43%	19%	1%	4%	33%
Hispanic	42%	29%	0%	4%	25%
All other races	25%	25%	0%	8%	42%
Total	37%	22%	2%	8%	31%

The reasons given for not attending their first-choice school varied among types of students. Overall, 37% of the students did not attend their first-choice school because of financial reasons but only 26% of African Americans did not attend their first-choice school because of financial issues whereas finances were the reason for 43% of the Caucasians and 42% of the Hispanics for not attending their first choice school among the schools that accepted them. Other reasons for not attending the first-choice school to which they were accepted include distance from home, availability of academic programs, not accepted, and a variety of other reasons including personal issues and uncertainty about why they made the choice they did.

14a. I chose the school that gave the largest scholarship or grant - gift aid			14b. I chose the school that gave the best total financial aid package - gift aid + loans + work study		
	Yes	No		Yes	No
Asian/Pacific Islander	29%	71%	Asian/Pacific Islander	50%	50%
African American	39%	61%	African American	49%	51%
Caucasian	31%	69%	Caucasian	38%	62%
Hispanic	27%	73%	Hispanic	39%	61%
All other races	34%	66%	All other races	50%	50%
Total	31%	69%	Total	41%	59%
Attending first choice school			Attending first choice school		
Yes	29%	71%	Yes	40%	60%
No	38%	62%	No	45%	55%
14c. I chose the school with the lowest out-of-pocket cost			14d. I chose the school where I will have to borrow the least		
	Yes	No		Yes	No
Asian/Pacific Islander	40%	60%	Asian/Pacific Islander	42%	58%
African American	53%	47%	African American	53%	47%
Caucasian	48%	52%	Caucasian	46%	54%
Hispanic	46%	54%	Hispanic	49%	51%
All other races	57%	43%	All other races	36%	64%
Total	48%	52%	Total	46%	54%
Attending first choice school			Attending first choice school		
Yes	46%	54%	Yes	43%	57%
No	54%	46%	No	56%	44%

When we look at the cost of the school that the students chose, we see that the majority of students did not choose the school that had the lowest net cost. Sixty-nine percent did not choose the school that offered them the largest scholarship, 59% did not choose the school that gave them the best financial aid package; 54% did not choose the school

where they had to borrow the least and 52% did not choose the school with the lowest out-of-pocket cost. The behavior of African Americans and Hispanics is quite different in this regard with African American students being much more sensitive to price and aid offers than Hispanic students.

Students who are attending the school that is their first choice are less sensitive to price and aid offers than students who are not attending their first choice school but the difference varies from 5 percentage points to 13 percentage points; this is a smaller difference than I would have expected.

Financial Aid Process

16. How well did you understand the overall financial aid application process?

	I didn't understand it	I had a general understanding of it	I understood it	Didn't apply
Asian/Pacific Islander	19%	35%	40%	6%
African American	15%	37%	44%	4%
Caucasian	14%	35%	43%	8%
Hispanic	13%	37%	46%	4%
All other races	14%	28%	45%	14%
Total	15%	35%	43%	7%

Overall, 7% of the students did not apply for financial aid. Most students had at least a general understanding of the process with only 15% of the students who applied for aid responding that they did not understand the process. Differences by race/ethnicity are minor.

17. Did your family complete a FAFSA form (free application for federal student aid) or a CSS form?

	Yes	No
Asian/Pacific Islander	89%	11%
African American	89%	11%
Caucasian	83%	17%
Hispanic	87%	13%
All other races	89%	11%
Total	85%	15%

Among respondents, 85% of the students completed the FAFSA.

18. Approximately what percent of your total undergraduate college tuition, room and board will you and your family be paying out of pocket?

	Less than one-quarter	One-quarter	One-half	Three-quarters	All of it	Not sure
Asian/Pacific Islander	26%	17%	19%	9%	9%	21%
African American	34%	19%	12%	6%	12%	16%
Caucasian	22%	18%	16%	11%	20%	12%
Hispanic	35%	17%	12%	5%	18%	14%

All other races	28%	10%	14%	14%	24%	10%
Total	26%	18%	15%	10%	18%	13%
Two Year Colleges	26%	21%	15%	11%	15%	12%
Four Year Colleges	26%	8%	15%	7%	28%	16%
Public	25%	16%	15%	10%	19%	14%
Private	29%	25%	14%	10%	14%	9%

In June before the beginning of college, we find that 13% of them do not know how much of their college costs they will pay out-of-pocket. Uncertainty is highest among Asian/Pacific Islanders where 21% of them are not sure compared with 16% of African Americans and 14% of Hispanic students. Eighteen percent of all students and their families expect to pay all of their college costs out-of-pocket. This varies from 9% for Asian/Pacific Islanders to 12% for African Americans, 18% for Hispanics and 20% for Caucasians.

