



**QILT WEBSITE
REFINEMENT AND DEVELOPMENT RESEARCH**

APPENDIX TO THE REPORT

Prepared For:
DEPARTMENT OF EDUCATION AND TRAINING

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QUESTIONNAIRE TOOLS

QUALITATIVE PHASE: CAREER ADVISOR DISCUSSION GUIDE

INTRODUCTION AND CONTEXT

Explain the purpose of the interview

- We have been commissioned by the Department of Education and Training to find out more about the process students go through when making tertiary education study choices.
- The discussion today will be focussed on what information students are looking for, and which sources of information / websites they use. We would also like you to look at a website during our discussion, which is being upgraded by the Department of Education and Training in order to get your views on it.
- We're running a number of interviews with people like you across Australia.
- Everybody is being asked the same sorts of questions and everyone's thoughts and responses will be grouped together.
- Your feedback will help the Department to make changes to the website and its continued improvement.

Procedure

- There are no right or wrong answers. We're purely interested in your honest opinions.
- Confidentiality – Audio Taping: In order for us to accurately capture your opinions, we would like to audio record this interview. This ensures that your opinions are accurately represented and allows us to go back to the tapes if any clarification is required when we are writing our final report. However this information will only be used by the research team and all your individual responses will remain confidential.
- Under the *National Privacy Act*, a recording for the purposes of this research can only be made with your consent and must be destroyed after the research has been completed.
- Duration – we'll take approximately 45 minutes.

Before we start, can I confirm you have access to a computer and will be able to log onto a website later in the discussion?

For my benefit, can you briefly tell me a little about your role?

The process

Would you mind talking me through the **process** you usually see students / school leavers go through when they are looking to study an undergraduate degree?

Where do students / school leavers **search for information** about universities or university course options? What sources of information do they use?

[IF NOT ALREADY MENTIONED]: Probe on the importance of:

- Online / websites
- Information days at tertiary institutions / universities
- Advice provided by career / counselling services
- Recommendations by friends and family
- Pamphlets and brochures
- Testimonials from other students]

Where does your role **usually fit** within this process? How early or late in the contemplation process are they usually when they come to you for advice?

Importance of information

What information or advice are you usually **asked to provide** to students who are looking to undertake an undergraduate degree?

- How much do students / school leavers already know?
- What information do they want to know?
- **IF NOT ALREADY MENTIONED:** Are they looking for advice on what study area to consider, or is it about which institution they should consider? Or something else?

What information do you consider to be beneficial for students / school leavers to **drive informed decision making**? What are the things they should know / be investigating prior to making these types of choices?

Online

What **websites** are students / school leavers using when making these study choice options?

Are there any websites that **you use** to assist you in providing advice to students / school leavers?

Please can you tell me a little about these sites, how they are used etc.

How would you **describe** the websites that are available for students / school leavers to assist them with their study choices?

Do you think there is **adequate information available** to students to assist them in choosing their study options?

- **IF NOT ALREADY MENTIONED:**
 - What is **missing**? What should there be **more of**?

Are there any websites that you **recommend** to students / school leavers to help with their decision making? What makes these websites good?

Awareness

What factors do students / school leavers usually consider when they are deciding to do an undergraduate degree?

- How important is:
 - Location
 - Size of university
 - Reputation
 - Range of study areas available
 - Group of 8 universities

Have you heard of QILT?

- **IF YES:** Please can you describe what you know about QILT.

The Australian Government announced the Upholding Quality – Quality Indicators for Learning and Teaching measure (QILT). Had you heard about this prior to today's discussion?

- **IF YES:** What do you know about this / what have you heard?
- Have you ever heard of or used any of the following surveys:
 - The Student Experience Survey
 - Graduate Outcomes Survey
 - Employer Satisfaction Survey
 - University Experience Survey
 - Graduate Destination Survey
 - Course Experience Survey
- **IF YES:** What did you use them for and how useful did you find the information?

Concept perceptions

The Department of Education and Training is developing a new and upgraded website which contains information on tertiary institutions and courses available in Australia.

What information do you think **should be available** on the site? What information about universities would you **expect to find**?

Website perceptions

As I mentioned, the Department of Education and Training is developing a new and upgraded website. We would like you to visit the website and will then discuss it. You will need to log onto the website by using the username and password that were emailed to you. Do you have these details with you and would you be able to log on now? Please click on the website link and log in. These log on details are for your use only and should not be shared with anyone.

When you are on the website, please explore! Keep in mind what the pages look like, the different headings, menu options, the information it contains and the features it has. I'd like you to please talk me through this as you look through the website. Please **think aloud** so I can understand what you are looking at and what your thoughts are as you do this.

Please explore the website thoroughly; I will ask you some questions as you look through the website.

Please let me know once you have successfully logged into the website.

PLEASE ENSURE THE RESPONDENT IS TELLING YOU WHAT THEY ARE DOING AND THEIR THOUGHTS AS THEY GO THROUGH THE WEBSITE. LET THEM EXPLORE FOR A SHORT WHILE.

Please tick off each of the following areas that they have visited as they move through the website (to ensure broad coverage of the website):

- Home page
- Study area section
- Institution section
 - Refine a search
 - Compare institutions
- Into one of the surveys

Please ensure the following is covered. Probe where necessary, if not spontaneously mentioned:

- What is your **overall impression** of the website? Why do you say this?
- What **words** come to mind? What words would you use to describe it?
- What are the things you **like about the website**? [Please ensure specific detail is captured]
- What are the things you **dislike about the website**? [Please ensure specific detail is captured]
- How could these be **overcome** / changed to make them better?
- How appropriate is this website for you?
- What, if anything, would you **find useful** from this site?
- What, if anything, do you think students / school leavers would **find useful**? [Probe on information on different study areas, different institutions or ability to compare institutions]
- How well does this website **deliver** on providing what you would **expect** from a website information source like this? Why do you say this?
- Who do you think this website is **aimed** at?
 - What age group?
 - What level of study?
 - Is it appropriate for all types of students?
 - School leavers?
 - Professionals / advanced learners?
 - Academics?
 - Yourself / other career advisors?
- How does this website **compare** to other websites you have used? Why do you say this?
 - What would you say there is **too much** of?
 - What would you say there is **too little** of?
 - What if anything is **missing**?
- What recommendations would you make to improve the website to help provide a **better experience** for you? And for students?
- Now that you have seen the website and the types of information it would include. Would you **recommend** this website anyone? If so, who?

