
PROGRAMMER: AIM FOR 700 COMPLETES, WITH QUOTA OF 175 COMPLETES PER SEGMENT

Intro - Introduction

Market Connections is conducting research on behalf of the U.S. Department of Education's office of Federal Student Aid (FSA). FSA would like your input and feedback on information and communications related to financial aid for college or career school. This survey is voluntary and should take only about 10 minutes to complete. Your responses will remain anonymous and will be reported only in summary form. Thank you in advance for your time. Your input is very important. Click the "Next" button below to begin the survey.

Screener1_Received Student Loans

S1. Which of the following **best** describes your circumstances?

- Parent or Guardian** of someone planning to enroll in a college, university, or career school in the next year as a first-year student [CLASSIFY AS PARENT. GO TO S2.]
- High School Senior:** Currently enrolled in high school as a senior, and planning to enroll in a college, university, or career school in the next year as a first-year student [CLASSIFY AS HIGH SCHOOL SENIOR. GO TO S3.]
- College Student:** Currently enrolled in or attending a college, university, or career school, either full-time or at least half-time, and receiving federal student loans [CLASSIFY AS COLLEGE STUDENT. GO TO S3.]
- Borrower in Repayment:** Have received and are currently repaying federal student loans [CLASSIFY AS BORROWER IN REPAYMENT. GO TO S2]
- Other (please specify): _____ [THANK & TERMINATE]

STOP

Screened – Termination Screener Thank You

Thank you for your willingness to participate in this survey. We have met our quota for respondents in your category and do not need any additional information.

Screener2_Financial Decisions

S2. Are you primarily or jointly responsible for making the financial decisions in your household?

- Yes (1)
- No (2) [THANK AND TERMINATE]

STOP

Screened –Making Financial Decisions in Household Screener Thank You

Thank you for your willingness to participate in this evaluation. We have met our quota for respondents in your category and do not need any additional information.

Screener3_Intererst in Finacial Aid/Loan Information

S3. To what extent are you interested in getting information on financial aid for college or career school and/or information on the repayment of student loans? Are you...

- Very interested (1)
- Somewhat interested (2)
- Not very interested (3) [THANK AND TERMINATE]
- Not at all interested (4) [THANK AND TERMINATE]

STOP

Screened – Interest in Financial Aid Repayment Screener Thank You

Thank you for your willingness to participate in this evaluation. We have met our quota for respondents in your category and do not need any additional information.

Ways to Receive Federal Student Aid/Loan Information

1. Have you ever searched for information about how to pay for college or career school, whether for yourself or for others? (For example, you may have searched for information about student loans or about federal student aid in general.)

- Yes (1) **[GO TO Q2]**
 No (2) **[GO SPECIFICALLY TO INTRO LANGUAGE IMMEDIATELY PRECEDING Q6]**
 Unsure (3) **[GO SPECIFICALLY TO INTRO LANGUAGE IMMEDIATELY PRECEDING Q6]**

2. What are some of the ways you have looked for information about paying for college or career school, about federal student aid, or about student loans? (Select all that apply)

[ROTATE]

- Internet search engine (e.g., Google) (1)
 Website (2)
 Social media (e.g., Facebook, Twitter, YouTube) (3)
 Video (4)
 Infographic (e.g., a visual image such as a chart or diagram used to represent information or data) (5)
 Face-to-face meeting with college advisors or high school counselors (6)
 Workshop or information session held by school/college (7)
 Booklet/brochure (8)
 Other (please specify): _____ (97)

[IF WEBSITE AT Q2, ASK Q3. ALL OTHERS SKIP TO Q5]

3. Please specify the name or type of website(s): _____ **[OPEN END]**

[IF SOCIAL MEDIA AT Q2, ASK Q4. ALL OTHERS SKIP TO Q5]

4. Please specify the name of the social media site(s) (Select all that apply):

[ROTATE]

- Facebook (1)
 Twitter (2)
 YouTube (3)
 Instagram (4)
 LinkedIn (5)
 Other (specify) _____

[SKIP IF ONLY ONE ITEM MENTIONED AT Q2]

5. Which of these methods have you found to be the most useful? (Select up to three)

[PROGRAMMER: PIPE IN RESPONSES FROM Q2.]

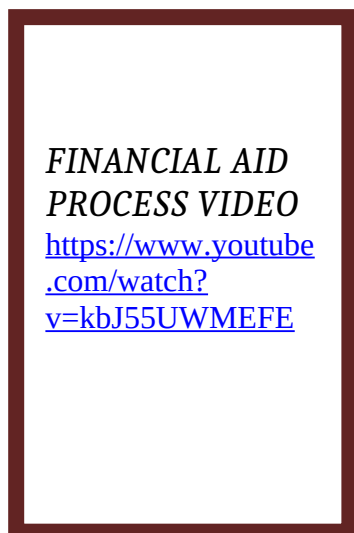
Infographic and Video Evaluation

You will now be asked to rate three different graphics and videos which FSA is using to help share information with current or potential federal student aid recipients or their families.

