



**COLLEGE COST
TRANSPARENCY INITIATIVE™**



An EducationDynamics Company

National Association of Student Financial Aid Administrators

Financial Aid Offer Research Survey Findings

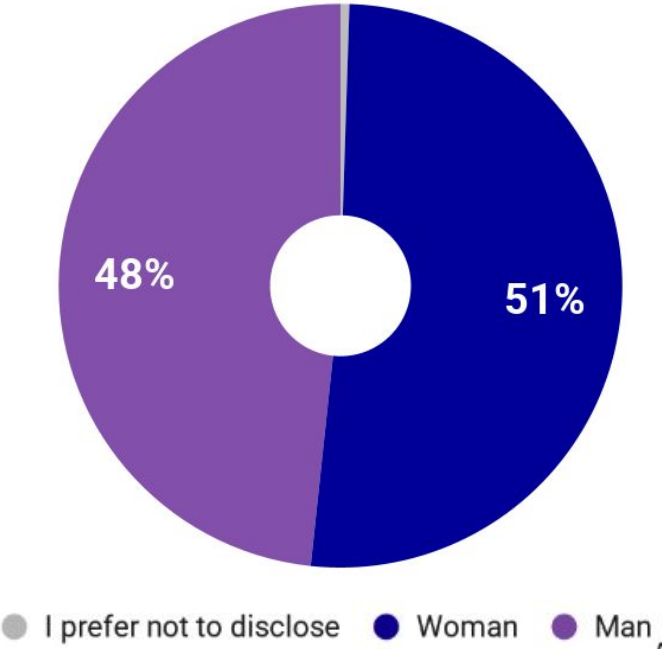
May 2025

Demographics

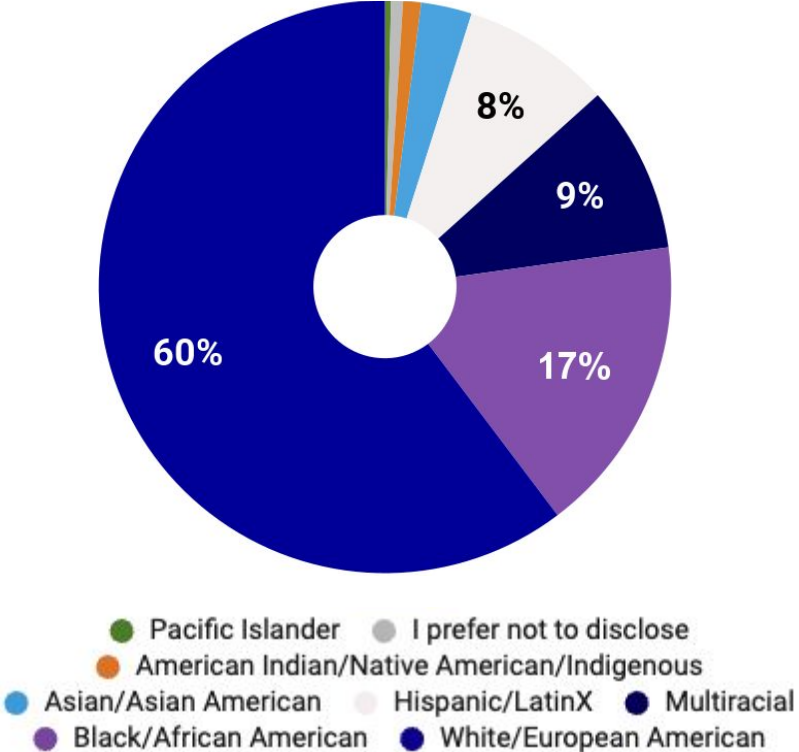
Demographics | Parent Survey

Parent Survey: Demographics

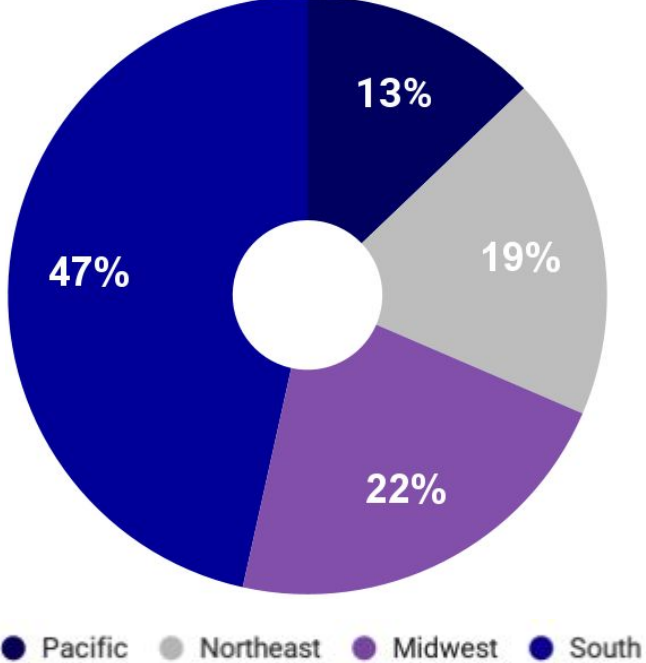
Gender Identity



Race and Ethnicity

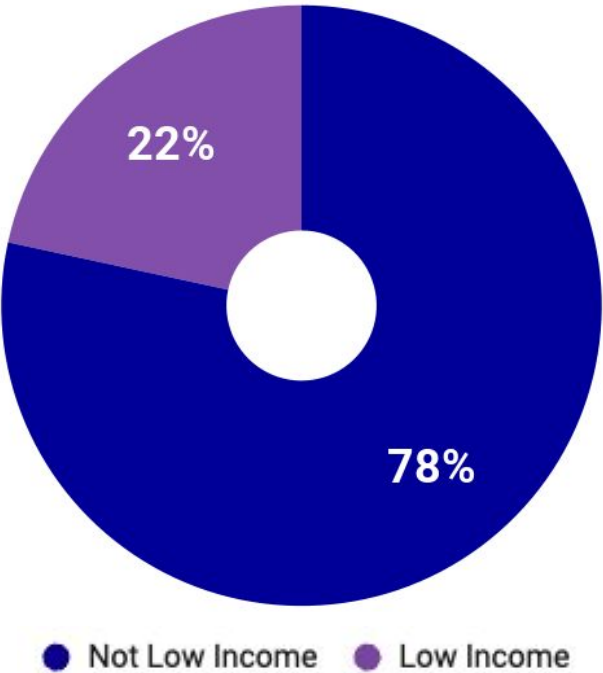


Location

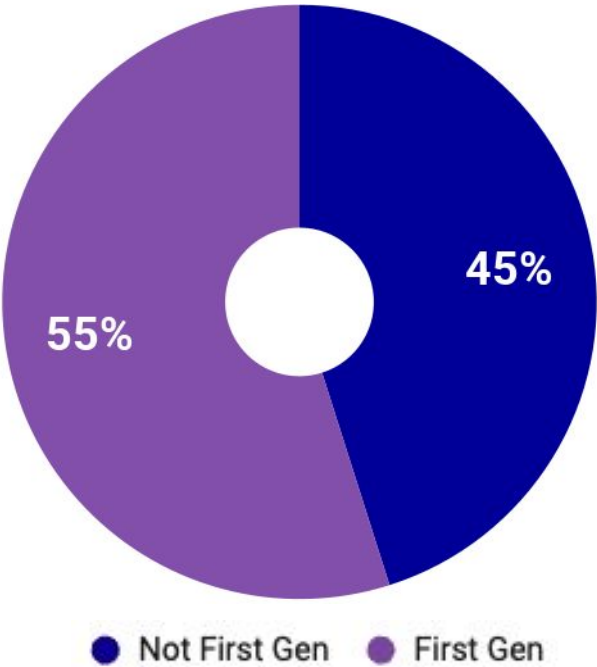


Parent Survey: Demographics

