**SOLICITATION EMAIL**

**Greetings !**

You have been selected to participate in the market research activity below.

**Name of Activity: New Survey**   
\* **Type of activity:** Survey   
\* **Activity start time:** {date and time}   
\* **Estimated time to complete:** {time\_to\_complete} minutes

* **Payment for completing activity: $ xx**

**Additional Info:**   
  
This market research activity is made available on our own survey platform. If you qualify and complete the study, your earnings will be shown on your [vendor name] dashboard immediately. As is the case with all [vendor name] market research activities you participate with, your anonymity and privacy remains completely protected. Per our Terms Of Use, never is any of your identity information revealed to [vendor name] clients or any other third parties.

**How to participate**  
  
To participate in this market research activity, please go to your my[vendor name] home page, or click [vendor web site link]**Error! Hyperlink reference not valid.** **Please Note: If this link does not work, please go directly to you’re my[vendor name] page by typing 'vendorname.com' directly into your browser's address bar.**

**Thank you**  
  
Thank you for your continued participation in all available market research activities!

If you have any questions or concerns about this mail, please do not hesitate to contact [vendor name] Support at [vendor name web site]<mailto:>.

*The [vendor name] Team*

**SCREENER QUESTIONS**

According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this information collection is 1505-0231. The time required to complete this information collection is estimated to average 10 minutes.

S1) Do you own your home?

1. Yes [Go to S2]
2. No [Stop]

S2) Did you purchase your home before January 1, 2009?

1. Yes [Go to S3]
2. No [Stop]

S3) Is the total amount you owe on your mortgage (not the value of your home) less than $729,750?

1. Yes [Go to S4]
2. No [Stop]

S4) Are you concerned about your ability to continue making your monthly mortgage payments?

1. Yes [Start Survey]
2. No [Stop]

**SURVEY QUESTIONS**

1. Have you ever been late making (or missed) a mortgage payment?
2. Yes
3. No
4. [If yes to 1] How recently?
5. In the past 6 months
6. 6 months to 1 year ago
7. 1 to 2 years ago
8. Longer than 2 years ago
9. I don’t remember
10. Have you sought support with your mortgage payments? (Please check all that apply.)
11. I sought support more than 2 years ago.
12. I sought support more than 1 year ago, but less than 2 years ago.
13. I sought support in the last year.
14. I am seeking support right now.
15. I have not sought support.
16. [If yes (a – d) to 3] How did you find support (or where are you looking for support) with your mortgage payments? (Please check all that apply.)
17. Billboard or other outdoor sign
18. Flyer or handout
19. Email
20. Mortgage seminar or help event
21. Advice from a friend or relative
22. Advice from a credit or housing counselor
23. Internet search
24. Social media (Facebook, Twitter, etc.)
25. Information in the mail
26. Television ad or story
27. Radio ad or story
28. Print ad or story (newspaper, magazine, etc.)
29. Other
30. [If no (e) to 3] Why haven’t you tried to find support with your mortgage payments? (Please check all that apply.)
    1. I don’t know where to look.
    2. I don’t think I’m eligible because I am unemployed.
    3. I don’t think I’m eligible because I am employed.
    4. I don’t think I’m eligible because I owe more on my mortgage than my home is worth.
    5. I don’t know who to trust.
    6. I don’t think I’m eligible because my home is worth more than I owe on my mortgage.
    7. I don’t know how to start.
    8. I don’t have access to help.
    9. I don’t think people should get help from others for their mortgage.
    10. I’m embarrassed about my situation and don’t want others to know.
    11. I’m overwhelmed and afraid to seek help.
    12. I’m not sure.
    13. I will; I just haven’t gotten to it yet.
    14. I think the economy is getting better and everything will work itself out.
    15. Other reason not listed above.
31. Struggling homeowners need options to get help with their mortgage payments.
32. Strongly Agree
33. Agree
34. Neither Agree nor Disagree
35. Disagree
36. Strongly Disagree
37. The government should offer programs to help struggling homeowners.
38. Strongly Agree
39. Agree
40. Neither Agree nor Disagree
41. Disagree
42. Strongly Disagree
43. There are plenty of programs available to help struggling homeowners.
44. Strongly Agree
45. Agree
46. Neither Agree nor Disagree
47. Disagree
48. Strongly Disagree
49. Which of the following mortgage terms have you heard? (Please check all that apply.)
    1. Deed-in-Lieu of Foreclosure
    2. Forbearance
    3. Modification
    4. Principal Reduction
    5. Refinancing
    6. Repayment Plan
    7. Short Sale
    8. I haven’t heard of any of these.
50. Which of the following programs have you heard about? (Please check all that apply.)
    1. Home Affordable Modification Program (HAMP)
    2. Second Lien Modification Program (2MP)
    3. Home Affordable Unemployment Program (UP)
    4. Home Affordable Foreclosure Alternatives Program (HAFA)
    5. Principal Reduction Alternative (PRA)
    6. Home Affordable Refinance Program (HARP)
    7. FHA Short Refinance
    8. Hardest Hit Fund (HHF)
51. Have you ever heard of a program called *Making Home Affordable*?
52. Yes
53. No
54. [If yes to 11], Where have you heard about the *Making Home Affordable* program? (Please check all that apply.)
55. Billboard or other outdoor sign
56. Flyer or handout
57. Email
58. Mortgage seminar or help event
59. Advice from a friend or relative
60. Advice from a credit or housing counselor
61. Internet search
62. Social media (Facebook, Twitter, etc.)
63. Information in the mail
64. Television ad or story
65. Radio ad or story
66. Print ad or story (newspaper, magazine, etc.)
67. Other
68. [If yes to 11] (Please check all that apply.) The *Making Home Affordable* program:
69. Is a mortgage assistance program sponsored by mortgage companies
70. Is a government sponsored mortgage assistance program
71. Is free for homeowners
72. Is available for a minimum fee that can be paid over time
73. Is only available to homeowners receiving government assistance
74. Helps new home buyers find a house they can afford
75. Helps struggling homeowners avoid foreclosure
76. Reduces monthly mortgage payments to more affordable levels
77. Offers assistance only to people who are unemployed
78. Other
79. Have you ever heard of 888-995-HOPE (4673)?
80. Yes
81. No
82. [If yes to 14] (Please check all that apply.) Where have you heard about 888-995-HOPE (4673)?
83. Saw a billboard or other outdoor sign
84. Picked up a flyer or handout
85. Received an email
86. Attended a mortgage seminar or event
87. Heard about it from a friend or relative
88. Learned about it from a housing counselor
89. Learned about it from a credit counselor
90. Clicked on an online ad
91. Conducted an Internet search
92. Learned about it from social media (Facebook, Twitter, etc.)
93. Received information in the mail
94. Received a phone call
95. Saw an ad on television
96. Saw a story on television
97. Heard an ad on radio
98. Heard a story on radio
99. Saw an ad in print (such as newspaper, magazine, etc.)
100. Read a story in print (such as newspaper, magazine, etc.)
101. Other
102. [If yes to 14] (Please check all that apply.) 888-995-HOPE (4673):
103. Lets you make a donation to help homeowners affected by natural disasters
104. Lets you get listings on foreclosed properties in your area
105. Helps struggling homeowners avoid foreclosure
106. Is free
107. Is only available to homeowners receiving government assistance
108. Lets you speak live with a housing expert
109. Is only for people who are late on their mortgage payment
110. Puts you in touch with a HUD-approved housing counselor
111. Is only for people who are unemployed
112. Is available 24/7/365
113. Other