When we look at this data by type of college the student will attend, we see some significant differences. Twenty-eight percent of students attending four year colleges expect to pay all of their college costs out-of-pocket compared with only 15% of those attending two year colleges. Only 14% of those who will attend private colleges expect to pay all of their costs compared with 19% of those who will attend public colleges.

Financial Aid Data

18a.1. Federal or Pell Grants

	Yes	No	Don't Know	Not getting any aid
Asian/Pacific Islander	52%	19%	10%	19%
African American	45%	26%	11%	18%
Caucasian	30%	29%	19%	22%
Hispanic	44%	23%	14%	19%
All other races	34%	21%	17%	28%
Total	35%	27%	17%	22%

More than 40% of the Hispanic and African American students report that they are receiving a Pell grant and 52% of the Asian/Pacific Islanders. The percent of students receiving Pell grants looks a bit high given the income distribution of the students by race/ethnicity.

	Asian/Pacific Islander	African American	Caucasian	Hispanic	All other races	Total
Less than \$25,000	17%	22%	7%	19%	14%	11%
\$25,000 to less than \$50,000	41%	37%	24%	39%	24%	29%
\$50,000 to less than \$75,000	17%	23%	31%	21%	24%	28%
\$75,000 to less than \$100,000	10%	9%	19%	14%	10%	16%
\$100,000 to less than \$150,000	14%	8%	10%	7%	24%	10%

More than \$150,000 0% 2% 8% 0% 5% 6%

We see that there is a significant difference by race/ethnicity of students who come from families with incomes below \$25,000. Only 7% of the Caucasian students come from very low income families as compared with more than 15% of the other groups of students. It is also quite surprising that 17% of the students in June of their senior year claim that they do not know if they are getting a Pell grant. Whether this is just an indication that they have not been tuned in to their financial aid awards or have not yet finalized their financial aid application is difficult to determine. The percent of students who do not know if they will get a Pell grant is highest among Caucasian students where 19% of them responded that they did not know.

18a.2. A state scholarship or grant

	Yes	No	Don't Know	Not getting any aid
Asian/Pacific Islander	48%	27%	6%	19%
African American	37%	34%	12%	17%
Caucasian	33%	32%	13%	22%
Hispanic	37%	32%	12%	19%
All other races	31%	31%	10%	28%
Total	35%	32%	12%	21%

The same percent of students who expect to receive a Pell grant also expect to receive a State grant. The percentages differ by race ethnicity but again a larger percent of Asian/Pacific Islanders, 48%, expect to receive a State grant than any of the other groups.

18a.3. A need-based grant from the college you are attending

	Yes	No	Don't Know	Not getting any aid
Asian/Pacific Islander	31%	38%	13%	19%
African American	30%	40%	13%	17%
Caucasian	23%	41%	14%	22%
Hispanic	36%	31%	14%	19%
All other races	21%	34%	17%	28%
Total	26%	39%	14%	21%

Twenty-six percent of the students are receiving need-based grants from their college. This percent again varies with 36% of Hispanics, 31% of Asian/Pacific Islanders and 30% of African Americans receiving need-based institutional aid and only 23% of Caucasian students.

18a.4. An ability-based institutional grant such as athletic, music, leadership scholarships, etc.

	Yes	No	Don't Know	Not getting any aid
Asian/Pacific Islander	15%	63%	6%	17%
African American	18%	55%	10%	17%
Caucasian	28%	40%	10%	22%

Hispanic	19%	51%	10%	19%
All other races	7%	55%	10%	28%
Total	24%	45%	10%	21%

The data for ability-based institutional grants is quite different than for need-based grants. Overall, 24% of the students are getting these grants with 28% of the Caucasian students receiving them compared with less than 20% for the other demographic groups.

18a.5. Scholarships or grants from private sources such as businesses or organizations

	Yes	No	Don't Know	Not getting any aid	
Asian/Pacific Islander	38%	35%	6%	21%	
African American	32%	42%	9%	17%	
Caucasian	33%	36%	9%	22%	
Hispanic	31%	41%	9%	19%	
All other races	17%	48%	7%	28%	
Total	32%	38%	8%	22%	

More than 30% of the students are getting grants from private sources. This number is larger than I would have expected and should provide encouragement for students to pursue the variety of private grants that are available.

