

- 01 High school or guidance counselor
- 02 College/school financial aid office
- 03 Bookstore (e.g., Borders, Barnes & Noble)
- 04 Friends and colleagues
- 05 Family members
- 06 Specialists, advisors or HR personnel at work or in union
- 07 Library - look for books/articles/publications
- 08 Web site/Internet/computer/on line
- 09 U.S. Department of Education web site
- 10 U.S. Department of Education publications
- 11 College entrance publications (e.g. Peterson's, College Board)
- 12 Magazines (e.g., US News and World Report)
- 13 College catalogues, materials, publications
- 14 Financial advisor/planner
- 15 Financial institution (banks, credit unions)
- 16 Other (specify): _____
- 17 Don't need the information/Already know how to pay
- 97 Don't know
- 99 Refused

[If Q2 =08 or 09, skip to Q4. Otherwise go directly to Q3]

Q3. Have you ever looked for information about paying for college/school on the Internet?

- 01 Yes
- 2 No [GO to Q3A]
- 97 Don't know [skip to Q3A]
- 99 Refused [skip to Q6]

Q3A. Would you ever look for information about paying for college/school on the Internet?

- 01 Yes
- 3 No [skip to Q6]
- 98 Don't know [skip to Q6]
- 99 Refused [skip to Q6]

Q4. What search terms/words would you use or have you used on the Internet? [Probe; mark all that apply.] [MUL=10] [DO NOT READ]

- 1 Financial aid
- 2 Scholarships
- 3 Grants
- 4 Student aid
- 5 Paying for/financing/funding for college/university/school
- 6 Loans, college loans, student loans
- 7 FAFSA or Free Application for Federal Student Aid
- 8 U.S. Department of Education
- 9 State Department of Education
- 10 Other (specify): _____
- 11 Tuition
- 12 Name of the college, university, or school
- 97 Don't know
- 99 Refused

Q4a. Are there particular websites you {visited} would go to? [Probe; mark all that apply.] [MUL=11] [DO NOT READ]

- 01 The FAFSA or www.fafsa.ed.gov

- 02 *Federal Student Aid or FederalStudentAid.ed.gov or StudentAid.ed.gov*
- 03 *FAFSA4caster.ed.gov*
- 04 *ed.gov or U.S. Department of Education*
- 05 *State organization or State Department of Education (specify): _____*
- 06 *Yahoo!, Google, AOL or other search engine*
- 07 *finaid.org*
- 08 *Sallie Mae*
- 09 *College Board*
- 10 *FAFSA.com*
- 11 *fastweb.com*
- 12 *mapping-your-future.org*
- 13 *knowhow2go.org*
- 14 *MyRichUncle.com*
- 15 *college.gov*
- 16 *Other (specify): _____*
- 17 *Financial institutions (banks, credit unions) website*
- 18 *Name of the college/university/school (financial aid office) website*
- 97 *Nothing in particular/would just look/don't know*
- 99 *Refused*

Q5a-c . Think about how much you trust information or advice on preparing and paying for college from different Internet sources. Some Internet sources of information are from private, for profit companies; these usually have a web address that ends in .com. Some are from non-profit organizations; these usually have a web site ending in .org. Finally, some are from government agencies; these usually have a web site ending in .gov. Using a scale from 1 to 7 where 1 is strongly disagree and 7 is strongly agree, to what extent do you agree or disagree with the following statement:

Q5a . I trust the accuracy of the information or advice about paying for college/school provided by private companies with .com web sites. Would you say you [*Show response card*]:

- 1 Strongly Disagree
- 2 Disagree
- 3 Slightly Disagree
- 4 Neither Agree nor Disagree
- 5 Slightly Agree
- 6 Agree
- 7 Strongly Agree
- 97-Don't know
- 99-Refused

Q5b .I trust in the accuracy of the information or advice about paying for college/school provided by non-profit organizations with .org web sites. Would you say you:

- 1 Strongly Disagree
- 2 Disagree
- 3 Slightly Disagree
- 4 Neither Agree nor Disagree
- 5 Slightly Agree
- 6 Agree
- 7 Strongly Agree
- 97-Don't know
- 99-Refused

Q5c . I trust in the accuracy of the information or advice about paying for college/school provided by government agencies with .gov web sites.. Would you say you:

- 1 Strongly Disagree
- 2 Disagree

- 3 Slightly Disagree
- 4 Neither Agree nor Disagree
- 5 Slightly Agree
- 6 Agree
- 7 Strongly Agree
- 97-Don't know
- 99-Refused

[If Q4a =01, skip to Q7]

Q6. Have you ever heard of the FAFSA? *[Pronounce rather than spell out]*

- 01 Yes
- 02 No *[Skip to Q8]*
- 97 Don't know *[Skip to Q8]*
- 99. Refused *[Skip to Q8]*

