Higher Education: Path to Enrollment. Questionnaire

SCREENER

What is your date of birth (year and month)?

Select Year [Single Punch Dropdown PREQUAL]

Dropdown:
_1910   1910
…
_2015   2015

Select Month [Single Punch Dropdown PREQUAL]

Dropdown:
_1   January
_2   February
_3   March
_4   April
_5   May
_6   June
_7   July
_8   August
_9   September
_10   October
_11   November
_12   December

HIDDEN VARIABLE
RESP_AGE
[TERMINATE IF RESP_AGE <18 OR 55+]

HIDDEN VARIABLE
QUOTAGERANGE
1. 18-24
2. 25-34
3. 35-44
4. 45-54

BASE: TOTAL RESPONDENTS
GENDER
What gender do you identify with?
[SINGLE SELECT]

1. Male
2. Female
3. Nonbinary
98. Other
99. Prefer not to answer

QMktSize_US. Please insert your zipcode:

INSERT SINGLE-LINE TEXT BOX FOR 5-DIGIT ZIP CODE

HCAL_STDREGION_4CODES_Label_US. Hidden Question: Census Region
      (1) Northeast
      (2) Midwest
      (3) South
      (4) West

EMPLOY_STATUS
What is your current employment status?
Please select all that apply.
[MULTI-SELECT]

1	Employed full-time
2	Employed part-time
3	Self employed/Sole Proprietorship
4	Furloughed
5	Unemployed but looking for a job
6	Unemployed and not looking for a job/long-term sick or disabled
7	Full-time parent, homemaker
8	Retired
9	Student/Pupil
10	Military
99.	Prefer not to answer [EXCLUSIVE]

[SHOW THE FOLLOWING ERROR MESSAGE IF SELECTING BOTH PUNCH 1 OR 2 AND 5 OR 6; RESPONDENTS CANNOT SELECT BOTH 'EMPLOYED' AND 'UNEMPLOYED'] You selected both 'employed' and 'unemployed' options, please review your response and select only your CURRENT employment status.

[ASK IF EMPLOY_STATUS= 1 OR 2 OR 3]
EMPLOY_STATUS_1
Which of the following best describes the field in which you are currently employed?
[SINGLE SELECT. RANDOMIZE]

1	Business Services
2	Legal Services
4	Education
5	Marketing
6	Financial Services or Insurance

7	Nursing and Healthcare [TRACK IN FIELD]
8	Science or Engineering
9	Journalism and Publishing
10	Human Resources
11	Software development
13	Sales
14	Data Science and Analytics
15	Real Estate
16	Marketing
98	Other, please specify: [ANCHOR. TEXT BOX]

STATUS_EDU
Are you currently enrolled or do you plan to enroll in any educational programs (i.e. degree programs or online short courses)?

1.   Yes
2.   No
[IF STATUS_EDU = 2, TERMINATE]

STATUS_UNDER
Which of the following best describes your educational status for an undergraduate degree program (i.e. Associate's or Bachelor's)?
[SINGLE SELECT]

1	I am currently enrolled in online learning
2	I am currently enrolled in a mix of online and in-person learning
3	I am currently enrolled and learning fully in-person, no online
4	I am not currently enrolled, but I am currently researching/considering programs
99	None of these apply

STATUS_POST
Which of the following best describes your educational status for a postgraduate degree program (i.e. Master's, Doctoral, Professional degree such as law or medical, etc.)?
[SINGLE SELECT]

1	I am currently enrolled in online learning
2	I am currently enrolled in a mix of online and in-person learning
3	I am currently enrolled and learning fully in-person, no online
4	I am not currently enrolled, but I am currently researching/considering programs
99	None of these apply

STATUS_CERT

Which of the following best describes your educational status for a non-degree, online short course or certificate program (i.e. online short course certificate program (self-paced ~8 weeks), supplemental online short course without a certificate of completion)?
[SINGLE SELECT]

1   I am currently enrolled in online learning
2   I am currently enrolled in a mix of online and in-person learning
3   I am currently enrolled and learning fully in-person, no online
4   I am not currently enrolled, but I am currently researching/considering programs
99   None of these apply

STATUS_BOOT

Which of the following best describes your educational status for a non-degree, online bootcamp course (i.e. intensive ~14 week programs)?
[SINGLE SELECT]

1   I am currently enrolled in online learning
2   I am currently enrolled in a mix of online and in-person learning
3   I am currently enrolled and learning fully in-person, no online
4   I am not currently enrolled, but I am currently researching/considering programs
99   None of these apply

[IF STATUS_UNDER AND STATUS_POST AND STATUS_CERT AND STATUS_BOOT = PUNCH 5, TERMINATE]

QUALIFICATION MARKER
HIDDEN_QUALIFICATION [MULTI-PUNCH]

1   CURRENT UNDERGRAD DEGREE IF STATUS_UNDER=1, 2 OR 3 AND GROUP 1
2   CURRENT POSTGRAD DEGREE IF STATUS_POST=1, 2, OR 3 AND GROUP 2
3   CURRENT CERTIFICATE IF STATUS_CERT=1, 2 OR 3 AND GROUP 2
4   CURRENT BOOTCAMP IF STATUS_BOOT=1, 2 OR 3 AND GROUP 2
5   PROSPECTIVE UNDERGRAD DEGREE IF STATUS_UNDER=4 AND GROUP 2
6   PROSPECTIVE POSTGRADUATE DEGREE IF STATUS_POST =4 AND GROUP 2
7   PROSPECTIVE CERTIFICATE IF STATUS_CERT=4 AND GROUP 2
8   PROSPECTIVE BOOTCAMP IF STATUS_BOOT=4 AND GROUP 2