There are several questions that we asked to understand when students knew that they were going to get aid and how the aid was presented to them. This is an area where schools do things quite differently.

19. Among those getting aid, when did you first know that you would get some aid from this institution?

	Before I inquired about the college	When I first talked with an admission counselor at the college	After I applied but was accepted	After I was accepted to the college	Not sure
Asian/Pacific Islander	11%	8%	26%	45%	11%
African American	13%	11%	30%	39%	7%
Caucasian	15%	9%	22%	46%	9%
Hispanic	15%	18%	24%	40%	3%
All other races	24%	14%	33%	19%	10%
Total	14%	10%	24%	43%	8%

We find that slightly more than half of the students knew they would get aid from the college before they were accepted and the rest found out about their aid after they were accepted. In terms of merit aid, many schools publish the criteria for merit aid in their catalogues and on their web sites. If these schools use a formulaic approach to awarding aid such as all students with a high school grade point above a certain level or certain

SAT scores, students will know in advance of applying to the institution if they will receive such an award.

In terms of need-based aid, many schools will give students estimates of what they are likely to receive. Some schools even put calculators on their web sites to estimate the amount of the award. Other schools choose not to do this arguing that when the FASFAA arrives with the actual data it is too often different and students and their families are very upset that their award will be different from what they expected it to be.

20a. Did you personally review the financial aid packages you received from the school you will be attending?

	Yes	No
Asian/Pacific Islander	85%	15%
African American	70%	30%
Caucasian	67%	33%
Hispanic	76%	24%
All other races	57%	43%
Total	69%	31%

We see that 31% of the students who received financial aid did not review their own financial aid packages. This varies significantly by race/ethnicity with 85% of Asian/Pacific Islander students reviewing their own package while only 67% of Caucasian students reviewed their packages. This helps explain why such a large percent of Caucasian students do not know if they are getting a Pell grant.

20b. Among those who did not review their own financial aid package, who reviewed it for you?

	Parents	Counselor	Don't Know	Other
Asian/Pacific Islander	83%	0%	17%	0%
African American	63%	8%	17%	13%
Caucasian	73%	2%	7%	17%
Hispanic	47%	13%	7%	33%
All other races	67%	11%	0%	22%
Total	70%	4%	8%	18%

Among students who did not review their financial aid packages, overall 70% had their parents review their package. This number was much lower for Hispanic students where only 47% of their parents reviewed their package. Overall, counselors reviewed financial aid packages for only 4% of those students who did not review them themselves but 13% of the Hispanic students had a counselor review their financial aid package.

21a. Was the financial aid package from the school you will be attending easy to understand?

	Yes	No	Don't Know
Asian/Pacific Islander	94%	6%	0%
African American	89%	9%	2%
Caucasian	90%	6%	4%
Hispanic	85%	11%	4%

All other races	83%	8%	8%
Total	89%	7%	3%

Eighty-nine percent of the students said that the financial aid packages were easy to understand.

21b. Was the financial aid package from the school you will be attending ...

	One of the first packages you received	One of the last packages you received	Somewhere in the middle	Do not remember
Asian/Pacific Islander	29%	15%	47%	9%
African American	34%	19%	45%	2%
Caucasian	41%	10%	43%	5%
Hispanic	56%	13%	29%	2%
All other races	42%	25%	33%	0%
Total	41%	12%	42%	5%

The question on when the financial aid package from the school that the student chose to attend arrived was asked in order to see if there was a relationship between the arrival of this information and the decision to attend the college. There does not seem to be any relationship. This was the first aid package received by 41% of the students and it was somewhere in the middle for 42% of the students.

21c. Did the financial aid package from the school you are going to attend come at the same time as your acceptance letter?

	Yes	No	Don't remember
Asian/Pacific Islander	24%	73%	3%
African American	19%	81%	0%
Caucasian	28%	67%	5%
Hispanic	25%	71%	4%
All other races	50%	50%	0%
Total	27%	69%	4%

A question many people want to know about is do people negotiate with the school for a better financial aid package and if they do, are they successful? The negotiations occur only at the four-year institutions. We see that among those students attending four-year institutions, 19% of the students or their parents negotiated for a better package. Twenty-nine percent of the students or the parents of students attending private colleges negotiate compared with 17% at public institutions. The percent who negotiate varies significantly by race/ethnicity with 29% of Asian/Pacific Islanders negotiating, 23% of African Americans negotiating, 19% of Caucasians and only 9% of Hispanics.