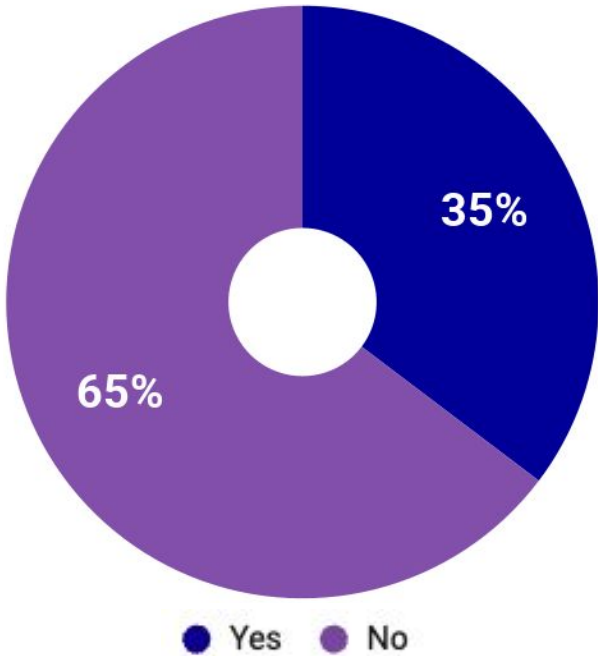
Income Status



First-Generation



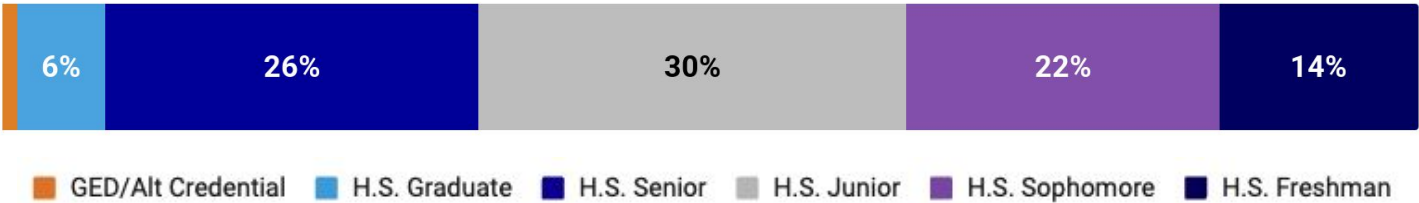
A Family Member Attended College in Last 5 Years



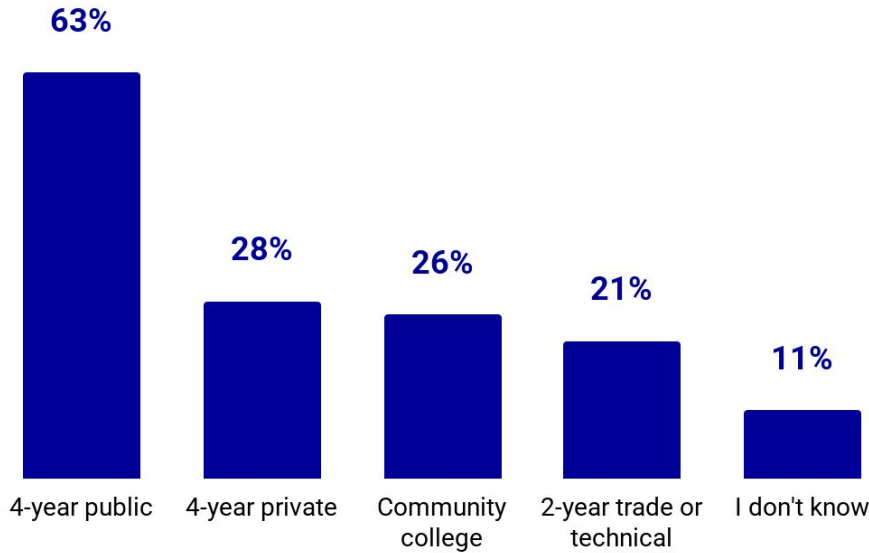
Parent Survey: Demographics

84% of parents indicated their child was not currently enrolled in a college or a dual high school-college program

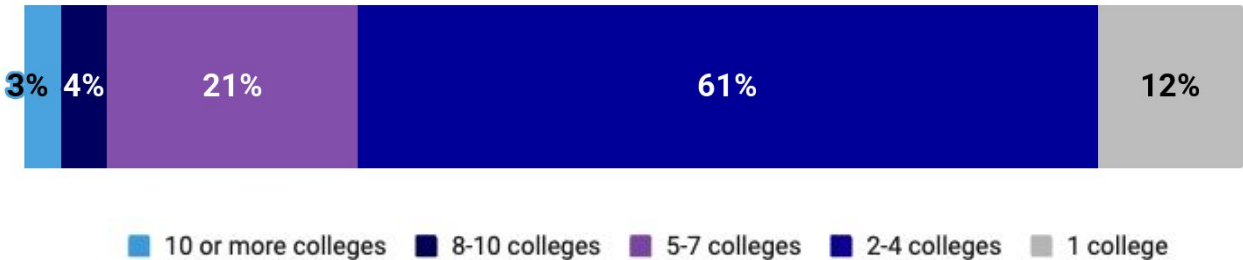
Child’s Current Year in School



Types of College(s) Child is Interested in Applying To



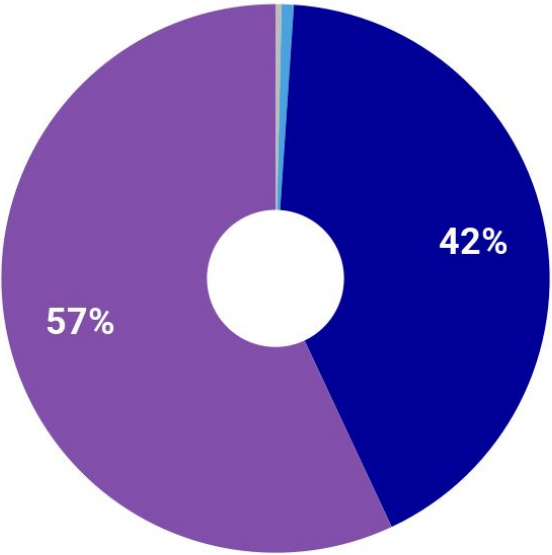
Number of Colleges Child Plans on Applying To