PLEASE INCLUDE IF HAVE TIME:

The website currently does not have a **name** and we would like to get your thoughts on several different name options.

What do you think about the following names:

- Your Degree
- iStudy
- Student experience
- QILT
- Study Experience
- My Future
- Wot Uni
- Your Choice
- Compare My Uni
- Degree For Me

Which one do you prefer most? Why is this your most preferred?

Can you suggest any other names for this website that you think would be more suitable?

Close

We have come to the end of our discussion. Any further comments before we close?

Thank you very much for your time and feedback. We will ensure the EFTPOS card is send to you.

Thank you once again for your contribution.

GENERAL SETTINGS

Participants will take part on the same board but will be segmented by:

- Target group

TNS will moderate the discussion via a number of pre-assigned activities (which are detailed further in this document) and probes posted depending on the commentary submitted by participants.

All questions will be partially masked (participants have to answer before they can see the answers of others) unless otherwise stated. The last question in each section will be mandatory i.e. participants cannot view further questions unless they complete the final question). All sections within a day will become available at the start of that day.

The board will run for 3 days from Tuesday 9 June (8:00am EST) to Thursday 11 June (11:59pm EST), with the third day primarily used to allow participants to complete any outstanding activities and to respond to probes.

INTRODUCTION AND TERMS AND CONDITIONS

MULTIPLE CHOICE + FULL MASKING

Welcome to our web discussion!

Over the next 3 days we will be discussing how people like you make decisions on which university and course to study, and what websites / information you use when making these choices. We will also be asking you to look at different websites. What we are looking for is your unique perspective and your thoughts and insights on these topics.

We do ask that you visit the forum site at least once a day to undertake the activities and answer the questions that have been set for you. Of course you can log on more often than that if you like, and you can log on at any time of the day or night! We expect that you will need to spend 20 minutes each day reading and responding to questions and activities posted by us as well as reading responses posted by the other people taking part in the discussion.

Your identity will be kept confidential when the findings of the research are reported, and other participants in the online forum will only ever know you by your first name.

As a thank-you for your participation and time you will receive a \$100 EFTPOS card. To receive this, though, you are expected to complete all activities, discussions and questions on each of the three days. The card will be mailed to you at the completion of the forum.

When you are answering questions and activities, please elaborate with as much detail as possible. Once you answer a question you will be able to see other people's comments and responses. We encourage you to debate and ask each other questions, or add your own comments if you agree or disagree with their points. However, please treat other participants with respect and avoid using language that may offend.

If you have read the above and have no questions or queries about our discussion, please select 'I have read the above and I am ready to begin the discussion'.

If you have any queries relating to the content of the board then please contact Wendy at TNS by emailing wendy.chow@tnsglobal.com.

Thanks, and we hope you enjoy the discussion!

We will be asking you to visit different websites as part of this discussion. All of the discussion and any material seen will need to remain confidential. If you agree to maintaining confidentiality of all contents of this discussion and any material seen please select the option below:

- By choosing this option I agree to not disclose to any other person the content of this online discussion or any other information relating to this project (continue)
- I do not provide my consent (close)

DAY 1

KEY OUTCOMES:

- a. Introduction
- b. Setting the scene
- c. Preferences

NOTICE

Welcome to the discussion forum. Our focus today will be on the process you go through when investigating tertiary education study options available and the sources of information that you use.

We'd like to make this experience as engaging and interactive as possible for everyone, so I strongly encourage you to take the time to read and comment on other people's replies.

Day 1: Section a

1_A1. TEXT RESPONSE

Firstly, can I ask you to introduce yourself? Tell us about your studies, what you studying or have studied in the past, whether you study full time or are looking to study, and whether you also work.

1_A2. FULLY MASKED MULTIPLE CHOICE

And can you tell me which of the following age bands you fall in? The answer you give to this question are private – none of the other participants will be able to see what you write.

- 15 – 17
- 18 – 20
- 21 – 23
- 24 – 26
- 27 – 29
- 30 – 35
- 36 – 40

NOTICE

Have a look at what other people have written and feel free to introduce yourself!

When you are done you can continue onto the next section.

Day 1: Section b

NOTICE

We would like you to think about the process you go through when trying to find information on tertiary study options available, and when looking for information on different universities and courses.

1_B1. TEXT RESPONSE

Open-ended: **Where** do you go to search for information about universities or university course options?

1_B2. RANKING

INSTRUCTIONS: There is a list below of different information sources. Please rank the list (by dragging and dropping each option, with the **most important** at the top and the **least important** at the bottom) to show how important each of these information sources are to you when looking for information about universities or university course options:

- Online / websites
- Information days at tertiary institutions / universities
- Advice provided by career / counselling services
- Recommendations by friends and family
- Pamphlets and brochures
- Testimonials from other students

1_B3. TEXT RESPONSE + WHITEBOARD

Which websites **do you use** to find out about universities or university course options?

INSTRUCTIONS: Please provide links to online sources you have used, feel free to load screen shots to illustrate your information search. Once you have included the examples, please provide brief commentary about your **experience** with these.

[Probe on which ones they found to be useful and what about them makes them useful?]

1_B4. TEXT RESPONSE

Imagine you are in charge of creating the content which would perfectly suit your needs when choosing a course / university, what is **most important** to you? What are you looking to see / hear / find out?

1_B5. TEXT RESPONSE

We are interested to find out what information is **'need to know'** versus **'nice to know'** when choosing a university and / or course.

INSTRUCTIONS: Two columns have been provided below. In the first column, please tell us all the **'need to know'** information. In the second column, please tell us all the **'nice to know'** information.

NOTICE

Now have a read through other people's answers and see how similar or different they might be to your own answers and talk to them about what they've said. When you have finished, please move onto the next question.

1_B6. TEXT RESPONSE + WHITEBOARD

Please provide some examples of websites that you use regularly which are **trustworthy** and **reliable** as an information source. In providing these examples, you can include website address (URL's), screen shots etc.