21d. Did you or your parents call the school and try to negotiate for more financial aid?

	Private 4 yr Colleges	Public 4 Yr Colleges	Total 4 Year Colleges
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	Yes	No	Yes	No	Yes	No
Asian/Pacific Islander	60%	40%	17%	83%	29%	71%
African American	50%	50%	18%	82%	23%	77%
Caucasian	21%	79%	18%	82%	19%	81%
Hispanic	25%	75%	5%	95%	9%	91%
All other races	0%	100%	25%	75%	20%	80%
Total	29%	71%	17%	83%	19%	81%

Among those who negotiated, 36% were successful, 28% were unsuccessful and 36% of the students did not know if the negotiation was successful. Sample size gets quite small when we disaggregate further but we do see that 62% of the negotiations at the private colleges were successful compared with only 36% at the public colleges. Success rates were lowest for Hispanic and Asian/Pacific Islander students while success rates for African American and Caucasian students were comparable.

21d.1. Were you successful?

	Private 4 yr Colleges			Public 4 Yr Colleges			Total 4 Year Colleges		
	Yes	No	DK	Yes	No	DK	Yes	No	DK
Asian/Pacific Islander	33%	33%	33%	50%	0%	50%	40%	20%	40%
African American	67%	33%	0%	33%	67%	0%	50%	50%	0%
Caucasian	83%	17%	0%	35%	18%	47%	48%	17%	35%
Hispanic	0%	100%	0%	50%	50%	0%	33%	67%	0%
All other races				0%	100%	0%	57%	36%	7%
Total	62%	31%	8%	36%	28%	36%	36%	28%	36%

We asked a series of questions about the financial aid packages. The first asked whether the package clearly explained the out-of-pocket contribution that would be required. Seventy-four percent of the students said it did while 20% of the students said that the package did not clearly explain what they would have to pay and 6% didn't know. Among those who found least clarity in this part of the financial aid package were the Asian/Pacific Islanders.

21e. Did the package clearly explain your out-of-pocket contribution per year?

	Yes	No	Don't know
Asian/Pacific Islander	67%	21%	12%
African American	70%	28%	2%
Caucasian	75%	17%	7%
Hispanic	75%	21%	4%
All other races	75%	25%	0%
Total	74%	20%	6%

The next question asked about ways to cover the out-of-pocket cost with loans. Seventy-six percent responded that the package provided information about loans.

21f. Did the package offer options to cover your out-of-pocket cost with loans?

	Yes	No	Don't know
Asian/Pacific Islander	61%	21%	18%
African American	79%	17%	4%
Caucasian	78%	15%	7%
Hispanic	73%	19%	8%
All other races	77%	23%	0%
Total	76%	17%	7%

There followed a series of questions to better understand how college would be financed and where the funds came from. Only 21% of the students responded that their parents had participated in a college savings plan. The highest participation was among African Americans and Caucasians with 22% of their families participating.

24. Did your family participate in a college savings plan?

	Yes	No	Don't know
Asian/Pacific Islander	17%	69%	15%
African American	22%	69%	9%
Caucasian	22%	68%	10%
Hispanic	15%	78%	6%
All other races	18%	75%	7%
Total	21%	70%	9%

More than half of the students do not know how much they and their family have saved for college and another 20% report no college savings. Less than 10% of the students report savings for college in excess of \$10,000.

25. Amount you and your family have saved for college

	\$0	\$1 to \$5,000	\$5,001 to \$10,000	\$10,001 to \$20,000	Over \$20,000	Don't know
Asian/Pacific Islander	13%	19%	6%	2%	2%	58%
African American	16%	15%	4%	4%	2%	58%
Caucasian	21%	13%	4%	4%	5%	52%
Hispanic	23%	18%	3%	5%	1%	50%
All other races	24%	14%	0%	3%	3%	55%
Total	20%	14%	4%	4%	4%	53%

More than three quarters of the students expect to have at least a part-time job while they are in college to help pay their tuition. The percent is highest among Caucasians with 79% planning to work and lowest among African Americans where only 68% plan to work while in college.