Demographics | Student Survey

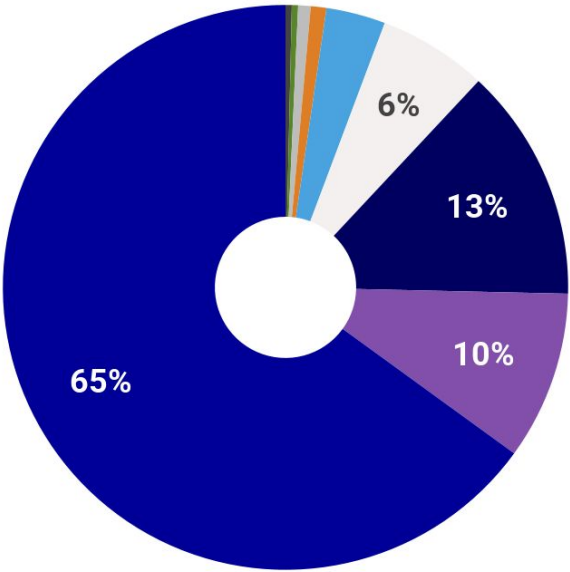
Student Survey: Demographics

Gender Identity



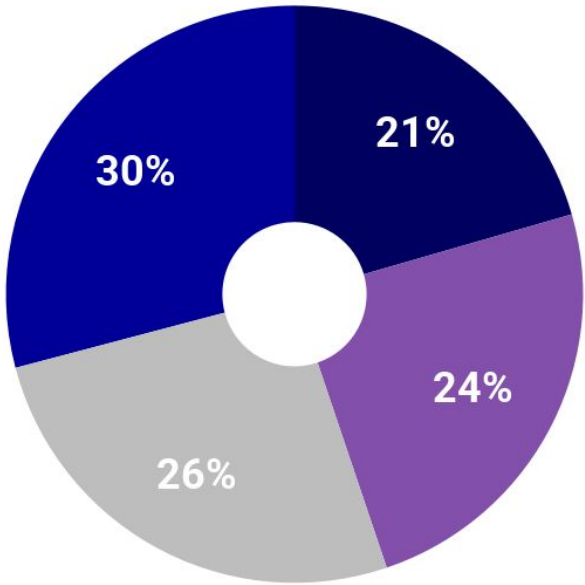
● Prefer not to disclose ● A gender identity not listed
● Woman ● Man

Race and Ethnicity



● Middle Eastern ● Pacific Islander ● I prefer not to disclose
● American Indian/Native American/Indigenous ● Asian/Asian American
● Hispanic/LatinX ● Black/African American ● Multiracial
● White/European American

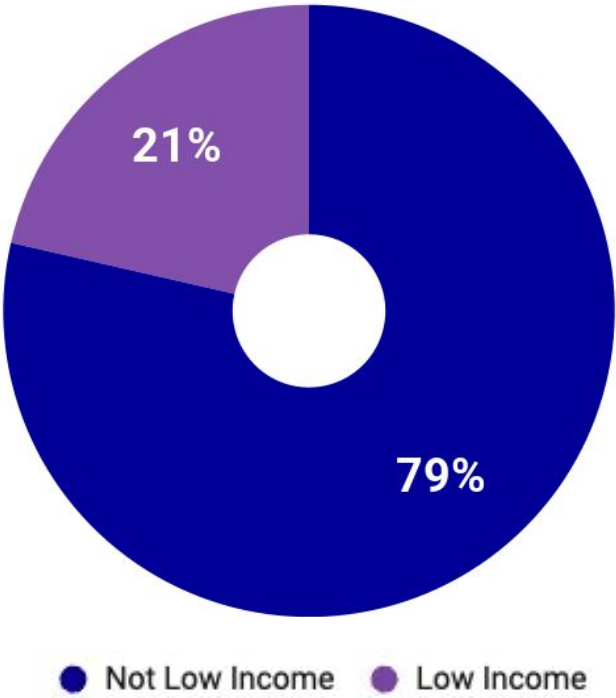
Location



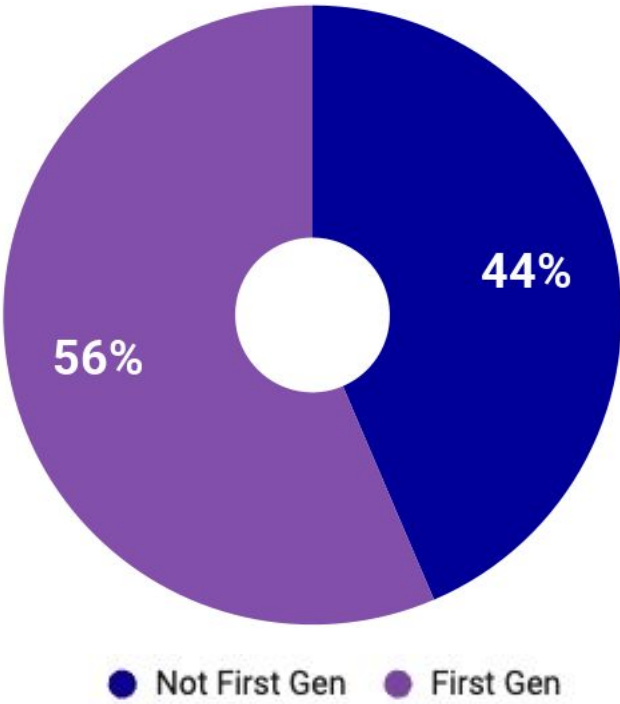
● Pacific ● Midwest ● Northeast ● South

Student Survey: Demographics

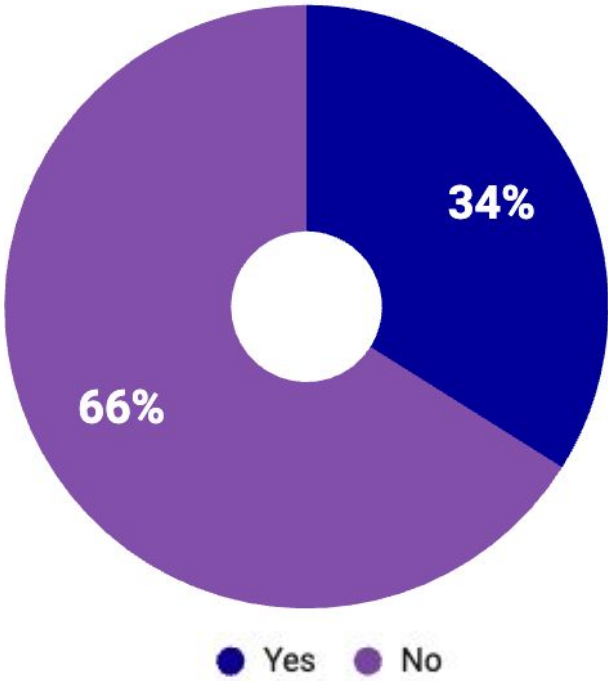
Income Status



First-Generation



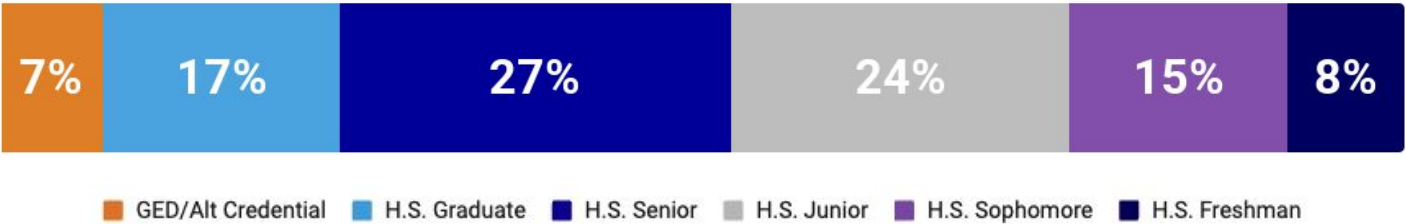
A Family Member Attended College in Last 5 Years