TEXT RESPONSE: For each example included please describe **why** these are trustworthy and reliable information sources.

[Probe: What creates trust?]

Day 1: Section c

NOTICE

We would now like to move on to find out more about what **you like** and what you **don't like** about websites, specifically when searching for information about universities and courses. We want you to think about what the pages look like, the information they contain, the website features, what it is like using them etc.

1_C1. TEXT RESPONSE

INSTRUCTION: Please think specifically about when you search for information about universities / courses. Complete the sentence:

Typically, most content in this area you have accessed **is** ... and should be **more**...?

1_C2. TEXT RESPONSE + WHITEBOARD

Please can you include a picture, screen shot or any imagery to provide an example of what you feel clearly represents your **ideal** website presentation / tone / style. Something that you find **inspiring** / **enjoyable**. This can be any website or image. What do you like about this website?

NOTICE

Now have a read through other people's answers and see how similar or different they might be to your own answers and talk to them about what they've said. When you have finished, please move onto the next question.

1_C3. RATING

Thinking about the **content** that you would like to find when using websites to help decide on universities or courses, which of the following **types of information** would you like to access?

INSTRUCTIONS: For each option depicted below, please choose whether this is:

- A must have
- A nice to have
- Not necessary
- Definite no

Options: Data / graphs, testimonials, university rankings, university profiles

[Probe: On the ones which are 'must or nice to have', how should this information be displayed]

1_C4. TEXT RESPONSE

What are some of the **frustrations** you have with visiting these types of sites?

[Probe: what are the things that would make you not want to revisit a website]

NOTICE

Now have a read through other people's answers and see how similar or different they might be to your own answers and talk to them about what they've said.

That's everything for today! Thanks again for your participation.

Tomorrow we will be asking you to visit some different sites to get your feedback on them and see what you like and don't like!

Please log on again tomorrow to see if anyone has made any interesting comments about your responses and to provide your input on the next range of topics.

DAY 2

KEY OUTCOMES:

- a. Concept perceptions
- b. Website perceptions

NOTICE

Welcome back! We hope you're finding the discussion interesting so far. Please check to see if you have any comments or questions on your responses from yesterday.

You will remember yesterday we asked you about different information sources including websites you had visited, which ones you had used and your experiences with using different websites. Today we would like your feedback on the look and content of some other website pages that we are going to ask you to visit.

Day 2: Section a

NOTICE

The Department of Education and Training is developing a new and upgraded website which contains information on tertiary institutions and courses available in Australia.

2_A1. TEXT RESPONSE

What would you **hope to find** on the site? What information about universities would you **expect to find**?

Day 2: Section b

NOTICE

As previously highlighted, the Department of Education and Training is developing a new and upgraded website. We would like you to visit the website now and will then discuss it. You will need to log onto the website by using the username and password that was sent to you (if you have not seen this already, you will find this in your 'message inbox'). These log on details are for your use only and should not be shared with anyone. Please use these details and log onto the website. When you are on the website, please explore! Keep in mind what the page looks like, the different headings, menu options, the information it contains and the features it has.

Please can you visit each of the areas below as they move through the website (to ensure broad coverage of the website):

- Home page
- Study area section
- Institution section
 - Refine a search
 - Compare institutions
- Please go into one of the surveys

Please explore the website thoroughly; however please try not to spend more than 5 minutes in total having a look through the site. You will be able to go back into the site at a later stage should you wish to. Please leave the site open when you are finished as we will ask you to refer back to it when we discuss it.

2_B1. TEXT RESPONSE

INSTRUCTION: (Like / Neutral / Dislike): What is your **overall impression** of the website?

Please choose the emotion icon below that best fits your overall first impression.

OPEN-ENDED: Please explain why you chose that emotion icon.

2_B2a. TEXT RESPONSE

What **words** first came to mind when you were having a look through the site? What words would you use to describe it?

Please list them – Please use green for the 'positive words' and red for 'negative words'

2_B2b. TEXT RESPONSE

It is important for us to hear both the positive and negative aspects of the website.

Open-ended: What are the things you **liked**?

Attach: Please attach a screen shot of the aspects you liked most

2_B2c. TEXT RESPONSE

Open-ended: What are the things you **disliked**?

Attach: Please attach a screen shot of the aspects you disliked liked most

How could these be overcome / changed to make them better?

2_B3. TEXT RESPONSE

Think about what you want from a website when looking for information on institutions and courses. Open-ended: What, if anything, would you **find useful** from this site?

[Probe on information on different study areas, different institutions or ability to compare institutions]

2_B4. TEXT RESPONSE

INSTRUCTION: (Very well / Neutral / Not well at all): How well does this website **deliver** on providing what you **want and expect** from a website information source like this?

OPEN-ENDED: Please explain why you chose that emotion icon.

3_B5. TEXT RESPONSE

Who do you think this website is **aimed** at? Is it:

INSTRUCTION: (Yes, very much so / Maybe / No, not at all)

- Appropriate for your age group?
- Appropriate for people older than you?
- Appropriate for your level of study?
- Appropriate for all types of students?
- School leavers?
- Professionals / advanced learners?
- Academics?

3_B6. TEXT RESPONSE

You mentioned yesterday that you use different sources of information when looking for this type of information, how does this website **compare** to other websites you have used?

INSTRUCTION: (Better / Neutral / Worse) Please choose the emotion icon below that best reflects how you feel this compares to other similar websites.

OPEN-ENDED: Please explain why you chose that emotion icon.

3_B7. TEXT RESPONSE

Please complete the sentences below:

- There is **too much** ..., and **too little** ...?

3_B8. TEXT RESPONSE

Imagine you were the developer of this website and could make any changes to this website to make it better. What recommendations would you make to improve the website to help provide a **better experience** for you?

DAY 3

KEY OUTCOMES:

- a. Website Recap
- b. Name testing
- c. Other site perceptions
- d. Closing

NOTICE

Welcome back! Today is the final day of the discussion. Please check to see if you have any comments or questions on your responses from yesterday.

Today we are looking for your feedback on a few final aspects for the new and upgraded website.

Firstly, please can you quickly re-visit the site (by using the link below) and the log on details provided to you yesterday. Please take another quick look at the site and then return and we will discuss it. Please try and not spend more than 2 – 3 minutes having another look through the site.