[IF GROUPCODE 0001 HIDDEN_QUALIFICATION ≠ PUNCH 1, TERMINATE]
[IF GROUPCODE 0002 HIDDEN_QUALIFICATION ≠ PUNCH 2-8, TERMINATE]

ASSIGN RESPONDENT TO ONE CODE IN HIDDEN_STATUS BASED ON PUNCHES AT HIDDEN_QUALIFICATIONS:
[IF GROUPCODE 0001, RESPONDENTS CAN ONLY QUALIFY AS PUNCH 1 (CURRENT UNDERGRAD); IF GROUP 0002, RESPONDENTS CAN ONLY QUALIFY FOR PUNCH 2-8 (ANY PUNCH BESIDES CURRENT UNDERGRAD)]
[FOR GROUPCODE 0002, ASSIGN RESPONDENTS TO HIDDEN_STATUS BASED ON LEAST FILLED; ONLY QUALIFYING RESPONDENTS FOR ONE STATUS]

HIDDEN_STATUS (For Assignment) [SINGLE PUNCH]

1. CURRENT UNDERGRAD DEGREE IF STATUS_UNDER=1, 2 OR 3 AND GROUP 1
2. CURRENT POSTGRAD DEGREE IF STATUS_POST=1, 2, OR 3 AND GROUP 2
3. CURRENT CERTIFICATE IF STATUS_CERT=1, 2 OR 3 AND GROUP 2
4. CURRENT BOOTCAMP IF STATUS_BOOT=1, 2 OR 3 AND GROUP 2
5. PROSPECTIVE UNDERGRAD DEGREE IF STATUS_UNDER=4 AND GROUP 2
6. PROSPECTIVE POSTGRADUATE DEGREE IF STATUS_POST =4 AND GROUP 2
7. PROSPECTIVE CERTIFICATE IF STATUS_CERT=4 AND GROUP 2
8. PROSPECTIVE BOOTCAMP IF STATUS_BOOT=4 AND GROUP 2

HIDDEN_MARKER_1 [MULTI SELECT]

1. GROUP 1: CURRENT UNDERGRAD HIDDEN_STATUS=1 (CURRENT UNDERGRAD DEGREE)
2. GROUP 2: ALL OTHER (NET) HIDDEN_STATUS=2 OR 3 OR 4 OR 5 OR 6 OR 7 OR 8
3. PROSPECTIVE UNDERGRAD HIDDEN_STATUS = 5
4. POSTGRAD DEGREE HIDDEN_STATUS = 2 OR 6
5. SHORT COURSE CERTIFICATE HIDDEN_STATUS = 3 OR 7
6. SHORT COURSE BOOTCAMP HIDDEN_STATUS = 4 OR 8

STATUS_SCREEN_1a

Do you have college credits and are looking to transfer schools/programs?
[SINGLE SELECT]

1. Yes
2. No

STATUS_SCREEN_1b

Do you currently have a degree?
Please select all that apply.
[MULTI SELECT]

1. I have some college credits, but have not completed a degree
2. I have an Associate's degree
3. I have a Bachelor's degree
4. I have a Master's degree
5. I have a PhD or Professional degree
99. No, I don't have any college credits [EXCLUSIVE]

[TERMINATE IF SELECTING "Yes" AT STATUS_SCREEN1a AND SELECTING "No, I don't have any college credits" AT STATUS_SCREEN_1b]

[ASK IF HIDDEN_STATUS=1, 2, 3, OR 4 "CURRENT STUDENT"]

ENROLLMENTSTART.

When did you enroll in or start your course?

[INSERT DROP DOWN BOXES]

Month [DROP DOWN JAN - DEC]   Year [DROP DOWN 2020-2024]

[ONLY ALLOW RESPONSES UP TO OCTOBER 2024] [IF CHOOSING DATE BEYOND OCTOBER 2024, SHOW THE FOLLOWING ERROR MESSAGE: You entered a future date that has not happened yet, please review your answer closely and choose the correct date for when you started your course, overall.]

[ASK IF HIDDEN_STATUS=5, 6, 7, OR 8 "PROSPECTIVE STUDENT"]
ENROLLMENTPLAN.
[INSERT "degree" IF HIDDEN_STATUS = 5 OR 6, [INSERT "short course or bootcamp" IF HIDDEN_STATUS = 7 OR 8]

When do you plan to enroll or start your [INSERT]?

[INSERT DROP DOWN BOXES]
Month [DROP DOWN JAN - DEC]   Year [DROP DOWN 2024-2025]

[ONLY ALLOW RESPONSES AFTER AND INCLUDING NOVEMBER 2024 IF CHOOSING DATE BEFORE NOVEMBER 2024, SHOW THE FOLLOWING ERROR MESSAGE: You entered a date that has happened in the past, please review your answer closely and choose the correct date for when you will start your course, overall.]