Q7. What is the FAFSA? [Single response] *[DO NOT READ]*

- 01 Application for government-sponsored student financial aid *[Skip to Q8]*
- 02 Web site for student financial aid *[Skip to Q8]*
- 03 Web site for college applications/advanced college credit *[Skip to Q8]*
- 04 Free Application for Federal Student Aid *[Skip to Q8]*
- 06 Process of determining eligibility for student financial aid *[Skip to Q8]*
- 07 Government grants, loans, aid, scholarships, assistance programs *[Proceed to Q7a]*
- 08 Other (specify): _____ *[Proceed to Q7a]*
- 97 Don't know *[Proceed to Q7a]*
- 99 Refused *[Proceed to Q7a]*

Q7a. Would you say the FAFSA is *[Read list]*

- 01 An application for government-sponsored student financial aid
- 02 A web site for student financial aid
- 03 A web site for college applications/advanced college credit
- 97 Don't know
- 99 Refused

Q8. To the best of your knowledge, do you have to pay to file the FAFSA? *[DO NOT READ]*

- 01 Yes, have to pay
- 02 No, it's free
- 03 No, but I chose to pay
- 04 It depends *[no further clarification]*
- 05 It depends on the amount of data I reveal
- 06 It depends on my/our family's income
- 07 Other (specify): _____
- 97 Don't know
- 99 Refused

Q9. Do you know of any **Federal** government agency that provides student financial aid for college, trade or technical school?

- 1 Yes
- 2 No *[Skip to Q 10]*
- 97 Don't know *[Skip to Q 10]*

99 *Refused [Skip to Q 10)]*

[IF Q9="yes"]

Q9a. Which one(s)? [*Probe for any others; mark all that apply.*][MUL=7] [DO NOT READ]

- 01 *Federal Student Aid/Office of Federal Student Aid* [Skip to Q 10a]
- 02 *FSA* [Skip to Q10a]
- 03 *U.S. Department of Education*
- 04 *State Department of Education*
- 05 *U.S. Armed services (Army, Navy, Air Force, Marines, Coast Guard, National Guard, ROTC etc.) or Department of Defense*
- 06 *Veterans Administration*
- 07 *Other (specify):_____*
- 08 *Federal loan, grant, or program (Stafford, Perkins, Pell, Work Study)*
- 09 *State grant or scholarship program (Cal grant, hope scholarship, Bright Futures etc.)*
- 10 *Sallie Mae or guarantee agency*
- 97 *Don't know*
- 99 *Refused*

Q10. Have you ever heard of FSA or the Office of Federal Student Aid at the U.S. Department of Education?

- 01 *Yes*
- 02 *No* [Skip to Q14]
- 97 *Don't know* [Skip to Q14]
- 99 *Refused* [Skip to Q14]

Q10a. From what sources did you hear of FSA or the Office of Federal Student Aid at the U.S. Department of Education? Sources might include: media or things you've seen or heard; people you've talked to; and places you've gone to. [*Probe; mark all that apply.*][DO NOT READ]

- 1 *TV*
- 2 *Radio*
- 3 *Print advertisement, poster or publication*
- 4 *Newspaper or magazine article*
- 3 *High school guidance counselor or teacher*
- 4 *College education advisor, counselor, admissions officer or recruiter*
- 5 *Friend or family member*
- 6 *College fair, workshop or event on applying for college or financial aid*
- 07 *Other (specify):_____*
- 98 *Don't know/don't remember*
- 99 *Refused*

Q11. Do you know what FSA or the Office of Federal Student Aid at the U.S. Department of Education does? [*Probe; mark all that apply.*] [DO NOT READ]

- 01 *Determines eligibility for loans*
- 02 *Determines eligibility for grants/Pell grants*
- 03 *Determines if I/we get financial aid or money for school/college or education after high school*

- 04 *Makes, provides loans*
- 05 *Gives grants, money, scholarships, aid*
- 06 *Encourages people to go to college/school, provides information on going to school/college or education after high school*
- 07 *Promotes access to higher education for all Americans, helps people better their lives/get better jobs through education, gives everyone a chance to go to college or other aspiring/motivating message*
- 08 *Other (specify):_____*
- 97 *No / Don't know*
- 99 *Refused*

Q12. The Office of Federal Student Aid (FSA) uses a slogan in its publications and on its web site. Have you ever heard it?