3_A1. TEXT RESPONSE

Have you had any **additional thoughts** after seeing it again that you want to share before moving on, either positive or negative?

3_A2. TEXT RESPONSE

We want to find out your thoughts on the different aspects of the website. Please complete the table below and put a:

- ✓ Tick next to the items you like
 - X Cross next to the items you dislike
 - ? Question mark next to the items you find confusing or difficult to understand
- Colour scheme
 - Photos/images used
 - Information content overall
 - Layout of the pages
 - Search function
 - Way the information is displayed
 - Ease of use / navigation
 - Information into different study areas
 - Information on different institutions
 - Ability to compare institutions
 - Institution ranking

- Access to data / statistics

Day 3: Section b

3_C1. TEXT RESPONSE

The website currently does not have a **name** and we would like to get your thoughts on several different name options.

INSTRUCTION: Please **sort these names** into ones you like and ones you don't like.

- Your Degree
- iStudy
- Student experience
- QILT
- Study Experience
- My Future
- Wot Uni
- Your Choice
- Compare My Uni
- Degree For Me

Open-ended: Which one do you prefer most? Why?

3_C2. TEXT RESPONSE

Please can you add at least **one new name** to the list that you think would be a good name for this website?

NOTICE

Now have a read through other people's answers and see how similar or different they might be to your own answers and talk to them about what they've said. When you have finished, please move onto the next question.

Day 3: Section c

We are now going to ask you to visit 3 different websites. For each website we want to get your overall impression, and then to mark in more detail the particular things you liked, dislike or find confusing. When you visit each website please think about what the page looks like, the different headings / menu options, the information it contains and also any features. Please try not to spend more than 2 – 3 minutes having a look through the website.

NOTICE

OPTION 1: Please visit the first website by using following link [INSERT OPTION 1 LINK]

3_C3a. TEXT RESPONSE (OPTION 1)

INSTRUCTION: (Like / Neutral / Dislike): What is your **overall impression** of the website?

Please choose the emotion icon below that best fits your overall first impression.

OPEN-ENDED: Please explain why you chose that emotion icon.

3_C3b. TEXT RESPONSE (OPTION 1)

INSTRUCTION: (Like / Dislike): What did you ...

Open-ended: **Like?**

Open-ended: **Dislike?**

3_C3c. TEXT RESPONSE (OPTION 1)

INSTRUCTION: (Better / Neutral / Worse): How does this website you have just visited **compare** to the Department's website, which you explored yesterday?

Please choose the emotion icon below that best describes: This website is _____ compared to the Department's website I explored yesterday.

OPEN-ENDED: Please explain why you chose that emotion icon.

NOTICE

Now have a read through other people's answers and see how similar or different they might be to your own answers and talk to them about what they've said. When you have finished, please move onto the next website.

NOTICE

OPTION 2: Please visit the next website by using following link [INSERT OPTION 2 LINK]

3_C3a. TEXT RESPONSE (OPTION 2)

INSTRUCTION: (Like / Neutral / Dislike): What is your **overall impression** of the website?

Please choose the emotion icon below that best fits your overall first impression.

OPEN-ENDED: Please explain why you chose that emotion icon.

3_C3b. TEXT RESPONSE (OPTION 2)

INSTRUCTION: (Like / Dislike): What did you ...

Open-ended: **Like?**

Open-ended: **Dislike?**

3_C3c. TEXT RESPONSE (OPTION 2)

INSTRUCTION: (Better / Neutral / Worse): How does this website you have just visited **compare** to the Department's website (which you explored yesterday)?

Please choose the emotion icon below that best describes: This website is _____ compared to the Department's website I explored yesterday.

OPEN-ENDED: Please explain why you chose that emotion icon.

NOTICE

Now have a read through other people's answers and see how similar or different they might be to your own answers and talk to them about what they've said. When you have finished, please move onto the last website.

NOTICE

OPTION 3: Please visit the first website by using following link [INSERT OPTION 3 LINK]

3_C3a. TEXT RESPONSE (OPTION 3)

INSTRUCTION: (Like / Neutral / Dislike): What is your **overall impression** of the website?

Please choose the emotion icon below that best fits your overall first impression.

OPEN-ENDED: Please explain why you chose that emotion icon.

3_C3b. TEXT RESPONSE (OPTION 3)

INSTRUCTION: (Like / Dislike): What did you ...

Open-ended: **Like**?

Open-ended: **Dislike**?

3_C3c. TEXT RESPONSE (OPTION 3)

INSTRUCTION: (Better / Neutral / Worse): How does this website you have just visited **compare** to the Departments website (you explored yesterday)?

Please choose the emotion icon below that best describes: This website is _____ compared to the Department's website I explored yesterday.

OPEN-ENDED: Please explain why you chose that emotion icon.

Day 3: Section d

NOTICE

That's everything! Thank you so much for your work over the past few days. Please make sure you have completed all of the activities for each day, and answered all of my questions. Once this is done, we will send your EFTPOS card to you.

3_D1. TEXT RESPONSE

Finally, in the interest of continually improving our web discussions, we'd also like to see any feedback you have on the web discussion, so please provide any comments you have whether positive or not – none of the other participants will be able to see what you write.

NOTICE

Thank you very much for all of your contributions to the forum; we hope you enjoyed the process.