MQB

Section 2: GENERAL

CENSYDIAM MODULE

Qintro_Metaphors_people
BASE: TOTAL RESPONDENTS
PROG: USE CENSYDIAM METAPHOR PICTURE MODULE

You will now see a broad selection of pictures representing different ways in which you think about higher education (this includes short courses and certificate programs).

Please scroll through these pictures and select up to 5 which help to describe your ideal higher educational experience. Don't think too much about it, follow your intuition.

You can zoom in by clicking on the picture; to select please tick the box top left of the picture.

Q_cMetaphors_people
BASE: TOTAL RESPONDENTS
PROG: NEW SCREEN
PROG: ma. SHOW PICTURES. RANDOMIZE PICTURES

QMetaph_details_people

Please describe in your own words how these pictures represent your ideal higher educational experience? What kind of feelings, mood, emotional do they represent?

QMetaphors OE probing_people

What else do these pictures represent?

IntroMain
Think about the [INSERT TYPE OF PROGRAM] program you are [INSERT TYPE OF ENROLLMENT] in, when answering the next few questions.

FULLORPART.
Are you [INSERT TYPE OF ENROLLMENT] full-time or part-time?
[SINGLE SELECT]

1   Full time
2   Part time

EDUTYPE.
Which type of university, college, or online course provider are you [INSERT TYPE OF ENROLLMENT] in?

Please select all that apply.
[MULTI SELECT; RANDOMIZE]

1   Public university
2   Private university
3   Community College
4   Trade/Vocational School
5   Online short course or certificate program (self-paced ~8 weeks)
6   Bootcamp (intensive ~14 weeks)

[ASK IF EDUTYPE=2]

EDUTYPEPRIVATE.

Which type of private university are you [INSERT TYPE OF ENROLLMENT] in?
Please select all that apply.
[MULTI SELECT; RANDOMIZE]

1   Ivy League university
2   Research university
3   Liberal Arts college

[ASK IF EDUTYPE = 1 OR 2 OR 3, IF NOT, SKIP]

DEGREETYPE.

Which degree are you [INSERT TYPE OF ENROLLMENT] in?
[SINGLE SELECT]

1   Bachelor's
2   Master's
3   Doctoral (Ph.D.) or Professional (M.D)
4   Associate's
99   None of the above [EXCLUSIVE]

MAJOR.

Which major/minor/subject are you [INSERT TYPE OF ENROLLMENT] in?
Please select all that apply.
[MULTI SELECT. RANDOMIZE.]

1   Architecture
2   Visual Arts & Design
3   Business [MONITOR]
4   Economics
5   Education/Teaching [MONITOR]
6   Engineering
7   Healthcare/Nursing [MONITOR]
8   Computer Science

9   Humanities
10   Information Technology [MONITOR]
11   Law
12   Psychology
13   Medicine
14   Natural Sciences
98   Other, please specify [ANCHOR; TEXT BOX]

INTERESTBEGIN INTRO:
When we refer to "the program of your choice" we are referring to the [INSERT TYPE OF PROGRAM] program you are [INSERT TYPE OF ENROLLMENT] in.
[NEW SCREEN]

INTERESTBEGIN.
How long had you been interested in the program of your choice before actively researching?
[SINGLE SELECT]

1. Less than 1 week
2. 1-2 weeks
3. 3-4 weeks
4. 5-6 weeks
5. 7-8 weeks
6. 9-12 weeks
7. More than 12 weeks

RESEARCHBEGIN.
How long had [REPLACE "had" WITH "have" IF PROSPECTIVE STUDENTS HIDDEN_STATUS = 5,6,7 or 8] you been researching the program of your choice before actively applying?
[SINGLE SELECT]

1. Less than 1 week
2. 1-2 weeks
3. 3-4 weeks
4. 5-6 weeks
5. 7-8 weeks
6. 9-12 weeks
7. More than 12 weeks
98. Have not applied yet [show if Prospective students, HIDDEN STATUS 5 or 6 or 7 or 8]

DISCOVERY.
Through which of the following sources did you first discover/learn about the program of your choice?
[SINGLE SELECT; RANDOMIZE]

1. Online Search Engine
2. Online Job Search Platform
3. Online Video Search

4. Online Display Ads (e.g. website banner ads)
5. Social Media Ads
6. AI-Powered Chatbot (e.g. ChatGPT)
7. University/Provider Website
8. Live Streamed Campus Events
9. Podcasts
10. School Counselor
11. Recommendation From Parents
12. Recommendation From Peers
13. Recommendation From Relatives or Co-Workers
14. College/University Fair or Career Fair
15. University Representative
16. Campus Visit
17. TV
18. Radio
98. Other, please specify [ANCHOR. TEXT BOX]

[ASK IF DISCOVERY=1 TO 9, or 14 TO 18]
ADMESSAGING.
Please select what part of the messaging resonated with you on the platform you first discovered/learned about the program of your choice. Please select your Top 5.

