

2012 Amherst Parent Survey: Summary of Results from Spring, 2012

1,569 Families Invited to Respond - Achieved a 66% Response Rate

Summary of Opinions about Amherst

Education

- 97% were satisfied or very satisfied with their child's overall educational experience.
- 93% would encourage a high school senior with a similar background as their child to attend Amherst.
- 71% feel faculty research at Amherst College enriches the undergraduate experience.
- 99% find it important for Amherst College to provide a broad-based education that promotes intellectual growth.
 - 27% find it very important that Amherst College provides training for a specific career or profession.

Other Opinions about Amherst

- 96% are happy their child attends Amherst.
- 50% are worried their child will have trouble finding a job after graduation.
 - 47% for parents of seniors
- 88% find it important for Amherst College to encourage community service and volunteering.
- 91% find it important to create opportunities for on-campus interactions with students from diverse backgrounds.
- 90% find it important that Amherst College recruits a diverse student body.
- 98% find it important that students develop leadership skills while at Amherst College.

Communication and Financing

Communication

- The top five areas parents want to hear more about:
 - Career Counseling (72%)
 - Academic Life & Policies (56%)
 - Residential Life and Policies (45%)
 - Off-Campus Programs / Study Abroad (44%)
 - Special Events on Campus (44%)
- 94% say that the information they receive from Amherst College meets their needs.
- 92% have visited the Amherst College website.
 - But only 54% visited the Amherst College Parent's website.

Contact with Their Child

- 59% communicate with their child at least a few times each week.
- 87% at least occasionally talk with their child about course material.

Financing College

- 98% said their child's experience at Amherst College has been worth the impact on the family's finances.
- 68% use family savings to help pay for college expenses this year.
- 27% used a 529 Plan to meet at least some college expenses this year.
 - 10% used a 529 to pay all college expenses this year
- 18% are concerned that their child will graduate with too much debt.