QUANTITATIVE PHASE: ONLINE SURVEY

Job Name:	QILT Website
Job Number:	263103437
Version:	Final
Date:	11 June 2015
Researcher(s):	Liza Picton, Dave Elston, Wendy Chow
Scripter(s):	Russell Pizel
Adhoc or Tracking job:	Adhoc
Panel Provider / Field agency:	MyOpinions
Expected Interview Length:	10 mins
Total Sample Size:	1500 (n=1000 Students, n=400 Parents, n=100 Employers)
Assumed Incidence Rate:	Students: 60 – 75% Parents: 70 – 80% Employers: 20 – 30%
Number of Interviews for Pilot:	50
Expected Pilot Launch Date:	Friday 12 June 2015
Expected Field End Date:	Tuesday 16 June 2015
Project Notes: (Please note any additional project notes not covered elsewhere below e.g. is there a previously scripted job that should be used as a starting point etc.)	
Please note the timings on data collection are essential to meet. The full sample is required by the dates / times noted above	

Sample structure and target quotas

The below are soft quotas:

Demographic	Target	Total	Male	Female
School leavers (15 – 17 years)	n=250	Max n=275	Max n=150	Max n=150
Undergraduate (18 – 23 years)	n=250	Max n=275	Max n=150	Max n=150
▪ <i>Current undergraduate (60%)</i>	<i>n=150</i>	<i>Max n=170</i>	<i>Max n=90</i>	<i>Max n=90</i>
▪ <i>Potential undergraduate (40%)</i>	<i>n=100</i>	<i>Max n=105</i>	<i>Max n=60</i>	<i>Max n=60</i>
Postgraduate (18 – 40 years)	n=250	Max n=275	Max n=150	Max n=150
▪ <i>Current postgraduate (60%)</i>	<i>n=150</i>	<i>Max n=170</i>	<i>Max n=90</i>	<i>Max n=90</i>
▪ <i>Potential postgraduate (40%)</i>	<i>n=100</i>	<i>Max n=105</i>	<i>Max n=60</i>	<i>Max n=60</i>
Mature-aged students (24 – 40 years)	n=250	Max n=275	Max n=150	Max n=150
Parents (34 + years)	n=400	n=400	Max n=240	Max n=240
▪ <i>Parents of school leavers</i>	<i>n=133</i>	<i>Max n=150</i>	<i>Max n=80</i>	<i>Max n=80</i>
▪ <i>Parents of undergraduates</i>	<i>n=134</i>	<i>Max n=150</i>	<i>Max n=80</i>	<i>Max n=80</i>
▪ <i>Parents of postgraduates</i>	<i>n=133</i>	<i>Max n=150</i>	<i>Max n=80</i>	<i>Max n=80</i>
Employers (25 + years)	n=100	n=100	Max n=60	Max n=60
Total collected	n=1500			

A nationally representative sample will be drawn:

- State and metro vs. regional proportions should fall out naturally – these will be monitored during the fieldwork
- ATSI and CALD audiences will also be included within a representative way

Quota definition: Location		
NSW Metro	S2 = 1000-1920, 2000-2239, 2555-2574, 2578-2579, 2740-2786, 2890-2891, 2898-2899	1
NSW Regional	S2 = 1921-1935, 1946-1999, 2240-2494, 2500-2554, 2575-2577, 2580-2588, 2590, 2594, 2619, 2621-2739, 2787-2889	2
VIC Metro	S2 = 3000-3210, 3335-3341, 3425-3443, 3750-3811, 3910-3920, 3926-3944, 3972-3978, 3980-3983, 8000-8899	3
VIC Regional	S2 = 3211-3334, 3342-3424, 3444-3749, 3812-3909, 3921-3925, 3945-3971, 3979, 3984-3999	4
QLD Metro	S2 = 4000-4209, 4500-4549, 9000-9299, 9400-9596	5
QLD Regional	S2 = 4210-4499, 4550-4999, 9300-9399, 9597-9998	6
SA Metro	S2 = 5000-5199, 5800-5999	7
SA Regional	S2 = 5200-5749	8
WA Metro	S2 = 6000-6214, 6800-6999	9
WA Regional	S2 = 6215-6799	10
ACT	S2 = 0200, 0221, 2600-2612, 2614-2618, 2620, 2900-2906, 2911-2914	11
TAS	S2 = 7000-7199, 7200-7499, 7800-7899, 7900-7999	12
NT	S2 = 0800-0834, 0835-0899, 0900-0999	13

Introduction and instructions

ONLINE MYOPINIONS SAMPLE

Hello from TNS

Thank you for agreeing to participate in this survey. The survey is being conducted on behalf of the Australian Government.

The purpose is to find out what people think and how they feel about a specific topic that may be of interest to people like you. It should only take around 10 minutes to complete. Please remember:

- Your views are important to us and your answers will be kept in the strictest confidence.
- None of the responses you give are directly linked to you as an individual. They are used purely for statistical purposes only. The survey incentives and expected length are outlined in the invitation e-mail.
- Even if you do not qualify for the survey you will still receive incentive points.
- To understand the benefits of participating in legitimate research visit Your Views Count by clicking on the logo below

To answer a question: Most questions have a round button to click or a tick box to check. Click on the box or button that best describes your answer to each question. Sometimes you may need to type in your answer in the spaces provided.

If you forget to answer a question, or miss part of a question, then a message reminding you that the question needs to be answered will appear. If this happens, you need to complete your answer to carry on with the survey. Sometimes you'll need to scroll across or down the page to see all of the possible answers.

To change an answer: For questions with a single choice, click on a different button. For questions with multiple choices (tick boxes), click again on your original answer to clear the box and make a new choice.

To go to the next question: When you've finished answering a question, click the >> button at the bottom of the screen.

To pause the survey and return to it later: Simply close the window and click on the link in the invitation e-mail to resume.

Dial-up users: If you are on a dial up modem or other slow connection, some of the questions may take a few moments to load. Please be patient.

Please click on the button below if you agree to spend a reasonable amount of time completing this survey and to provide honest and thoughtful responses.

As you move through the survey please do not use your browser buttons as this will exit the survey screen - use the buttons at the bottom of each screen to move.

PROGRAMMER:

This study CANNOT be done on mobile devices given the need to browse the website

Screening demographics section

Screening questions to determine sample group and routing

ASK ALL:

Okay! Let's begin with some questions about you – these are just to make sure we're confident that we're talking to a good range of people.

- S1. Are you or are any members in your family involved in any of the following industries ...? [MR](#)

(Please select as many as apply)

[RANDOMISE](#)

Advertising or media	1	CLOSE
Market research	2	CLOSE
Education	3	CLOSE
Travel industry	4	
Aged care	5	
None of the above	98	Exclusive, Keep Position

[SCHOOL LEAVER SAMPLE: DIRECT SAMPLE ONLY](#)

Before conducting surveys with young people aged 15 – 17 we need to get parental / guardian permission. We would like to ask your parent / guardian a few questions. If you select 'next' the survey will begin with these questions for your parent / guardian.