[MULTI SELECT UP TO 5; RANDOMIZE]

1. It contained all the relevant information I needed
2. It mentioned easy credit transfer
3. It mentioned debt forgiveness eligibility criteria
4. It mentioned a streamlined enrollment process with fewer steps
5. It mentioned easy re-enrollment options without added costs
6. It mentioned attractive campus facilities
7. It contained relevant information about student life
8. It highlighted the career opportunities that would be available after completion of the program
9. It mentioned the industry-recognized certificate or skills-based credentials that will available upon completion of the program
10. It mentioned a "low residency option" that would allow more time for internships or research
11. It highlighted the program would be completed in a shorter period of time
12. It contained information about scholarships and alternative funding options
13. It featured student and faculty racial diversity
98. Other, specify [ANCHOR. TEXT BOX]

[ASK IF DISCOVERY=4]
DISPLAYNEXTSTEP.
You mentioned that you discovered the program of your choice via online display ads. Please select what step(s) you took afterwards.
Please select all that apply.
[MULTI SELECT; RANDOMIZE]

1. Reached out to the school/provider via email

2. Filled out an enrollment form
3. Filled out an information request form or leads form
4. Contacted the school/provider via phone
5. Scheduled an in-person appointment
6. Scheduled a virtual appointment
7. Interacted with the school/provider via a live chat
99. None of the above [ANCHOR; EXCLUSIVE]

Section 3: DIGITAL TOUCHPOINTS

IntroDigTouchpoints
Shifting gears to now thinking about your favorite brands. Think of a university or educational institution's brand and what makes it strong in your opinion.

BRAND.
What do you believe makes a university's brand or an education brand strong?
Please select your top 3.
[MULTI SELECT; RANDOMIZE. ALLOW UP TO 3 SELECTIONS]

1. Alumni network
2. Ranking
3. Faculty
4. Job placements
5. Research & technological developments
6. Selectivity in admissions
7. Practical job skills & training offered
8. Higher cost of attendance
9. Affordable tuition
10. Sports teams ranking
11. Campus setting and facilities
12. Internship opportunities
13. Brand is known in my network
14. Brand has positive reviews from alumni & current students
15. Brand speaks to me and my interest
16. Brand makes an effort to be visible even when I'm not looking for it (I see the brand a lot)
98. Other, please specify [ANCHOR. TEXT BOX]

IntroResearch
Now thinking more about the research you conducted in order to learn more about the [INSERT TYPE OF PROGRAM] program you are [INSERT TYPE OF ENROLLMENT] in, please answer the following questions.

RESEARCHSOURCES.
Which of the following sources did you use while researching for a program that matches your interests?
Please select all that apply.
[MULTI SELECT; RANDOMIZE]

1. Online Search Engine

2. Online Job Search Platform
3. Online Video Search
4. Social Media
5. AI-Powered Chatbot (e.g. ChatGPT)
6. University/Provider Website
7. School Counselor
8. Recommendation From Parents
9. Recommendation From Peers
10. Recommendation From Relatives or Co-Workers
11. College/University Fair or Career Fair
12. University Representative
13. Campus Visit
98. Other, please specify [ANCHOR. TEXT BOX]
99. I already knew where I wanted to apply [ANCHOR; EXCLUSIVE]

[SKIP TO IntroDecision IF RESEARCHSOURCES = 99]
RESEARCHSOURCESFREQ.
Of the research sources you selected in the previous question, which one would you say you used most frequently?
[SINGLE SELECT]
[INSERT OPTIONS SELECTED AT RESEARCHSOURCES. SHOW IN THE SAME ORDER AS RSEARCHSOURCES. IF ONLY ONE RESPONSE AT RESEARCHSOURCES, AUTO-PUNCH IT.]

MOSTHELPFUL.
From the list of information resources you previously mentioned, please select the most helpful resource that led you to decide to enroll.
[SINGLE SELECT; RANDOMIZE]

[INSERT OPTIONS SELECTED AT RESEARCHSOURCES. SHOW IN THE SAME ORDER AS RSEARCHSOURCES. IF ONLY ONE RESPONSE AT RESEARCHSOURCES, AUTO-PUNCH IT]

[ASK IF RESEARCHSOURCES=3]
VIDEOSEARCH.
You mentioned that you conducted research via online video search. Please select the platform(s) you used.
Please select all that apply.
[MULTI SELECT; RANDOMIZE]

1. Google
2. Bing
3. Yahoo!
4. YouTube
5. Instagram
6. TikTok
7. Facebook
8. Snapchat
98. Other, specify [ANCHOR. TEXT BOX]

VIDEONEXTSTEP.
You mentioned that you conducted research via YouTube. Please select what step(s) you took afterwards.
Please select all that apply.
[MULTI SELECT; RANDOMIZE]

1. I reached out to the school/provider via email
2. I filled out an enrollment form
3. I filled out an information request form or leads form
4. I contacted the school/provider via phone
5. I scheduled an in-person appointment
6. I scheduled a virtual appointment
7. I interacted with the school/provider via a live chat
98. Other, specify [ANCHOR. TEXT BOX]

ENGINESEARCH.
You mentioned that you conducted research via an online search engine. Please select the platform(s) you used. Please select all that apply.
[MULTI SELECT; RANDOMIZE]

1. Google
2. Bing
3. Yahoo
98. Other, specify [ANCHOR. TEXT BOX]

ENGINESEARCHPROMPT.
While conducting your search via an online search engine, please select what you searched for from the following list.
Please select all that apply.
[MULTI SELECT; RANDOMIZE]