[PROGRAMMER: EACH SEGMENT WILL SEE THE SAME THREE MESSAGES. THE REPAYMENT PLANS INFOGRAPHIC MUST ALWAYS APPEAR AS THE THIRD CHOICE AFTER THE PAIR OF FINANCIAL AID PROCESS INFOGRAPHIC AND VIDEO (WHICH ARE TO BE ROTATED)].

PROGRAMMER: Questions 6-9 pertain to this video only

6. Please watch the Financial Aid Process video, and then answer the follow-up questions indicating your level of agreement with each statement.



	1 – Strongly disagree	2 – Somewhat disagree	3- Neither agree nor disagree	4 – Somewhat agree	5 – Strongly agree
Overall, the video is appealing to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The video is credible/believable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The content is informative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The content is useful/relevant to my needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would recommend this video to others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This video makes it clear where to go for more information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would take action or seek additional information based on this video	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7. Does the video make you feel the financial aid process is simpler than you thought, or more difficult than you thought, or does the video have no impact on your perception of the financial aid process?

- Simpler (1)
- More difficult (2)
- Has no impact (3)

8. Is there anything about this video that would cause you to stop watching it?

- Yes (1) [ASK Q9]
- No (2) [SKIP TO NEXT MESSAGE]

9. What exactly would cause you to stop watching it? (Select all that apply)

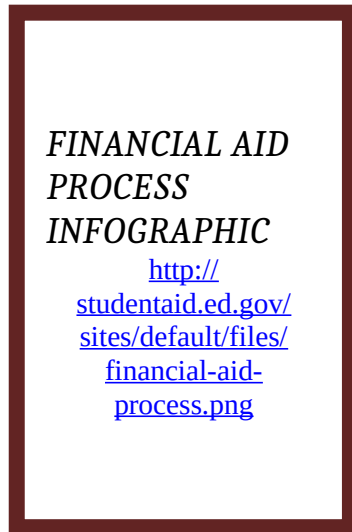
[ROTATE]

- Video is too long (1)
- Video has too much information to absorb (2)
- Video is too short (3)
- Regardless of its length, the video does not address my questions/needs (4)
- Complicated/unfamiliar terminology/jargon (5)
- Dislike the tone (6)
- Dislike the narrator’s voice (7)
- Prefer live action instead of animated video (8)
- The video is not relevant to my circumstances (9)

Other (please specify): _____ (97)

PROGRAMMER: Questions 10-13 pertain to this specific infographic only

10. Please scroll down to review the Financial Aid Process infographic, and then answer the questions at the bottom of the screen. **[PROGRAMMER: PLACE Q10-12 IMMEDIATELY BELOW THE INFOGRAPHIC IMAGE.]**



	1 – Strongly disagree	2 – Somewhat disagree	3- Neither agree nor disagree	4 – Somewhat agree	5 – Strongly agree
Overall, the infographic is appealing to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The infographic is credible/believable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The content is informative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The content is useful/relevant to my needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would recommend this infographic to others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This infographic makes it clear where to go for more information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would take action or seek additional information based on this infographic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11. Does the infographic make you feel the financial aid process is simpler than you thought, or more difficult than you thought, or does the infographic have no impact on your perception of the financial aid process?

- Simpler (1)
- More difficult (2)
- Has no impact (3)

12. Is there anything about this infographic that would cause you to stop reading it?

- Yes (1) **[ASK Q13]**
- No (2) **[SKIP TO NEXT MESSAGE]**

13. What exactly would cause you to stop reading it? (Select all that apply)

[ROTATE]

- Infographic is too long (1)
- Infographic is not organized in a logical manner (2)
- Font is too small (3)
- Has too much information/text to absorb (4)
- Infographic is too short (5)
- Complicated layout/design (6)
- Dislike the colors (7)
- The infographic does not address my questions/needs (8)
- Contains complicated/unfamiliar terminology/jargon (9)
- Too much “fine print” (10)
- Other (please specify): _____ (97)

PROGRAMMER: ASK Q14 AFTER BOTH THE FINANCIAL AID PROCESS INFOGRAPHIC AND VIDEO HAVE BEEN REVIEWED.

14. Having just reviewed the Financial Aid Process infographic and video, in which format do you prefer this information?

- Infographic format
- Video format
- Makes no difference

PROGRAMMER: Questions 15-18 pertain to this specific infographic only

15. Please scroll down to review the Repayment Plans infographic, and then answer the questions at the bottom of the screen. **[PROGRAMMER: PLACE Q15-17 IMMEDIATELY BELOW THE INFOGRAPHIC IMAGE]**



	1 – Strongly disagree	2 – Somewhat disagree	3- Neither agree nor disagree	4 – Somewhat agree	5 – Strongly agree
Overall, the infographic is appealing to me	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The infographic is credible/believable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The content is informative	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The content is useful/relevant to my needs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would recommend this infographic to others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
This infographic makes it clear where to go for more information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I would take action or seek additional information based on this infographic	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. Does the infographic make you feel that you have a stronger understanding of how to select a repayment plan, a weaker understanding of how to select a repayment plan, or does the infographic have no impact on your understanding of how to select a repayment plan?