If your parents / guardian is not available now, please close this browser window. You can then let your parent click the link provided in the invitation email at a later time and the survey will then open with these questions for your parent / guardian to complete. Once your parent has completed these questions, the survey will then continue with the questions we would like you to answer.

Click the next button and the questions will then begin for your parent / guardian.

[SCHOOL LEAVER SAMPLE: PARENTAL CONSENT](#)

- S2. Are you the parent or guardian of a child / children aged 15-17? [MR](#)
(Please select all answers that apply)

Yes aged 15	1	
Yes aged 16	2	
Yes aged 17	3	
No	4	CLOSE

- S3. Are any of your children aged 15 – 17 years old planning to go to university when they complete their schooling, either directly after they complete school or within the next 5 years? [SR](#)
(Please select one answer)

Yes, directly after school	1	
Yes, within the next 5 years	2	
Unsure	3	CLOSE
No	4	CLOSE

SHOW TEXT

TNS Social Research has been commissioned by an organisation to try and understand how students make decisions on their tertiary study options, and their preferences in using websites to inform their university choices.

Before conducting surveys with young people aged 15 – 17 we need to get parental / guardian permission. You will receive points for your child's participation. If you have more than one child in that age range, we are sorry but only one child per household can take part.

Important information

- **The information provided by your child will be treated in the strictest of confidence**
 - **None of their responses will be linked to them as individuals**
 - **In accordance with the Privacy Act, the information gathered is for research purposes only**
 - **To see our privacy statement please review it in the invitation email.**
 - **You will receive points from your child's participation**
-

S4. Would you be prepared to allow your **15-17 year old** son / daughter, who is planning to go to university within the next 5 years, to take part in this survey?

[SR](#)

(Please select one answer)

Yes	1	
No	2	CLOSE

[IF CODE 1 CONTINUE TO S5]:

S5. Please confirm the age group and gender of the son / daughter you would allow to take part in this survey. [SR](#)

(Please select one answer)

Son aged 15	1	
Daughter aged 15	2	
Son aged 16	3	
Daughter aged 16	4	
Son aged 17	5	
Daughter aged 17	6	

If you selected 'yes' and give your **15-17 year old permission** to participate, click the next button and the survey will then begin for your child to complete.

If your child is not available now, please close this browser window. You can then let your child click the link provided in the invitation email at a later time and the survey will then open for your child to complete.

SCHOOL LEAVER SAMPLE: CHILD

Okay! Let's begin with some questions about you – these are just to make sure we're confident that we're talking to a good range of people.

- S6. Are you planning to go to university when you complete your schooling, either directly after you finish school or within the next five years? [SR](#)
(Please select one answer)

Yes, directly after school	1	
Yes, within the next 5 years	2	
Unsure	3	CLOSE
No	4	CLOSE

STUDENT SAMPLE:

- S7. Are you currently studying an undergraduate or postgraduate degree? [SR](#)
(Please select one answer)

Yes, an undergraduate degree	1	
Yes, a postgraduate degree	2	
No	3	

[IF CODE 1 OR 2, CONTINUE TO S10]

[IF CODE 3, CONTINUE TO S8]

- S8. Are you planning to study an undergraduate or postgraduate degree within the next 5 years? [SR](#)
(Please select one answer)

Yes, an undergraduate degree	1	
Yes, a postgraduate degree	2	
No	3	CLOSE

[IF CODE 1, CONTINUE TO S10]

[IF CODE 2, CONTINUE TO S9]

[IF CODE 3, CLOSE]

- S9. Have you already completed an undergraduate degree? [SR](#)
(Please select one answer)

Yes	1	
No	2	CLOSE

S10. Can you please confirm how old you are? [SR](#)
(Please select one answer)

Under 18 years	1	CLOSE
18	2	Check quotas
19	3	Check quotas
20	4	Check quotas
21	5	Check quotas
22	6	Check quotas
23	7	Check quotas
24	8	Check quotas
25 – 29	9	Check quotas
30 – 34	10	Check quotas
35 – 39	11	Check quotas
40+	12	CLOSE

Student Quota Definitions

Current Undergraduate:	S7=1 and S10=2-7
Potential Undergraduate:	S7=3 and S8=1 and S10=2-7
Current Postgraduate:	S7=2 and S10=2-11
Potential Postgraduate:	S7=3 and S8=2 and S10=2-7
Mature aged:	S10=>7 and (S7=1 or S8=1)

PARENTS SAMPLE:

S11. Please select what age group you are in. [SR](#)
(Please select one answer)

34-39 years	1	
50-54 years	2	
55-59 years	3	
60-64 years	4	
65+years	5	

S12. Are you the parent or guardian of a child / children who are...? [SR](#)
(Please select one answer)

Aged between 15 – 17 years old and are planning to go to University to study and undergraduate degree within the next 5 years	1	
Aged between 18 – 23 and are currently studying an undergraduate degree at University	2	Check Quotas
Aged between 18 – 40 and are currently studying a postgraduate degree at University	3	
None of these	4	CLOSE

Parent Quota Definitions

Parent of a school leaver:	S12=1
Parent of a current Undergraduate:	S12=2
Parent of a current Postgraduate:	S12=3

EMPLOYERS SAMPLE:

S13. Are you responsible for either of the following roles? **MR**
(Please select all answers that apply)

Managing an employee	1	
Involved in / influence the hiring process	2	
None of these	99	EXCLUSIVE, CLOSE

[S13=1 and S13=2, CONTINUE TO S14]
[S13=1 or S13=2, S13=99, CLOSE]

S14. Does your organisation employ graduates i.e. employees who have an undergraduate or postgraduate degree from university? **SR**
(Please select one answer)

Yes	1	
No	2	CLOSE

S15. What type of organisation / industry are you in? **SR**
(Please select one answer)

Administration / Business	1	
Professional/Financial/Education Services	2	
Trades/Construction	3	
Retail/Accommodation/Food	4	
Agriculture/Mining/Manufacturing	5	
Personal care/Health care	6	
Other (please specify)	7	SPECIFY

S16. What is the size of the organisation? **SR**
(Please select one answer)

Under 10 employees	1	
10 – 22 employees	2	
25 – 50 employees	2	
51 – 100 employees	3	
Over 100 employees	4	

ASK ALL – TOTAL SAMPLE

S17. What is your gender? **SR**

(Please select one answer)

