

**MEGA MENU / HOMEPAGE REDESIGN  
FOCUS GROUP SCREENER  
PARENTS OF HIGH SCHOOL SENIORS  
[Recruit 8, for 5-6 to participate]**

List ID: \_\_\_\_\_

Participant Name: \_\_\_\_\_

Participant Phone: \_\_\_\_\_

Interviewer Name: \_\_\_\_\_

Date: \_\_\_\_\_

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Hello, my name is \_\_\_\_\_, and I am calling on behalf of the U.S. Department of Education's office of Federal Student Aid and Market Connections, a local market research firm. We are conducting focus groups with parents of high school seniors concerning their impression of student financial aid information provided by the U.S. Department of Education.

The focus group will consist of about 6-8 people like yourself and a Moderator. Nothing will be sold at the focus group; we are just interested in your opinions. The information discussed will be used for research purposes only. The focus group will take place **Tuesday, December 8<sup>th</sup> at 8pm** in Bethesda, Maryland and will last two hours. As our way of thanking you for your opinions, refreshments will be served and we will give you **\$75** for participating. Do you think you will be available that evening?

- 1 Yes **[CONTINUE]**
- 2 No **[ASK FOR REFERRAL THEN THANK AND TERMINATE]**

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I have a few quick questions to ask you to see what group fits you best.

1. **Have you been a participant of a focus group discussion on the topic of education financing, in the past 3 months? By that, I mean a group discussion with about 5-10 other people where you talked about this topic with a Moderator and were paid for your time.**

- 1 Yes **[THANK & TERMINATE]**
- 2 No **[CONTINUE]**

2. **Do you or anyone in your household work for any of the following types of organizations? [IF "YES" TO ANY, THANK & TERMINATE]**

- 1 Market research
- 2 Advertising
- 3 Higher education administration
- 4 Higher education finance or lending
- 5 Consumer banking or lending
- 6 Media such as TV, radio, or newspaper

**3. Are you the parent or guardian of a child who is planning in the next year to enroll in a college, university, or career school as a first-year student?**

- 1 Yes [CONTINUE]
- 2 No [THANK & TERMINATE]

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

- 1 Yes [CONTINUE]
- 2 No [THANK & TERMINATE]

**5. To what extent are you interested in obtaining information or advice on financial aid for college? Are you...**

- 1 Very interested [CONTINUE]
- 2 Somewhat interested [CONTINUE]
- 3 Not very interested [THANK & TERMINATE]
- 4 Not at all interested [THANK & TERMINATE]

**6. Have you ever heard of or viewed any materials, such as websites, brochures, videos or other resources on the topic of student financial aid?**

- 1 Yes [CONTINUE]
- 2 No [CONTINUE]
- 3 Do not recall [CONTINUE]

**7. Which of the following categories best describes your age?**

- 1 25-34 [CONTINUE]
- 2 35-44 [CONTINUE]
- 3 45-54 [CONTINUE]
- 4 55-64 [CONTINUE]
- 5 65 or older [CONTINUE]

**8. What category best describes the area in which you live?  
[READ LIST. AIM FOR MIX. NO HARD QUOTAS.]**

- 1 Urban
- 2 Suburban
- 3 Rural

**9. What is the highest level of education you have attained?**

- 1 High school diploma
- 2 Some college
- 3 Associate degree
- 4 Bachelors degree
- 5 Masters Degree
- 6 PhD or post-doctorate
- 7 Trade school or proprietary school

**10. Which of the following categories best describes your ethnicity? This information is for classification purposes only. [AIM FOR MIX. NO HARD QUOTAS.]**

- 1 Hispanic or Latino
- 2 Not Hispanic or Latino
- 3 PREFER NOT TO SAY

**11. Which of the following describes your race? This information is for classification purposes only. You may choose more than one option. [AIM FOR MIX. NO HARD QUOTAS.]**

- 1 American Indian or Alaska Native
- 2 Asian
- 3 Black or African American
- 4 Native Hawaiian or Other Pacific Islander
- 5 White
- 6 PREFER NOT TO SAY

**12. And which of the following categories best describes your annual household income, before taxes? [READ LIST. AIM FOR A GOOD MIX. NO HARD QUOTAS.]**

- 1 Under \$20,000
- 2 \$20,000 to \$39,999
- 3 \$40,000 to \$59,999
- 4 \$60,000 to \$79,999
- 5 \$80,000 to \$99,999
- 6 \$100,000 and over
- 7 PREFER NOT TO SAY

**13. [DO NOT ASK. RECORD GENDER. AIM FOR EVEN SPLIT, ALTHOUGH 60-40 IN EITHER DIRECTION IS ACCEPTABLE.]**

- 1 Male
- 2 Female

Thanks for answering all of my questions. The group will meet **Tuesday, December 8<sup>th</sup> at 8pm** in Bethesda, Maryland. It will last about two hours and the purpose of the group is to talk about sources of information about paying for college or career school, and your impressions of the student financial aid information provided by the U.S. Department of Education. Most people who take part in these kinds of discussions find them interesting and fun.

As I mentioned earlier, nothing will be sold at this session and you will be given **\$75**. Refreshments will also be served. Will your schedule permit you to attend?

- 1 Yes **[CONTINUE]**
- 2 No **[THANK AND TERMINATE]**

Great! We will send you a confirmation letter with a map and directions to our offices and will give you a reminder call the day before the group. Let me just get the correct spelling of your name and email, as well as the best phone number to reach you:

Name: \_\_\_\_\_

Email: \_\_\_\_\_

Home phone: \_\_\_\_\_

Work phone: \_\_\_\_\_

Cell phone: \_\_\_\_\_

Remember, we are counting on your participation in this group. If something comes up and you find you won't be able to attend, please call my supervisor at (GIVE PHONE NUMBER) right away so we can schedule a replacement and ensure that we have eight people in the group.

Thanks again, we'll see you at the group.