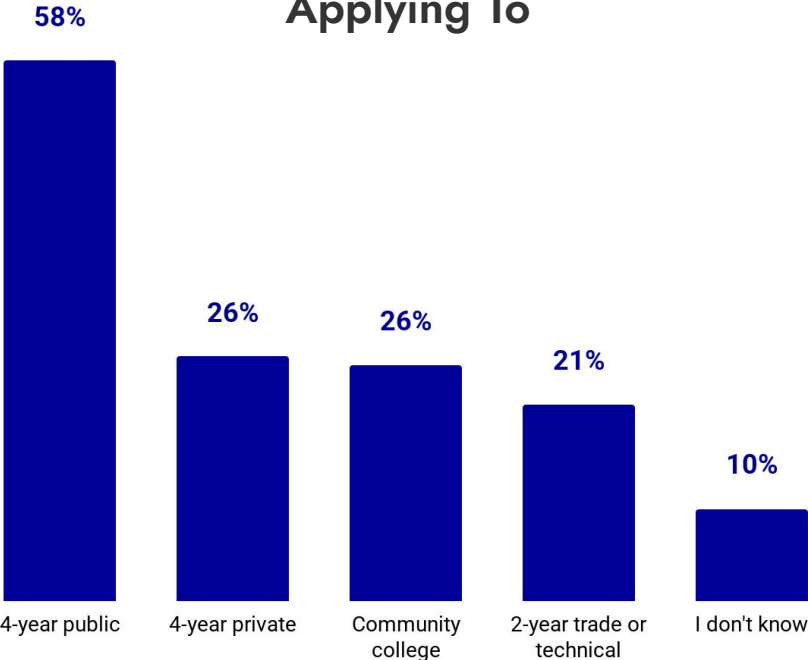
Student Survey: Demographics

18% of prospective undergraduate students indicated they are **currently enrolled in college or a dual high school-college program**