Male	1	Check quotas
Female	2	Check quotas

S18. What is the post code of where you live? **OPEN**

(Please enter)

ALLOW ONLY EXACTLY 4 CHARACTERS. CODE INTO LOCATION VARIABLE BASED ON QUOTA DEFINITIONS. IF POSTCODE NOT DEFINED IN QUOTA DEFINITION THEN DISPLAY ERROR MESSAGE AND ASK THEM TO RE-ENTER POSTCODE AT S18

S19. Are you of Aboriginal or Torres Strait Islander descent? **SR**

(Please select one answer)

No	1	CLASSIFY AS 'INDIGENOUS'
Yes, Aboriginal	2	
Yes, Torres Strait Islander	3	
Yes, both Aboriginal and Torres Strait Islander	4	

S20. Do you speak any other language besides English at home? **SR**

(Please select one answer)

No	1	CLASSIFY AS 'CALD'
Yes	2	

ASK IF SPEAK ANY OTHER LANGUAGE BESIDES ENGLISH AT HOME [S20=2]

S21. What is the main language, other than English? **SR**

(Please select one answer)

Arabic	1	
Cantonese (Chinese)	2	
Greek	3	
Italian	4	
Korean	5	
Macedonian	6	
Mandarin (Chinese)	7	
Portuguese	8	
Spanish	9	
Tagalog (Filipino)	10	
Turkish	11	
Vietnamese	12	
Croatian	13	
German	14	
Other (Please specify)	15	SPECIFY

[STUDENTS ONLY]

S22. Are you currently studying on an international student visa? [SR](#)
(Please select one answer)

No	1	
Yes	2	CLASSIFY AS 'INTERNATIONAL STUDENT'

S23. During the interview we will ask you to visit a website link in order to get your feedback and thoughts on the website. The website and its contents, and any material shown or discussed during the interview will need to remain strictly confidential.

Do you agree to providing consent that all material seen / discussed is to remain confidential?
(Please select one answer)

Yes	1	
No	2	CLOSE

Termination

ONLINE MYOPINIONS SAMPLE

We would like to thank you for taking the time to participate in our survey. Your opinions and responses are gratefully received and extremely important to us.

The survey is now closed due to overwhelming responses from people like yourself.

Once again thank you for your interest. To ensure that you receive further relevant surveys, please make sure that your details are always up to date.

Please click the 'Submit' button below to earn your points.

Welcome

ONLINE MYOPINIONS SAMPLE

Congratulations!

You have qualified for the survey. This survey will take you approximately 10 minutes to complete.

You will be rewarded MyOpinion points for completing this survey.

Section A: Awareness and Usage

Now, to start the main part of the survey!

ASK ALL

A1. **[SCHOOL LEAVERS & STUDENTS]** Where have you / would you search for information about universities or university course options? MR
(Please select all that apply)

A1. **[PARENTS]** Where have you / would you or your child search for information about universities or university course options? MR
(Please select all that apply)

RANDOMISE

Online / websites	1	
Information days at tertiary institutions / universities	2	
Advice provided by career / counselling services	3	
Recommendations by friends and family	3	
Pamphlets and brochures	4	
Testimonials from other students	5	
Recommendations from people working in the industry	6	
School information days	7	
Other (Please specify)	97	SPECIFY, ANCHOR

A2. **[SCHOOL LEAVERS, STUDENTS & PARENTS]** Which of the following **websites have you used** to find information about universities or university course options? MR
(Please select all that apply)

A2. **[EMPLOYERS]** Which of the following **websites have you used** to find information about universities or graduates? MR
(Please select all that apply)

RANDOMISE

Specific university websites (i.e. Curtin, Monash, Deakin etc.)	1	ANCHOR
General web search (e.g. Google search)	2	ANCHOR
www.australianuniversities.com.au	3	
www.studyinaustralia.gov.au	4	
www.universitiesaustralia.edu.au	5	
www.myuniversity.gov.au	6	
www.alluniversities.com.au	7	
www.topuniversities.com	8	
www.seeklearning.com.au	9	
www.myfuture.com.au	10	
www.universityreviews.com.au	11	
Other (Please specify)	97	SPECIFY, ANCHOR
None of the above	98	EXCLUSIVE, ANCHOR

[SCHOOL LEAVERS, STUDENTS & PARENTS]

A3. If you needed to find information about universities or university courses, what information would be **useful** to you? MR
(Please select all that apply)

[EMPLOYERS]

A3. If you needed to find information about universities, university courses or information regarding potential graduates you are considering for employment, what information would be **useful** to you? MR
(Please select all that apply)

RANDOMISE

Location of campus	1	
Study options (Full time / part time, distance / on campus)	2	
Accommodation options / facilities	3	
University facilities	4	
Student testimonials	5	
University rankings	6	
Feedback (including statistics and data) from current students on their experiences / satisfaction	7	
Feedback (including statistics and data) from graduate students on their experiences / satisfaction	8	
Feedback (including statistics and data) from employers on their satisfaction with graduates	9	
Feedback (including statistics and data) on graduates after completion of their degree (e.g. proportion who are working, studying further etc.)	10	
Ability to compare universities	11	
Ability to compare courses	12	
Description of university	13	
Cost of course / subjects	14	
Fee assistance / support	15	
Pre-requisites / entry requirements	16	
Course structure / content	17	
Course duration	18	
Alternative pathways for obtaining a degree	19	
Career opportunities / pathways (future study and work options)	20	
Other (Please specify)	97	SPECIFY, ANCHOR

Section B: Understanding website Perceptions

We would like you to visit a website now and will then ask you some questions about it. You will need to log onto the website by using the username and password below. These log on details are for your use only and should not be shared with anyone.

Please explore the website thoroughly; however please try not to spend more than 2 – 3 minutes in total having a look through the site. Keep in mind what the page looks like, the different headings, menu options, the information it contains and the features it has.

The link should open in another tab on your web browser. Once you have gone and visited the website, please click the online discussion forum tab to complete the questions to follow.