1. Searched for a specific college or university by name
2. Searched for a program by degree or field of study
3. Searched for a review of the program
4. Searched for program or university ranking
5. Searched for options near me or in a specific location
6. Searched for "a day in the life" videos or testimonials by students
7. Searched by cost (e.g. affordable programs)
98. Other, specify [ANCHOR. TEXT BOX]

ENGINENEXTSTEP.
You mentioned that you researched the program of your choice on Google. Please select what step(s) you took afterwards.
Please select all that apply.
[MULTI SELECT; RANDOMIZE]

1. Reached out to the school/provider via email

2. Filled out an enrollment form
3. Filled out an information request form or leads form
4. Contacted the school/provider via phone
5. Scheduled an in-person appointment
6. Scheduled a virtual appointment
7. Interacted with the school/provider via a live chat
98. Other, specify [ANCHOR. TEXT BOX]
99. None [ANCHOR. EXCLUSIVE]

[ASK IF ENGINENEXTSTEP=1 TO 7]
ENGINENEXTSTEPTIME.
Approximately how long did it take you to follow up on the next step(s) after researching the program of your choice on Google?
[PROGRESSIVE GRID]
[INSERT SELECTIONS FROM ENGINENEXTSTEP CODES 1-7. RANDOMIZE.]
[SINGLE SELECT]

1. Immediately, within 24 hours
2. Within 2-3 days
3. Within a week
4. More than a week

[ASK IF ENGINESEARCH=1]
SEARCHFREQUENCYGOOGLE.
Approximately how many times did you look up information on the program of your choice on Google?
[SINGLE-SELECT]

5. Several times a day
4. Daily
3. A few times a week
2. Once a week
1. Less than weekly

Section 4: DECISION MAKING

IntroDecision
Now, think about the next steps you took after your initial research, in order to finalize your decision about which [INSERT TYPE OF PROGRAM] program you are [INSERT TYPE OF ENROLLMENT] in.

RESEARCHNEXTSTEP.
Which of the following resources did you find [REPLACE "did you find" WITH "have been" IF PROSPECTIVE STUDENTS HIDDEN_STATUS = 5,6,7 or 8] most helpful during your decision making process?
Please select all that apply.
[MULTI SELECT; RANDOMIZE]

1. Online Search Engine

2. Online Job Search Platform
3. Online Video Search
4. Social Media
5. AI-Powered Chatbot (e.g. ChatGPT)
6. University/Provider Website
7. School Counselor
8. Recommendation From Parents
9. Recommendation From Peers
10. Recommendation From Relatives or Co-Workers
11. College/University Fair or Career Fair
12. University/Provider Representative
13. Campus Visit
14. Review Sites/Apps
98. Other, please specify [ANCHOR. TEXT BOX]

CONTACT.
Which of the following methods did you use [REPLACE "did you use" WITH "would you prefer to use" IF PROSPECTIVE STUDENTS HIDDEN_STATUS = 5,6,7 or 8] to make initial contact with the university or provider you were [REPLACE "were" WITH "are" IF PROSPECTIVE STUDENTS HIDDEN_STATUS = 5,6,7 or 8] interested in?
[SINGLE-SELECT] [RANDOMIZE]

1. Filling out forms on the official website
2. Phone call
3. Email
4. Chatbot on the official website
5. The official app
6. Meeting with school counselor/admissions guide
7. SMS text message
98. Other, specify [ANCHOR. TEXT BOX]

CONTACTPREFER.
Which of the following methods would you most prefer for the university or provider to reach out to you first?
[SINGLE-SELECT]

1. Within 24 hours, via phone call
2. A few days later via scheduled phone call
3. Within 24 hours, via email
4. A few days later, via email
5. By offering to answer questions via online chat
6. A notification through the official app
7. Via a school counselor/ admissions guide
8. Within 24 hours, via SMS text message
9. A few days later, via SMS text message
98. Other, please specify [OE TEXTBOX]

After the initial follow up by the university or education provider, how would you prefer to interact in subsequent follow up/contact with them?
Select all that apply.
[MULTI SELECT]

1. Phone call
2. Email
3. SMS text message
4. Online chat on an official website
98. Other

[IF CONTACTPREFER2 ≠CODE 1-4, DO NOT ASK CONTACTTIME]
CONTACTTIME.
How quickly do you want a university or education provider to respond/reach out via the following method(s) after the initial follow-up? Select one for each.
[PROGRESSIVE GRID] [INSERT ITEMS 1-4 IF SELECTED AT CONTACTPREFER2. RANDOMIZE]
[SINGLE SELECT]

1. Within 1 day
2. In 2-3 days
3. In 4-5 days
4. In 6-7 days
99. Not sure

OUTREACHTOPPRIORITIES.
Which of the following would you say are the top three most important things that schools/providers must share in their initial outreach to you?
Please select your top 3.
[MULTISELECT UP TO 3; RANDOMIZE]

1. Provide all step by step details for the enrollment process
2. Provide a cost breakdown for all expenses related to enrollment
3. Provide information on student loan and scholarship options
4. Provide details on how to contact the school or provider
5. Provide contact details of the official to reach out to in case of questions
6. Provide a list of companies and positions that hire from the school/provider
7. Provide information on career services and planning, i.e. job placement rates after graduation, interview techniques, resume building, networking, etc.
8. Information on campus tours
9. Opportunities to talk with current students
10. Information on program length and scheduling
11. If classes can be taken online
98. Other, please specify [ANCHOR; OE TEXTBOX]
99. None [ANCHOR. EXCLUSIVE]