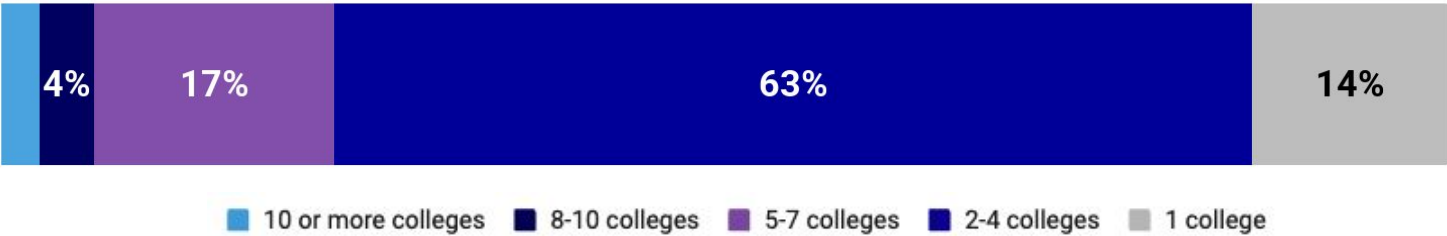
Current Year in School



Types of College(s) Interested in Applying To



Number of Colleges Plan On Applying To



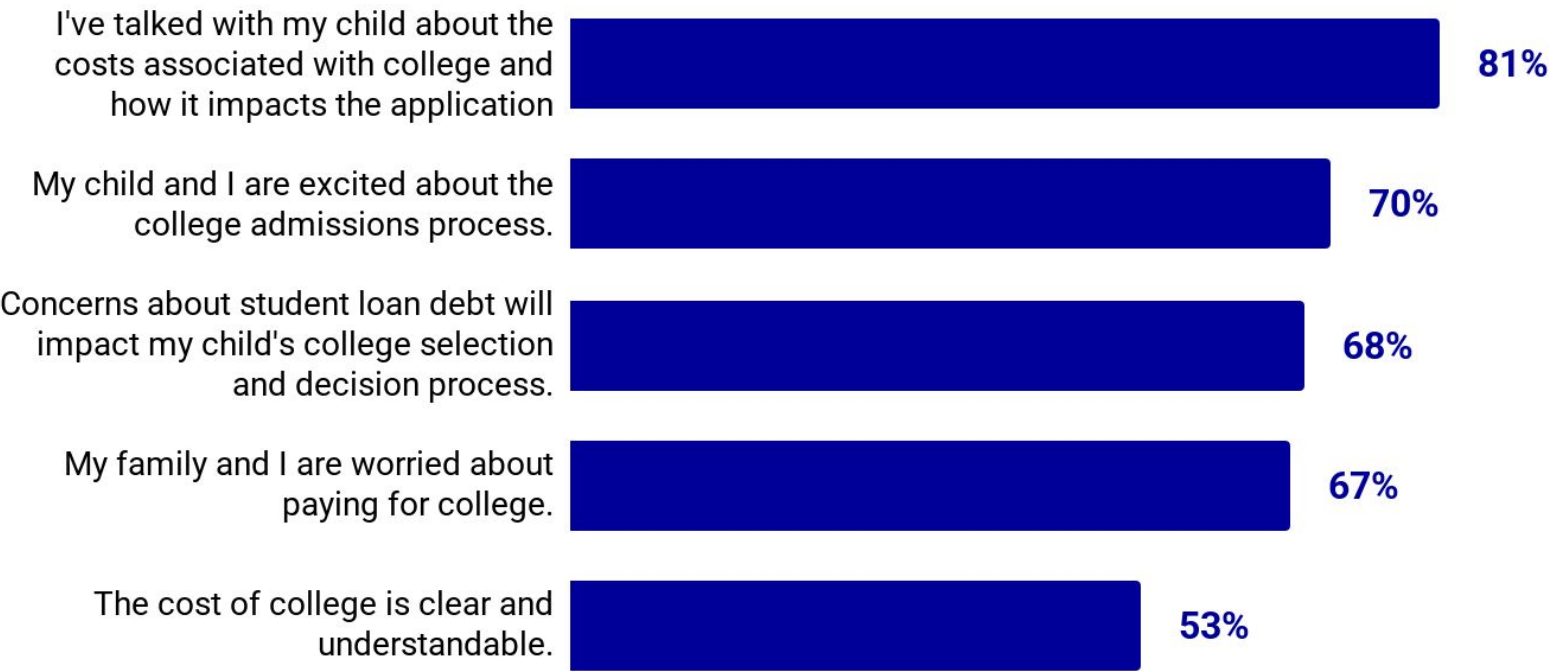
Key Findings

Results | Parent Survey

Parent Survey: Financial Costs

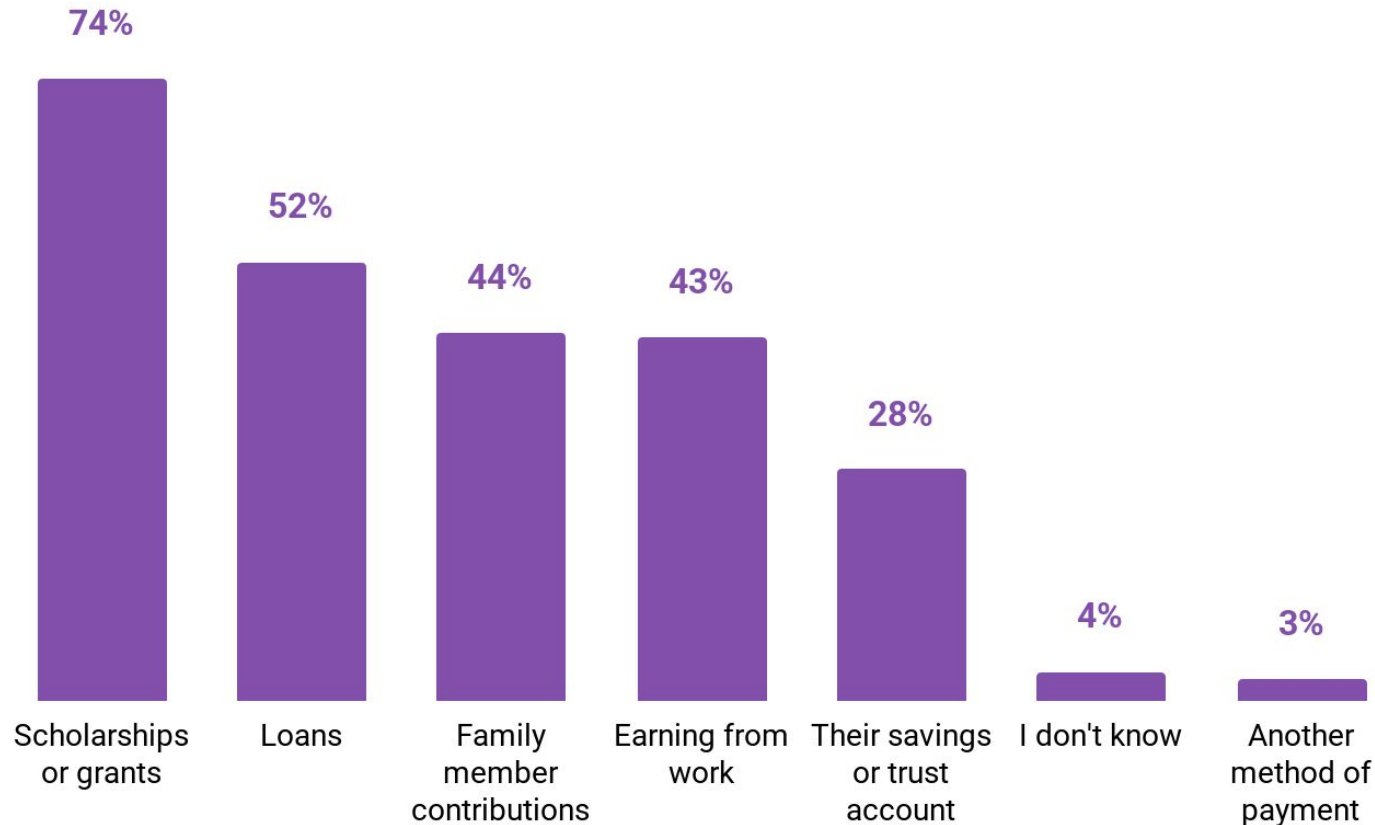
To what extent do you agree with each of the following statements related to financial aid and college costs?

Total percentage that indicated they *Strongly Agree* or *Agree*



Parent Survey: Paying for College

How does your child currently plan on paying for college?



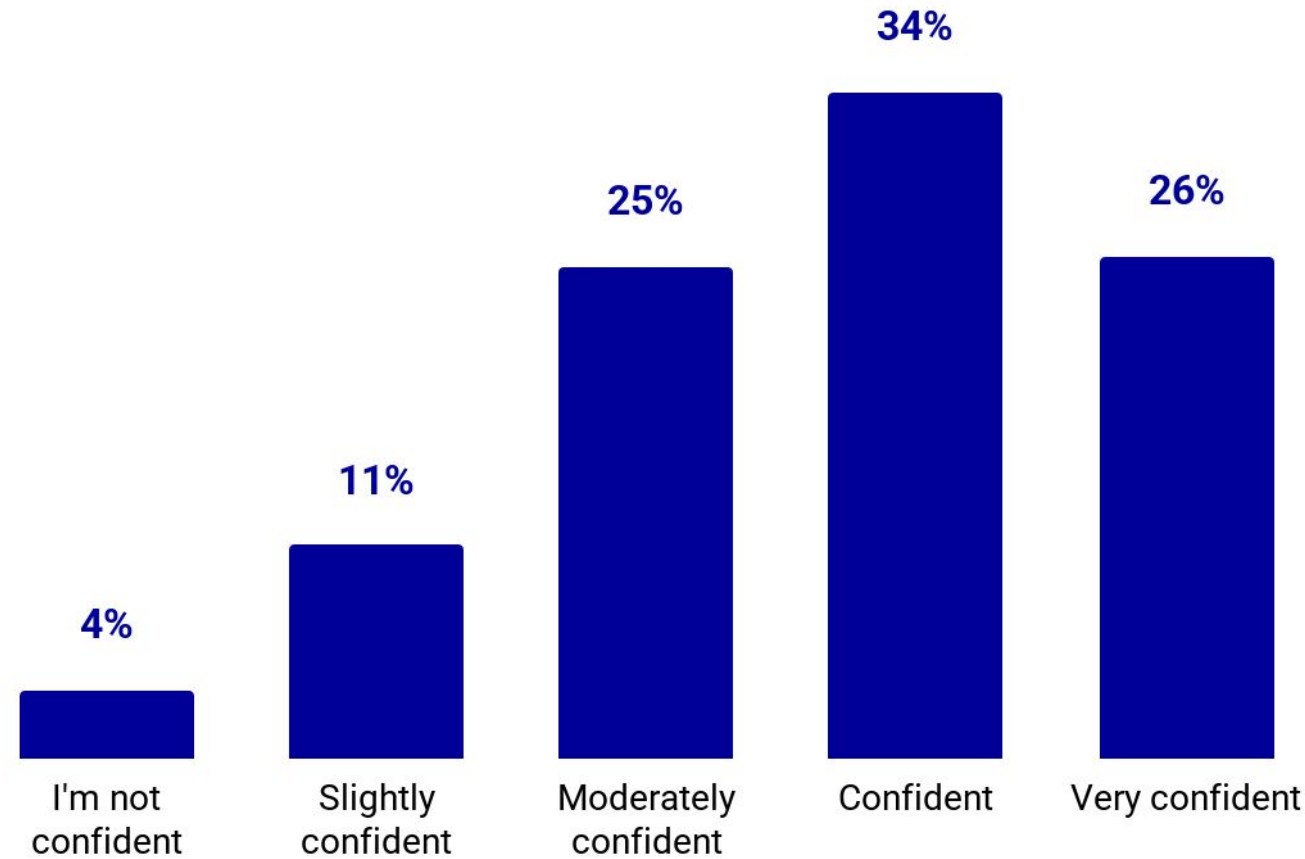
Of the **44% of parents** who indicated their family will make contributions to their child's college costs:

- 64% will rely on **general savings**
- 47% will use **current earning or paychecks**
- 45% will rely on a **college savings plan**
- 32% will take out a **parent loan**
- 22% will pay using a **credit card**
- 15% will rely on **retirement accounts**
- 8% will take out a **home equity loan**
- 1% indicated they'd use **another method of payment**

Parent Survey: Confidence with the Process

How confident do you feel about understanding and completing the college admissions and financial process?