- Stronger understanding (1)
- Weaker understanding (2)
- Has no impact (3)

17. Is there anything about this infographic that would cause you to stop reading it?

- Yes (1) **[ASK Q18]**
- No (2) **[SKIP TO NEXT MESSAGE]**

18. What exactly would cause you to stop reading? (Select all that apply)

[ROTATE]

- Infographic is too long (1)
- Infographic is not organized in a logical manner (2)
- Font too small (3)
- Has too much information/text to absorb (4)
- Infographic is too short (5)
- Complicated layout/design (6)
- Dislike the colors (7)
- The infographic does not address my questions/needs (8)
- Contains complicated/unfamiliar terminology/jargon (9)
- Too much "fine print" (10)
- Other (please specify): _____ (97)

Desired Places for Infographic and Video Information

19. Where would you expect to find the video and infographics that you reviewed in this survey? (Select all that apply)

- U.S. Department of Education website (1)
- Federal Student Aid (FSA) website (2)
- FAFSA website (3)
- Other website(s) (specify) _____(4)
- Facebook (5)
- YouTube (6)
- Other social media site(s) (specify) _____(7)
- School/college website (8)
- On site at a school or college (9)
- Other (Specify) _____(97)

20. Which of the following features, if any, would you like included in the infographics you reviewed?

(Select Top 3)

[ROTATE]

- Shorter text that, by clicking, can be expanded to show more information (1)
- Clickable links that take you to a website for more information (2)
- Option for live chat (3)
- Integrated videos (4)
- Ability to enter data and have tailored information/results (e.g., calculator or personalized checklist) (5)
- (Other – please specify _____) (97)
- None

Objectivity and Credibility of Department of Education Information

21. How, if at all, is the credibility of the video or infographic impacted if it comes to you from the U.S. Department of Education, versus from private lenders, colleges, or other sources?

- Credibility is higher if from another organization (1)
- Credibility is higher if directly from the U.S. Department of Education (2)
- Makes no difference (3)

Demographics and Classifications]

The last few questions are for classification purposes only. These questions are not required. This information will be used only for research purposes only and reported anonymously.

22. What is your gender? **[NOT REQUIRED]**

- Male
- Female

23. Which of the following categories best describes your age? **[NOT REQUIRED]**

[DROP DOWN LIST]

- Under 16
- 16
- 17
- 18
- 19
- 20
- 21
- 22-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65 or older

24. What category best describes the area in which you live? **[NOT REQUIRED]**

- Urban
- Suburban
- Rural

25. What is the highest level of education you have attained? **[NOT REQUIRED]**

- Some high school
- High school diploma
- Some college
- Associate degree (2-year)
- Bachelor's degree (4-year)
- Master's degree
- PhD or postdoctoral degree
- Trade/professional school or proprietary school diploma/certificate
- None of these

26. **[IF CURRENTLY ENROLLED IN COLLEGE IN SCREENER Q1]** Are you currently enrolled/attending...? **[THIS IS REQUIRED]**

- 2-year college/community college
- 4-year college/university
- Graduate school
- Trade/professional school
- Other (please specify): _____

27. Which of the following categories best describes your annual household income before taxes? **[NOT REQUIRED]**

- Under \$20,000
- \$20,000 to \$39,999
- \$40,000 to \$59,999
- \$60,000 to \$79,999
- \$80,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 to \$199,999
- \$200,000 and over
- Don't know

28. Which of the following describes your ethnicity? **[NOT REQUIRED]**

- Hispanic or Latino
- Not Hispanic or Latino

29. Which of the following describes your race? **[NOT REQUIRED]**

Select all that apply

- American Indian or Alaska Native
- Asian
- Black or African American
- Native Hawaiian or Other Pacific Islander
- White

30. What state do you live in?

[DROPDOWN MENU] [NOT REQUIRED]

Complete – Thank you

Thank you for your participation! FSA values your input. Please click the button below to submit your responses.

STOP

According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless such collection displays a valid OMB control number. The valid OMB control number for this information collection is 1845-0045. Public reporting burden for this collection of information is estimated to average 12 minutes per response, including time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. The obligation to respond to this collection is voluntary. If you have comments or concerns regarding the status of your individual submission of this survey, please contact Federal Student Aid/Customer Experience Office/Customer Analytics Group at 830 First Street, NE Washington, DC 20202 or customersurveys@ed.gov directly. [Note: Please do not return the completed survey to this address.]

[REDIRECT TO <http://studentaid.ed.gov/home>]