[ASK IF HIDDEN_STATUS=1, 2, 3, OR 4 (CURRENT STUDENTS)]

Once you had decided on the provider(s) you were interested in, which of the following steps did you take?
Please select all that apply.
[MULTI SELECT; RANDOMIZE]

1. Reached out to the school/provider via email
2. Filled out an enrollment form
3. Filled out an information request form or leads form
4. Contacted the school/provider via phone
5. Scheduled an in-person appointment
6. Scheduled a virtual appointment
7. Met with an advisor or enrollment counselor
8. Interacted with the school/provider via a live chat
98. Other, specify [ANCHOR. OE TEXTBOX]
99. None of the above [ANCHOR; EXCLUSIVE]

[ASK IF HIDDEN_STATUS=5,6,7 OR 8 (PROSPECTIVE STUDENTS)]
ACTIONTAKENPROS.
Once you have decided on the provider(s) you are interested in, which of the following steps will you take?
Please select all that apply.
[MULTI SELECT; RANDOMIZE]

1. Reach out to the school/provider via email
2. Fill out an enrollment form
3. Fill out an information request form or leads form
4. Contact the school/provider via phone
5. Schedule an in-person appointment
6. Schedule a virtual appointment
7. Meet with an advisor or enrollment counselor
8. Interact with the school/provider via a live chat
98. Other, specify [ANCHOR. OE TEXTBOX]
99. None of the above [ANCHOR; EXCLUSIVE]

[ASK IF ACTIONTAKEN=3 OR ACTIONTAKENPROS=3]
RESEARCHAFTERINFO.
After filling out an information request form or leads form, have you continued [REPLACE "have you continued" WITH "will you continue" IF PROSPECTIVE STUDENTS HIDDEN_STATUS = 5,6,7 or 8] to research potential programs that are of interest to you?
[SINGLE SELECT]

1. Yes
2. No
99. Unsure [SHOW IF ACTIONTAKENPROS=3]

[ASK IF HIDDEN_STATUS=1, 2, 3, OR 4 (CURRENT STUDENTS)]
SEARCHLENGTH.

Roughly how long did it take you from initial research to provider selection?
[SINGLE-SELECT]

1. Less than 1 week
2. 1-2 weeks
3. 3-4 weeks
4. 5-6 weeks
5. 7-8 weeks
6. 9-12 weeks
7. More than 12 weeks

[ASK IF HIDDEN_STATUS=1, 2, 3, OR 4 (CURRENT STUDENTS)]
SEARCHFREQUENCY.
You mentioned that your research took [INSERT RESPONSE FROM SEARCHLENGTH IN LOWER CASE].
During this time how frequently did you conduct research on the schools/programs you were interested in?
[SINGLE-SELECT]

1. A few times a day
2. Daily
3. A few times a week [HIDE IF SEARCHLENGTH=1]
4. Once a week [HIDE IF SEARCHLENGTH=1]
5. A few times a month [HIDE IF SEARCHLENGTH=1 OR 2]
6. Once a month [HIDE IF SEARCHLENGTH=1 OR 2]
7. Every other month [HIDE IF SEARCHLENGTH=1 OR 2 OR 3 OR 4]
8. Once or twice a year [HIDE IF SEARCHLENGTH=1 OR 2 OR 3 OR 4]
98. Other, specify [OE TEXTBOX]

[ASK IF RESEARCHSOURCES=1 TO 6 and HIDDEN_STATUS=1,2, 3 or 4]
ONLINETOUCHPOINTS.
Roughly how many times did you re-visit the following online resource(s) where you found the provider you selected?
[PROGRESSIVE GRID] [INSERT ITEMS 1-6 IF SELECTED AT RESEARCHSOURCES. RANDOMIZE]
[SINGLE SELECT]

1. A few times a day
2. Daily
3. A few times a week
4. Once a week
5. A few times a month
6. Once a month
7. Every other month
8. Once or twice a year
99. I did not re-visit

[ASK IF RESEARCHSOURCES=7 TO 13 and HIDDEN_STATUS=1,2,3 or 4]
OFFLINETOUCHPOINTS.

Roughly how many times did you re-visit/re-contact the offline resource (s) where you found the provider you selected?

1. A few times a day
2. Daily
3. A few times a week
4. Once a week
5. A few times a month
6. Once a month
7. Every other month
8. Once or twice a year
99. I did not re-visit

[ASK IF HIDDEN_STATUS=5,6,7 OR 8 (PROSPECTIVE STUDENTS)]
SEARCHLENGTHPROS.
Roughly how long have you been researching providers?
[SINGLE SELECT]

1. Less than 1 week
2. 1-2 weeks
3. 3-4 weeks
4. 5-6 weeks
5. 7-8 weeks
6. 9-12 weeks
7. More than 12 weeks

[ASK IF HIDDEN_STATUS=5,6,7 OR 8 (PROSPECTIVE STUDENTS)]
CONTINUEDSEARCHPROS.
Roughly how long do you think you will continue researching?
[SINGLE SELECT]

1. Less than 1 week
2. 1-2 weeks
3. 3-4 weeks
4. 5-6 weeks
5. 7-8 weeks
6. 9-12 weeks
7. More than 12 weeks

[ASK IF HIDDEN_STATUS=5,6,7 OR 8 (PROSPECTIVE STUDENTS)]
SEARCHFREQUENCYPROS.