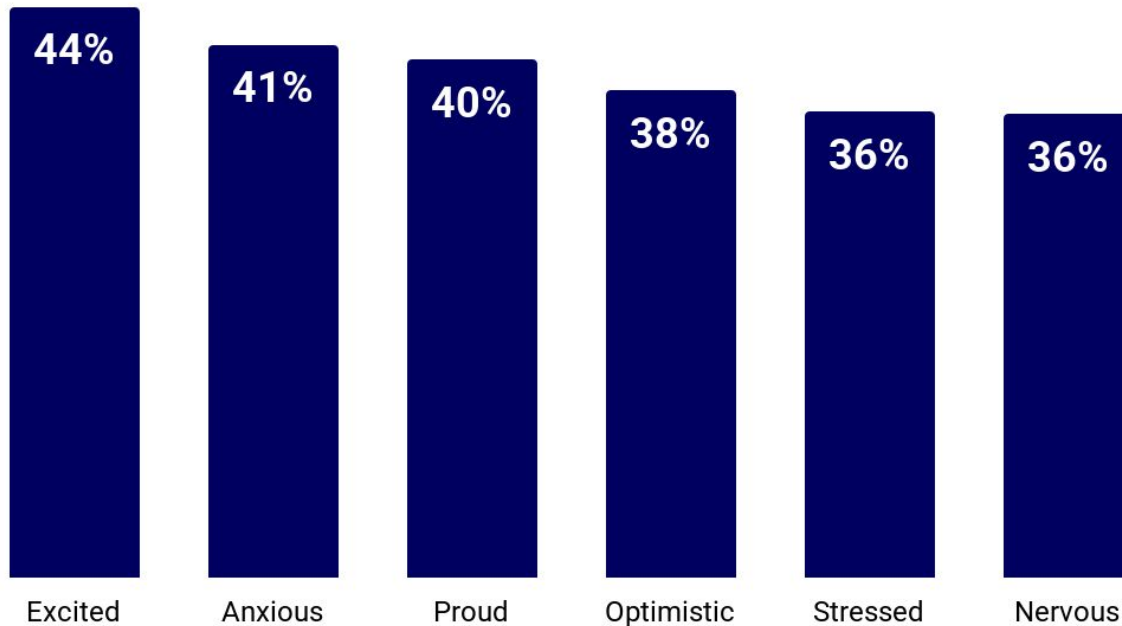
Scale: *Not Confident* to *Very Confident*



Parent Survey: Socio-Emotional Responses

When you think about the **college admissions and financial process**, you feel...

Participants selected their Top 5



Parents' emotional experiences about the college admissions and financial aid process shift across their children's high school years.

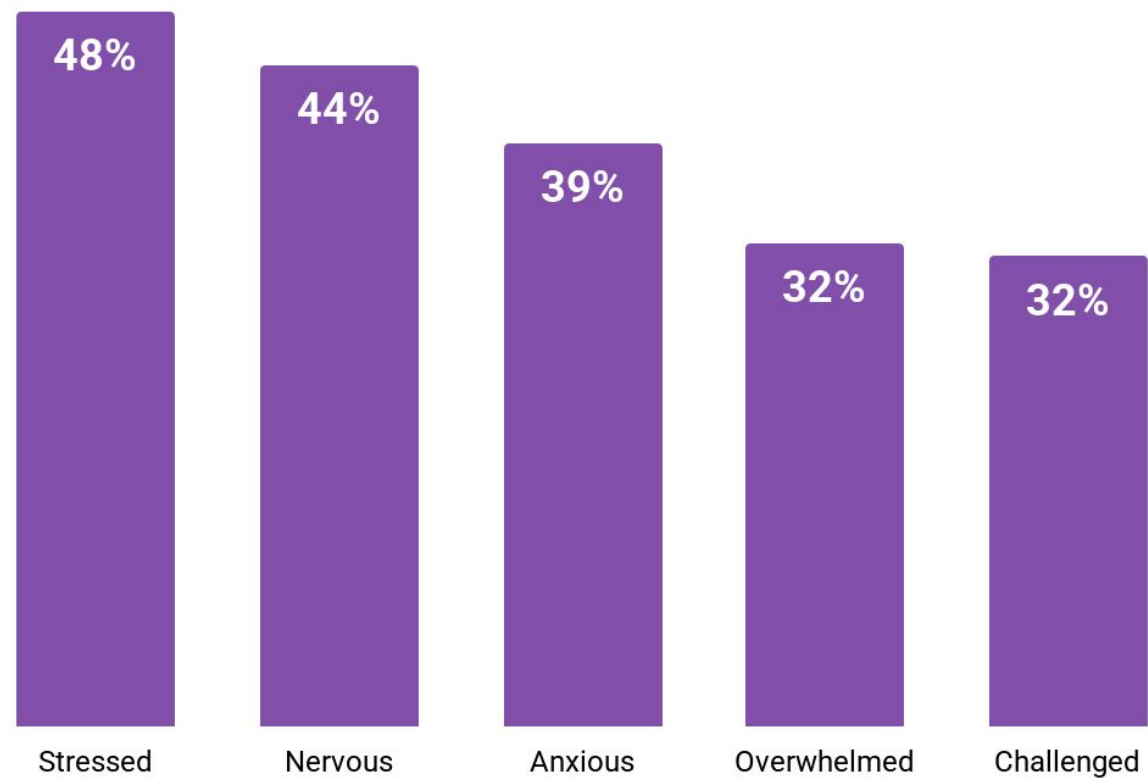
- Excitement and optimism dominate early, but these feelings give way to nervousness, anxiety, and stress during the middle years.
- By the time their child is in their senior year and after graduation, positive emotions like pride and excitement return.

This suggests that sophomore and junior years are ideal for education, support, and reassurance.

Parent Survey: Socio-Emotional Responses

When you think about how your child will **pay for college**, you feel...