26. Will you be working at least a part time job during college to help pay for your tuition bill?

	Yes	No	Not Sure
Asian/Pacific Islander	69%	17%	15%
African American	68%	22%	10%
Caucasian	79%	13%	8%
Hispanic	76%	16%	8%
All other races	79%	17%	3%

Total 76% 15% 9%

In June before the beginning of college, 25% of the students responded that they did not yet know if they or their family would be borrowing to pay for college and 43% said they would not be borrowing. Among those who were not borrowing, 49% of the Hispanic students said they would not be borrowing compared with 44% of the Caucasian and African American students and 35% of the Asian/Pacific Islanders. Among those who knew they would borrow, 10% thought they would borrow less than \$2,700, 10% between \$2,700 and \$7,500, 7% between \$7501 and \$15,000 and only 4% expect to borrow more than \$15,000.

27. How much are you and your family borrowing for your first year of college?

	Not borrowing	Less than \$2,700	\$2,700 to \$7,500	\$7,501 to \$15,000	More than \$15,000	Don't know
Asian/Pacific Islander	35%	13%	8%	6%	6%	31%
African American	44%	15%	6%	9%	5%	21%
Caucasian	44%	9%	11%	6%	4%	26%
Hispanic	49%	5%	13%	10%	4%	19%
All other races	38%	7%	3%	14%	3%	34%
Total	43%	10%	10%	7%	4%	25%

When analyzed by family income, around 40% of students do not plan to borrow irrespective of income except those who come from families with income greater than \$150,000 where 65% do not expect to borrow.

	Less than \$25,000	\$25,000 to less than \$50,000	\$50,000 to less than \$75,000	\$75,000 to less than \$100,000	\$100,000 to less than \$150,000	More than \$150,000	Total
Not borrowing	39%	41%	45%	43%	43%	65%	44%
Less than \$2,700	11%	10%	7%	15%	8%	4%	10%
\$2,700 to \$7,500	22%	17%	13%	10%	10%	0%	13%
\$7,501 to \$15,000	2%	7%	10%	6%	16%	4%	8%
More than \$15,000	2%	7%	3%	1%	4%	4%	4%
Don't know	24%	19%	23%	24%	20%	23%	22%

When the students were asked who would be repaying the loans, only 54% responded that they were responsible for the repayment. Fifteen percent expected their parents to repay the loans and 28% expected repayment to be a joint commitment between them and their parents.

28. Who will be primarily responsible for paying back these loans?

	Me	My parents	Jointly paying off the loans	Not sure
Asian/Pacific Islander	42%	19%	35%	3%
African American	48%	17%	33%	2%

Caucasian	56%	13%	27%	4%
Hispanic	53%	23%	25%	0%
All other races	47%	18%	29%	6%
Total	54%	15%	28%	4%

In trying to understand if there were other resources available for college, 23% of the students responded that there were other family members or friends who were planning to help pay for their education. These numbers were highest for African Americans where 28% expected others to help pay for college and Caucasians with 25% and lowest among Hispanics where only 13% expected help from others to pay for college.

29. Are there other family members or friends planning to help pay for your education?

	Yes	No	Not sure
Asian/Pacific Islander	19%	73%	8%
African American	28%	70%	2%
Caucasian	25%	72%	3%
Hispanic	13%	85%	3%
All other races	17%	79%	3%
Total	23%	73%	3%

Additional Demographic Information For This Sample

31. What is your parent's highest level of education?

	Less than a high school diploma	High school graduate	Some college	Two-year degree	Four-year degree	Some post-graduate work	Graduate degree
Asian/Pacific Islander	10%	31%	18%	4%	18%	2%	16%
African American	6%	24%	21%	16%	19%	1%	13%
Caucasian	3%	23%	15%	13%	27%	4%	16%
Hispanic	27%	39%	9%	9%	13%	1%	1%
All other races	4%	19%	15%	12%	27%	4%	19%
Total	6%	25%	16%	12%	24%	3%	14%

34. Which of the following ranges best categorizes your family's annual household income?

	Less than \$25,000	\$25,000 to less than \$50,000	\$50,000 to less than \$75,000	\$75,000 to less than \$100,000	\$100,000 to less than \$150,000	More than \$150,000
Asian/Pacific Islander	17%	41%	17%	10%	14%	0%
African American	22%	37%	23%	9%	8%	2%
Caucasian	7%	24%	31%	19%	10%	8%
Hispanic	19%	39%	21%	14%	7%	0%
All other races	14%	24%	24%	10%	24%	5%
Total	11%	29%	28%	16%	10%	6%

Only 483 responses