[Following questions are repeated for each graphic] We are going to show you a few images that might be used as advertisements. The following is a series of statements that could be used to describe the image. For each statement, please indicate if it describes the image not at all, somewhat, or completely.

|  |  |  |  |
| --- | --- | --- | --- |
|  | *Does not*  *describe the image* | *Describes it somewhat* | *Describes the*  *image completely* |
| Is clear to me |  |  |  |
| Is relevant to me |  |  |  |
| Is informative |  |  |  |
| Is motivating |  |  |  |
| Is confusing |  |  |  |
| Is inspiring |  |  |  |
| Is funny |  |  |  |
| Is scary |  |  |  |
| Is unique |  |  |  |
| Is offensive |  |  |  |
| Makes me want to learn more |  |  |  |
| Makes me think a solution is available |  |  |  |
| Makes me want to act |  |  |  |
| Makes me want to act quickly |  |  |  |
| Tells me what to do to get started |  |  |  |
| Tells me something I don’t know |  |  |  |
| Tells me something important |  |  |  |

1. (Please check all that apply.) I can tell from this image that the program:
2. Is a mortgage assistance program sponsored by mortgage companies
3. Is a government sponsored mortgage assistance program
4. Is free for homeowners
5. Is available for a minimum fee that can be paid over time
6. Is only available to homeowners receiving government assistance
7. Helps new home buyers find a house they can afford
8. Helps struggling homeowners avoid foreclosure
9. Reduces monthly mortgage payments to more affordable levels
10. Offers assistance only to people who are unemployed
11. None of the above
12. I can tell from this image that the primary way to get mortgage assistance would be to:
    1. Call 888-995-HOPE (4673).
    2. Visit MakingHomeAffordable.gov.
    3. Call the U.S. Department of the Treasury.
    4. Call the U.S. Department of Housing and Urban Development.
    5. Search for Making Home Affordable online.
13. Are you?
    1. Male
    2. Female

20. What is your age?

* 1. 18 – 24
  2. 25 – 34
  3. 35 – 44
  4. 45 – 54
  5. 55 – 64
  6. 65+

21. In what state do you live?

[Dropdown]

22. (Optional) What is your total household income?

1. Less than $49,999
2. $50,000 - $74,999
3. $75,000 - $99,000
4. $100,000 - $149,000
5. $150,000 - $199,000
6. More than $250,000
7. I prefer not to answer
8. (Optional) Are you of Hispanic or Latino origin?
   1. Yes
   2. No

24. (Optional) (Please check all that apply) Are you?

1. White
2. Black or African American
3. Asian
4. Native Hawaiian or other Pacific Islander
5. American Indian or Alaskan Native

25. (Optional) What is the primary language spoken in your household?

* 1. English
  2. Spanish
  3. Chinese (Mandarin)
  4. Korean
  5. Russian
  6. Tagalog
  7. Vietnamese
  8. Other
  9. I prefer not to answer