Participants selected their Top 5



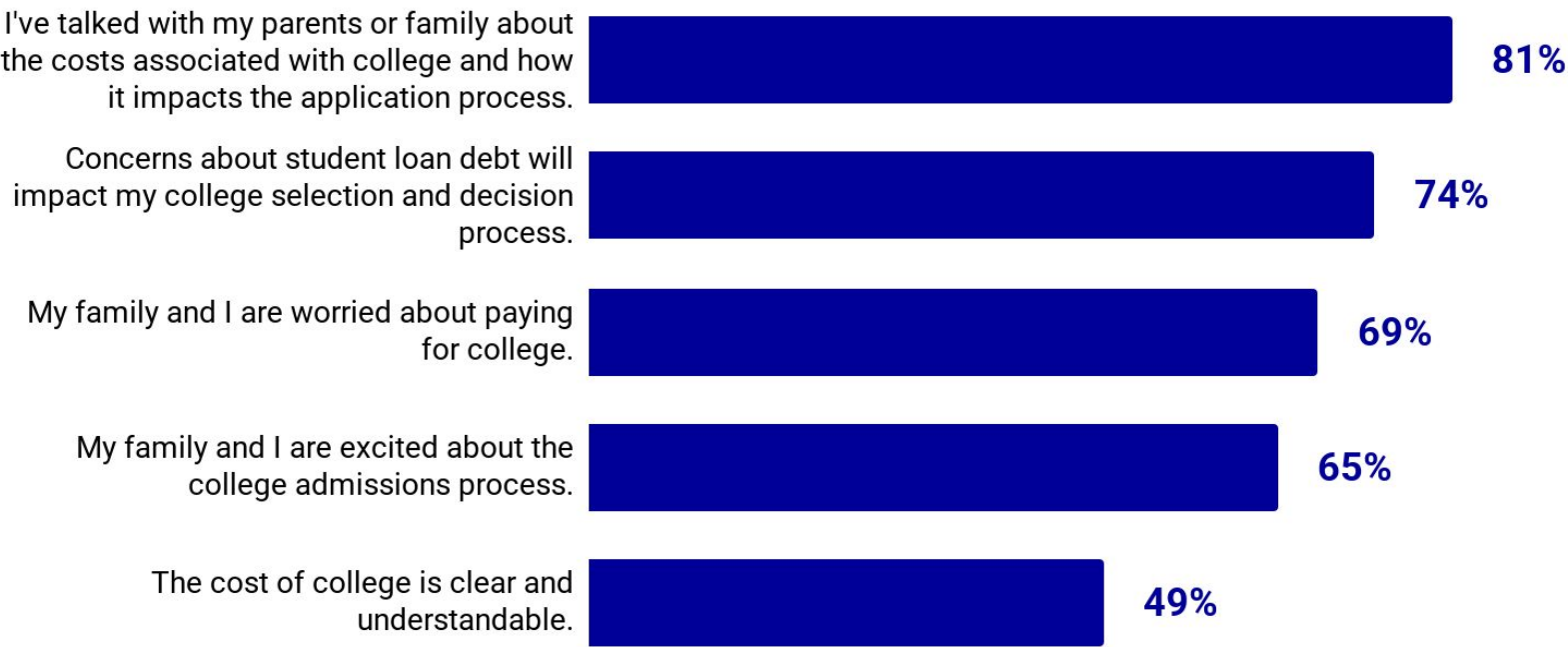
Nervousness, stress, anxiety and feeling overwhelmed are predominant feelings for parents of high school students, however, those feelings are replaced by feelings of optimism, excitement, and pride, when the child graduates from high school.

Results | Student Survey

Student Survey: Financial Costs

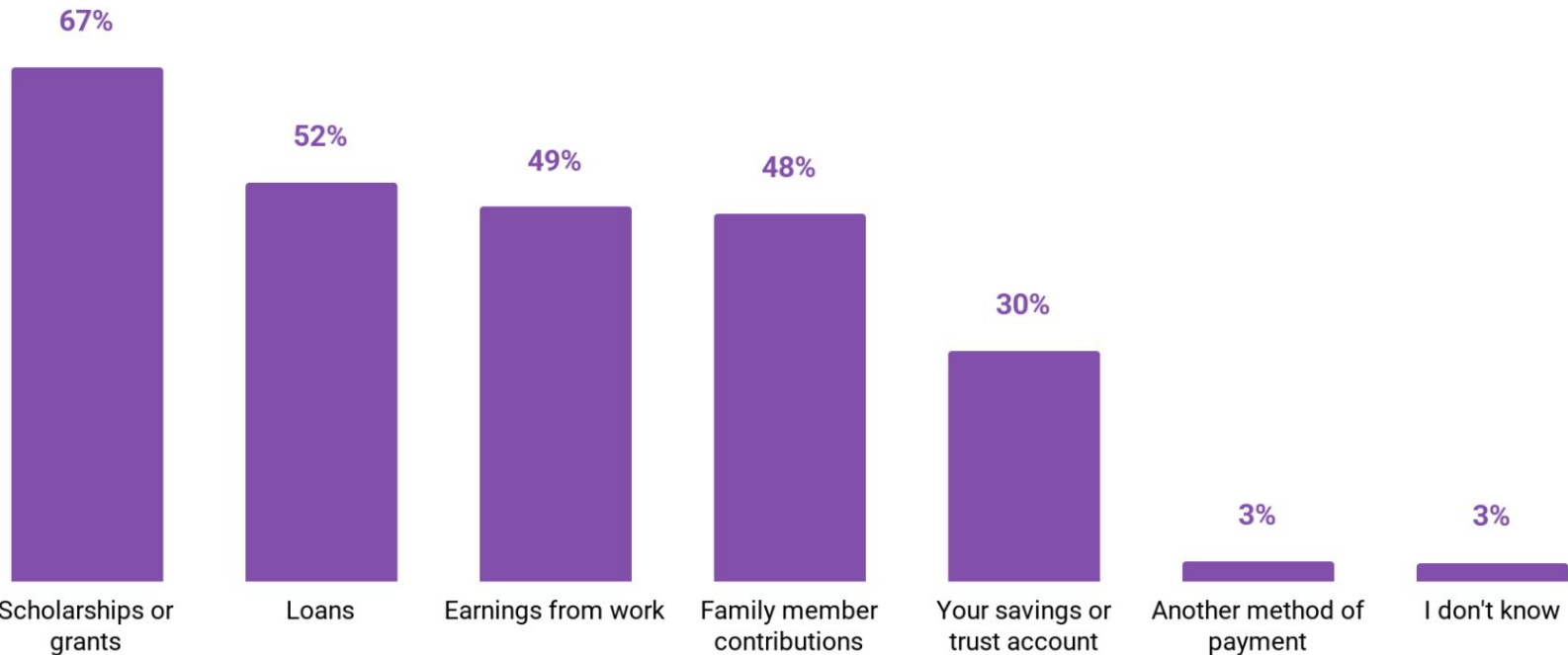
To what extent do you agree with each of the following statements related to financial aid and college costs?

Total percentage that indicated they *Strongly Agree* or *Agree*



Student Survey: Paying for College

How do you currently plan on paying for college?