- 01 *Yes*
- 02 *No* *[skip to Q13]*
- 97 *Don't know* *[skip to Q13]*
- 99 *Refused* *[skip to Q13]*

Q12a. What is it? *[DO NOT READ]*

- 1 *We help put America through School*
- 02 *Start here. Go further.*
- 03 *Other (specify):_____*
- 97 *Don't know*
- 99 *Refused*

Q13. Now I'm going to read you a few slogans. Tell me if you have heard any of them used by the Office of Federal Student Aid (FSA). *[Present in random order] [Mark all that apply.]*

- A. *We help put America through school* *[Do not read if mentioned in Q12a]*
 - B. *Start here, go further* *[Do not read if mentioned in Q12a]*
 - C. *Know how to go*
 - D. *College is possible*
 - E. *The most costly education is the one not begun*
- 1 *Yes*
 - 2 *No*
 - 97 *Don't know*
 - 99 *Refused*

Q14. To what extent do you agree or disagree with the following statement: Financial aid is available for education and training after high school for any American who needs it. Using a scale from 1 to 7 where 1 is strongly disagree and 7 is strongly agree, would you say you *[Show response card]*:

- 1 Strongly Disagree
- 2 Disagree
- 3 Slightly Disagree
- 4 Neither Agree nor Disagree
- 5 Slightly Agree

- 6 Agree
- 7 Strongly Agree
- 97-Don't know
- 99-Refused

Q15. Many families need help paying for college, trade or technical school even after getting scholarships or grants. If families like yours need help paying for college, is it a good idea to take out a loan?

- 01 Yes [Skip to Q17]
- 02 No
- 03 It depends/sometimes
- 97 Don't know [Skip to Q17]
- 99 Refused [Skip to Q17]

Q16. Why do you think it might **not** be a good idea to take out a loan? [Probe for multiple responses]
[DO NOT READ]

- 01 Not able to get a loan/have bad credit
- 02 Not able to pay it back/don't have enough money
- 03 Do not have a job to get a loan
- 04 May not have job after college/school
- 05 May not finish college/school
- 06 Interest rates are too high/interest makes it more expensive
- 07 Other (specify):_____
- 08 Financial burden, debt that might be difficult, take a long time to pay back
- 09 May not need it, should use other means (grants, scholarships, aid, savings)
- 97 Don't know
- 99 Refused

Q17. Did you know that Federal student loans have lower interest rates than most other loans?

- 01 Yes
- 02 No
- 97 Don't know
- 99 Refused

We're almost finished. I'd just like to ask you a few background questions. First, I'm going to ask some questions about the last school year, that is, August 2007 through June 2008.

Q18. How many people in your household, if any, attended college, trade, or technical school during the last school year?

- 1 _____ (enter number)
- 97 Don't know
- 99 Refused

Q19. What is the highest grade in school or level of education that your mother/female guardian completed?

- 01 Less than high school
- 02 High school graduate or GED
- 03 Some college
- 04 Community or Junior college degree
- 05 Tech or trade school
- 06 College degree
- 07 Some graduate school

- 08 Graduate or professional degree (MA, MS, PhD, JD, MD etc.)
- 09 *NO MOTHER/FEMALE GUARDIAN [DO NOT READ]*
- 97 *Don't know*
- 99 *Refused*

Q20. What is the highest grade in school or level of education that your father/male guardian completed?

- 01 Less than high school
- 02 High school graduate or GED
- 03 Some college
- 04 Community or Junior college degree
- 05 Tech or trade school
- 06 College degree
- 07 Some graduate school
- 08 Graduate or professional degree (MA, MS, PhD, JD, MD etc.)
- 09 *NO FATHER/MALE GUARDIAN [DO NOT READ]*
- 97 *Don't know*
- 99 *Refused*

Q20a. What grade in high school did you attend during the last school year?

- 1 9th grade/Freshman
- 2 10th grade/Sophomore
- 3 11th grade/Junior
- 4 12th grade/Senior
- 99 *Refused*

Q21. Are you of Hispanic or Latino origin?

- 01 *Yes*
- 02 *No*
- 97 *Don't Know*
- 99 *Refused*

Q22. Which one or more of the following best describes your race? Would you say you are ...? [Read items 01-05. Multiple responses accepted.] [MUL=6]

- 01 White
- 02 Black or African-American
- 03 Asian
- 04 Native Hawaiian or Other Pacific Islander
- 05 American Indian or Alaska Native
- [Do not read items below.]
- 06 *Other (specify):* _____
- 97 *Don't know*
- 99 *Refused*

Q23. Does your family own or rent your home, or have some other arrangement?

- 01 Own (or pay mortgage)
- 02 Rent
- 03 *Other (specify):* _____
- 97 *Not sure*
- 99 *Refused*

Q24. [Interviewer: record gender]

- 1 MALE
- 2 FEMALE

Closing Statement: Those are all the questions we have for you today. Thank you for your time.