

**MEGA MENU / HOMEPAGE REDESIGN
FOCUS GROUP SCREENER
POTENTIAL ADULT COLLEGE STUDENTS
[Recruit 8, for 5-6 to participate]**

List ID: _____

Participant Name: _____

Participant Phone: _____

Interviewer Name: _____

Date: _____

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 adults who are considering college, and we would like to discuss their impression of student financial aid information provided by the Department of Education.

The 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 on **Wednesday, December 9th 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]**

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?
[READ LIST – 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 currently enrolled and attending a college or university, either full-time or part-time?

- 1 YES [THANK & TERMINATE]
- 2 NO [CONTINUE]

4. In the next year, are you seriously considering enrolling part time or full time as an undergraduate at a four-year college or university, or at another type of post-secondary institution such as a two-year college or junior college or trade school? [AIM FOR A GOOD MIX, BUT NO HARD QUOTAS]

- 1 2 year college/community college [CONTINUE]
- 2 4 year college/university [CONTINUE]
- 3 Graduate school [THANK & TERMINATE]
- 4 Trade/professional/career school [CONTINUE]
- 5 Other [THANK & TERMINATE]
- 6 Unsure [THANK & TERMINATE]
- 7 Do not intend to enroll [THANK & TERMINATE]

5. Are you a previous college or post-secondary student, or will this be your first time attending a post-secondary institution? [AIM FOR MIX, BUT 60-40 IN EITHER DIRECTION IS ACCEPTABLE]

- 1 First time [CONTINUE]
- 2 Previous post-secondary student [CONTINUE]

6. Which of the following categories best describes your age? [READ LIST. AIM FOR MIX, BUT NO QUOTA.]

- 1 18-19 [CONTINUE]
- 2 20-24 [CONTINUE]
- 3 25-29 [CONTINUE]
- 4 30-39 [CONTINUE]
- 5 40-49 [CONTINUE]
- 6 50-64 [CONTINUE]
- 7 65 or older [THANK & TERMINATE]

7. [ASK IF FIRST TIME AT Q5 AND AGE 18-19 AT Q7] Are you currently a senior in high school, or have you graduated high school or received a GED?

- 1 High school senior [THANK & TERMINATE]
- 2 Have graduated high school/received GED [CONTINUE]

8. Within the past five years, had you ever applied for or received any financial aid, such as student loans, to help finance your college education?

- 1 YES [THANK & TERMINATE]
- 2 NO [CONTINUE]
- 3 UNSURE [CONTINUE]

9. Are you primarily or jointly responsible for making the financial decisions in your household? Your answer will not impact your eligibility for this study.

- 1 YES [CONTINUE]
- 2 NO [CONTINUE]

10. To what extent are you interested in obtaining information 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]

11. 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]

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

- 1 Urban
- 2 Suburban
- 3 Rural

13. 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

14. 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

15. 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

16. [DO NOT ASK] RECORD GENDER: [INTERVIEWER: 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 **Wednesday, December 9th 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.