You mentioned that you have been researching for [INSERT RESPONSE FROM SEARCHLENGTHPROS IN LOWER CASE]. During this time how frequently did you conduct research on the schools/programs you were interested in?
[SINGLE SELECT]

1. A few times a day
2. Daily
3. A few times a week [HIDE IF SEARCHLENGTHPROS=1]
4. Once a week [HIDE IF SEARCHLENGTHPROS=1]
5. A few times a month [HIDE IF SEARCHLENGTHPROS=1 OR 2]
6. Once a month [HIDE IF SEARCHLENGTHPROS=1 OR 2]
7. Every other month [HIDE IF SEARCHLENGTHPROS=1 OR 2 OR 3 OR 4]
8. Once or twice a year [HIDE IF SEARCHLENGTHPROS=1 OR 2 OR 3 OR 4]
98. Other, specify [OE TEXTBOX]

[ASK IF RESEARCHSOURCES=1 TO 6 and ASK IF HIDDEN_STATUS=5,6,7 OR 8 (PROSPECTIVE STUDENTS)]
ONLINETOUCHPOINTSPROS.
Roughly how many times have you re-visited the following online resource(s) while researching providers?
[PROGRESSIVE GRID] [INSERT ITEMS 1-6 IF SELECTED AT RESEARCHSOURCES. RANDOMIZE]
[SINGLE SELECT]

1. A few times a day
2. Daily
3. A few times a week
4. Once a week
5. A few times a month
6. Once a month
7. Every other month
8. Once or twice a year
99. I did not re-visit

[ASK IF RESEARCHSOURCES=7 TO 13 and HIDDEN_STATUS=5,6,7 OR 8 (PROSPECTIVE STUDENTS)]
OFFLINETOUCHPOINTSPROS.
Roughly how many times have you re-visited/re-contacted the offline resource(s) while researching providers?
[PROGRESSIVE GRID] [INSERT ITEMS 7-13 SELECTED AT RESEARCHSOURCES. RANDOMIZE.]
[FOR "Recommendation From Parents", "Recommendation From Peers", "Recommendation From Relatives or Co-Workers" REMOVE THE TEXT 'Recommendation From"]
[SINGLE SELECT]

1. A few times a day
2. Daily
3. A few times a week
4. Once a week
5. A few times a month

6. Once a month
7. Every other month
8. Once or twice a year
99. I did not re-visit

Section 5: KEY SELECTION CRITERIA

IntroSelection
Next, let's think about the evaluation factors you considered before making your decision about which school/provider to enroll in or research.

REQUIREMENTS.
Which of the following are the most important factors for you when selecting a provider.
Please select your Top 3.
[MULTI-SELECT. ALLOW UP TO 3 RESPONSES. RANDOMIZE]

1. Financial aid/support options
2. Flexible classes/online only options
3. Easy transferability of credits
4. Acquiring in-demand professional skills
5. Developing a connection with faculty
6. Removing semester system/expiring course credits
7. Focus on well-being
8. Focus on diversity and inclusion
9. Dual enrollment opportunities
10. Provider's national reputation
11. Quality of education
12. Campus facilities
13. Campus location
14. Quality of student life
15. Number of programs offered
16. Career opportunities/career services (number of students receiving employment upon graduation)
17. Offers graduate programs in my field [SHOW IF HIDDEN_STATUS=CURRENT UNDERGRAD]
98. Other, specify [ANCHOR. OE TEXTBOX]

PROVIDERLIST.
What were [REPLACE "were" WITH "are" IF PROSPECTIVE STUDENTS HIDDEN_STATUS = 5,6,7 or 8] your top 5 choices for schools/providers.? Please type one per box.
[OE] [ALLOW UP TO 5. RESPONDENT MUST TYPE SOMETHING IN FIRST BOX. LIST SHOULD BE UNBOUND]

1. _____
2. _____
3. _____

4. _____
5. _____

WELLBEING.
You mentioned focus on well-being is important to you when selecting a provider. Which of the following would you say is necessary for a provider to have?
[SINGLE-SELECT; RANDOMIZE]

1. On-campus student advocates to discuss mental health and provide peer support
2. Accommodating mental and emotional disabilities among students
3. Wellness facilities or services to promote overall well-being on campus
4. Creating informal conversation spaces for students and faculty to engage and bond over common interests
98. Other, specify [ANCHOR. OE TEXTBOX]

FINALSELECTION.
Which of the following factors would you say was [REPLACE "was" WITH "will be" IF PROSPECTIVE STUDENTS HIDDEN_STATUS = 5,6,7 or 8] the main reason behind selecting the provider of your choice?
[SINGLE SELECT] [RANDOMIZE]

[SHOW THOSE ITEMS SELECTED AT REQUIREMENTS. IF ONLY ONE ITEM SELECTED, AUTO-PUNCH IT]

Section 6: ENROLLMENT PROCESS

IntroEnrollprocess
We are now shifting focus to the enrollment process.