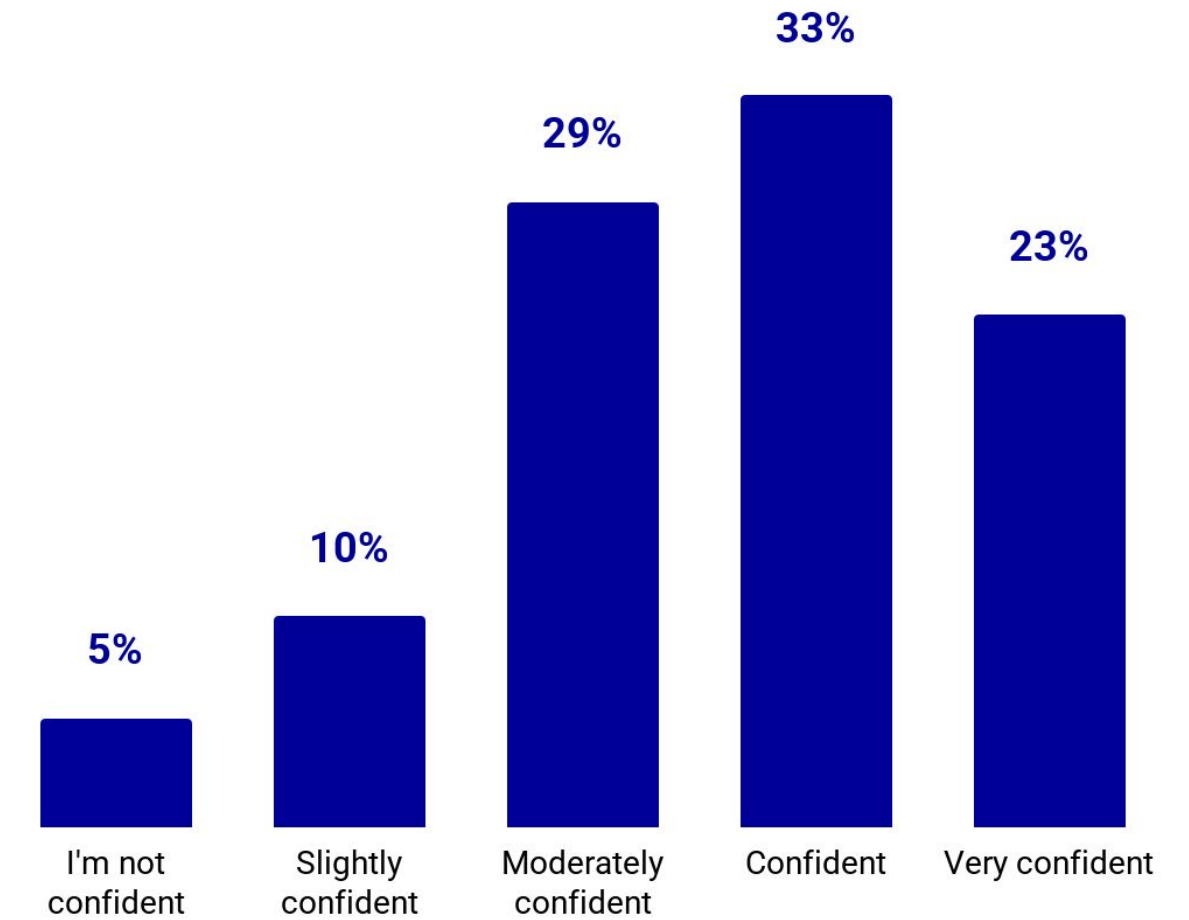
Of the 48% of students who indicated their family will make contributions to their college costs:

- 61% will rely on their **family's general savings**
- 56% will use **current earning or paychecks**
- 32% will rely on **loans**
- 11% **did not know** how their family would contribute

Student Survey: Confidence with the Process

How confident do you feel about understanding and completing the college admissions and financial process?

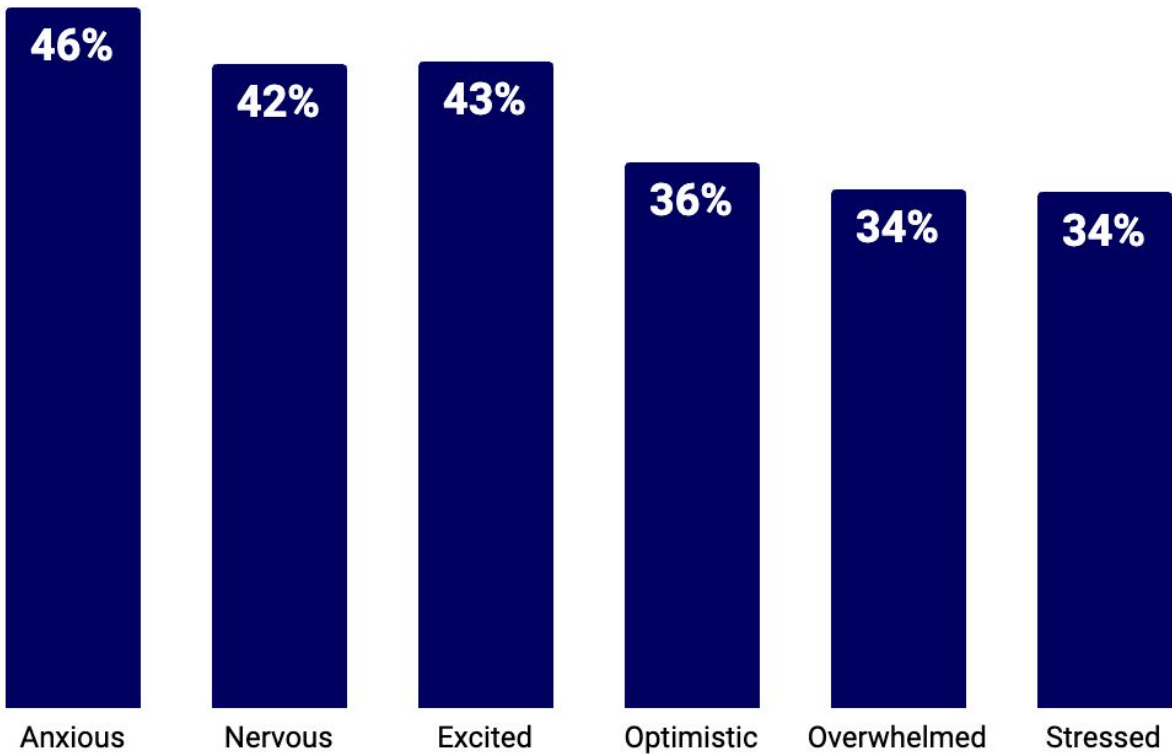
Scale: *Not Confident* to *Very Confident*



Student Survey: Socio-Emotional Responses

When you think about the college admissions and financial process, you feel...

Participants selected their Top 5



Nervousness and anxiety remain prominent emotional experiences throughout the high school and post-high school experience.

As students enter high school as **first years**, they feel anxious, excited, and nervous while also reporting feeling optimistic and overwhelmed.

By their **sophomore year**, anxiety intensifies and excitement and nervousness remain strong.

In their **junior year**, anxiety and nervousness remain high, while excitement drops slightly.

As **seniors**, students continue to report high levels of nervousness and anxiety, but feelings of excitement and optimism rise slightly as they approach graduation.

After graduating, emotions remain mixed. **Graduates** feel excited and proud, but also continue to experience anxiety and nervousness

Student Survey: Socio-Emotional Responses

When you think about how you will pay for college, you feel...

Participants selected their Top 5