[ASK IF HIDDEN_STATUS=5,6,7 OR 8 (PROSPECTIVE STUDENTS)]
BARRIERS.
Which of the following factors would you consider to be barriers to your decision to enroll?
Please select your Top 3.
[MULTI SELECT UP TO 3, RANDOMIZE]

1. Feeling discouraged by the current political climate of the country
2. Feeling discouraged by the high cost of education
3. Feeling discouraged by the job market and career prospects
4. The enrollment process was too confusing/not clear enough
5. I don't have clarity on what my payment or financing options are
6. The programs don't work for my busy schedule
7. Unsure about which program was best fit for me
8. The education provider did not follow up with enrollment information or support
9. Personal or family challenges
10. ACT/SAT score requirements
11. GPA requirements
99. None of the above [ANCHOR; EXCLUSIVE]

APPLY
Have you already applied to any programs?
[SINGLE SELECT]

1. Yes
2. No

ENROLLSATISFACTION.
Overall, how satisfied are you with the enrollment process?
[SINGLE SELECT]

5. Extremely satisfied
4. Somewhat satisfied
3. Neither satisfied nor dissatisfied
2. Somewhat dissatisfied
1. Extremely dissatisfied

ENROLLMENTNEG.
Which of the following did you personally experience during the enrollment process?
Please select all that apply.
[MULTI SELECT; RANDOMIZE]

1. The provider's website was not easy to navigate
2. The provider's officials did not follow up or call back
3. There were too many steps in the enrollment process
4. The provider did not use technology adequately to support the enrollment process
5. The provider's website chatbot experience was not satisfactory
6. It was difficult to track my progress in the enrollment process
7. The entire process was too dependent on phone calls or interactions with people (not self-service)
8. I was unable to pick up where I left off
9. There were too many forms to fill out
10. Not enough information about scholarship/aid options was shared on the provider's website
11. Career advice information was not readily available on the provider's website
12. I was unable to get assistance quickly when I had a question
98. Other, specify [ANCHOR. OE TEXTBOX]
99. None of the above [EXCLUSIVE; ANCHOR]

Section 7: POST DECISION

SELECTIONSATISFACTION.
Overall, would you say you are happy with the provider(s) you shortlisted and/or applied to?

[SINGLE SELECT]

1. Yes
2. No

DISSATISFACTION.
Where do you feel you had to compromise when selecting/shortlisting a provider(s)?
Please select all that apply.
[MULTI SELECT; RANDOMIZE]

1. Location
2. Affordability
3. Course availability
4. Campus facilities
5. Campus safety
6. Faculty expertise
7. Education quality
8. Diversity
9. National Reputation
10. Career opportunities
11. Course flexibility
98. Other, specify [ANCHOR. OE TEXTBOX]
99. I didn't compromise on anything [ANCHOR. EXCLUSIVE]

[ASK ALL CURRENT STUDENTS HIDDEN_STATUS = 1,2,3, or 4 OR APPLY=1]
CONTINUESEARCH.
After applying to a program, did you continue to research potential programs that are of interest to you?
[SINGLE SELECT]

1.   Yes
2.   No

[ASK IF CONTINUESEARCH= 1]
SEARCHMOTIVATION.
What motivates you to continue researching programs after applying to a program of your choice?
Please select all that apply.
[MULTI SELECT. RANDOMIZE]

1.   I am curious to see what else is available
2.   I am on the lookout for specific offerings that my current program does not offer
3.   I fear I might have missed a program that could be a better fit
4.   I am looking for competitive programs with more budget friendly options
5.   I am looking for online options that my current program does not offer
99 No particular reason [ANCHOR; EXCLUSIVE]

Section 8: DEMOGRAPHICS

AGE. How old are you?

_____ [RANGE = 0-110]

QZC. In which US state do you currently reside?
[DROPDOWN – SAME LIST AS HCAL_REGION1_Label_US [Hidden]. Hidden Question: State]

FAM_EDU
Have you or anyone in your family graduated from a College/University degree program?
[SINGLE SELECT]

1   Yes
2   No

EDU
What is your highest level of education completed?
[SINGLE SELECT]

1   Middle school (6th to 8th grade)
2   High school (9th to 12th grade)
3   Associates degree (2 year college degree)
4   Undergraduate (Bachelor's Degree)
5   Post Graduate (Masters, PhD or Higher)
6   Trade or Technical School

PARENT
Are you a parent?
[SINGLE SELECT]

1   Yes
2   No
99   Prefer to not say

ETHNICITY
Which race do you most identify as?
[SINGLE SELECT]

1   Asian or Pacific Islander American
2   Black or African American
3   Hispanic or Latinx
4   Native American or Alaskan Native

5   White or Caucasian

6   Multiracial or biracial

7   Prefer to not say

98   Other, please specify: [OE TEXTBOX]

HHI

Which of the following household income groups do you belong to?
[SINGLE SELECT]

1   Under $15,000

2        $15,000-$34,999

3        $35,000-$49,999

4        $50,000-$74,999

5        $75,000-$99,999

6        $100,000-$149,999

7        $150,000-$199,999

8        $200,000+

99.   Prefer not to answer