Please can you visit each of the areas below as you move through the website (to ensure broad coverage of the website):

- Home page
- Study area section
- Institution section
 - Refine a search
 - Compare institutions
- Please go into one of the surveys

LOG ON DETAILS

Website link: <http://qilt2.edu.au.gvt2.websilk.com.au/>

Username: quiltPreview

Password: quilt0192

When you have finished exploring the website, please click the 'Next' button below.

If you 'lose' the survey on your web browser, you can click on the link in the survey email invitation and it will take you back to the question you were up to.

PROGRAMMER: Please ensure this opens a new tab rather than taking people away from the survey

ASK ALL:

B1. On a scale from 1 to 10, where 1 means 'I do not like it at all' and 10 means 'I like it very much', what is your **overall impression** of the website? [SR](#)

(Please select one answer)

I do not like it at all					I like it very much				
1	2	3	4	5	6	7	8	9	10

TEXT ONLY

SHOW B3 AND B4 ON THE SAME PAGE

It is important for us to hear both the positive and negative aspects of the website.

<p>B3.</p> <p>What are all the things you liked about the website? This could include any aspects of the website e.g. colours, the content, headings, layout, features etc. VERBATIM</p> <p><i>(Please write in as much detail as possible in the space below)</i></p>	<p>B4.</p> <p>What are all the things you disliked about the website? Again this could include any aspects of the website e.g. colours, the content, headings, layout, features etc. VERBATIM</p> <p><i>(Please write in as much detail as possible in the space below)</i></p>
---	--

B2. We want to find out your thoughts on the different aspects of the website. For each option below, please can you rate your overall opinion of each aspect of the website? **SR**

(Please select one answer per row)

I do not like it at all					I like it very much				
1	2	3	4	5	6	7	8	9	10

RANDOMISE

Colour scheme
Photos/images used
Information content overall
Layout of the pages
Search function
Way the information is displayed
Ease of use / navigation
Information into different study areas
Information on different institutions
Ability to compare institutions
Institution ranking
Access to data / statistics
Features (e.g. shortlist)
Information on study experience and employment outcomes data
The name (QILT)

[SCHOOL LEAVERS & STUDENTS & PARENTS]

B13. Please describe in detail **how** you would use this website and **where it fits** into the decision making process?
Please provide details on when during the process it would be used and why, and whether it would be used in combination with other information sources or in isolation. **VERBATIM**

[EMPLOYERS]

B13. Please describe in detail **how** you would use this website and how it would fit into the process of finding out information about universities or potential graduates for employment?
*Please provide details on what **purpose** it would serve and **why, when** it would be used and whether it would be used in combination with other information sources or in isolation.* **VERBATIM**

B4a. On a scale from 1 to 10, where 1 means 'it is not relevant at all' and 10 means 'It is extremely relevant, how appropriate and relevant is this website to you? [SR](#)

(Please select one answer)

Not relevant at all					Extremely relevant				
1	2	3	4	5	6	7	8	9	10

[IF CODES 1-3 CONTINUE TO B4b]

[IF CODES 4-10 CONTINUE TO B5a]

B4b. Why is this website not relevant to you? [VERBATIM](#)

[SHOW B5a AND B5b ON THE SAME PAGE](#)

B5a. What age group(s) do you think this website is aimed at? [MR](#)

(Please select as many as apply)

15 – 17 years old	1	
18 – 24 years old	2	
25 – 29 years old	3	
30+ years old	4	
All ages / for everyone	5	EXCLUSIVE
None of the above / Don't know	99	EXCLUSIVE

B5b. What type of person do you think this website is aimed at? [MR](#)

(Please select as many as apply)

School leavers planning to study	1	
Those looking to study an undergraduate degree	2	
Current undergraduate students	3	
Those looking to study a postgraduate degree	4	
Current postgraduate students	5	
Professionals already working	6	
Academics	7	
Businesses / employers	8	
Parents	9	
Other (Please specify)	97	SPECIFY
None of the above / don't know	99	EXCLUSIVE

B6. On a scale from 1 to 10, where 1 means 'it is not useful at all' and 10 means 'it is extremely useful, how useful did you find the website? [SR](#)

(Please select one answer)

Does useful at all					Extremely useful				
1	2	3	4	5	6	7	8	9	10

B7. On a scale from 1 to 10, where 1 means 'it does not deliver at all' and 10 means 'it delivers extremely well', how well does this website deliver on providing what you want and expect from a website information source like this? [SR](#)

(Please select one answer)

Does not deliver at all					Delivers extremely well				
1	2	3	4	5	6	7	8	9	10

B8. On a scale from 1 to 10, where 1 means 'it is much worse' and 10 means 'it is much better', how well does this website compare to other similar website information sources? [SR](#)

(Please select one answer)

Much worse					Much better					Don't know
1	2	3	4	5	6	7	8	9	10	98

[EMPLOYERS ONLY]

B9. How likely is it that you will visit this website in the future to find out information about universities or graduates? [SR](#)

(Please select one answer)

Very likely	1
Somewhat likely	2
Not at all likely	3
Don't know	99

B10. What changes, if any, would you recommend are made to the website in order to **improve** the website and make it more (interesting or) useful for you? [VERBATIM](#)

(Please write in as much detail as possible in the spaces below)

[FOUR SEPARATE TEXT BOXES FOR 'CONTENT', 'DESIGN / APPEARANCE', 'FUNCTIONALITY / FEATURES' AND 'LAYOUT / INFORMATION DISPLAY'](#)

B14 Please complete the following? [MR](#)

B14a.	B14b.
There is too much VERBATIM	There is too little ... VERBATIM
THREE SEPARATE TEXT BOXES	THREE SEPARATE TEXT BOXES

[PLEASE INCLUDE THREE SEPARATE TEXT BOXES – MUST INCLUDE AT LEAST ONE MENTION TO CONTINUE TO THE NEXT QUESTION](#)

[SCHOOL LEAVERS, STUDENTS & PARENTS]

B15. What, concerns, if any, do you have regarding the cost or payment of these studies? [VERBATIM](#)

[SCHOOL LEAVERS, STUDENTS & PARENTS]

B16. On each end of the scale, there is an opposing phrase – please select a number between 1 and 10 according to which phrase you agree with the most ...if you're not sure, you might select a number somewhere in the middle: [SR](#)

I have very limited knowledge on the costs of higher education and the options available to me					I have good knowledge on the costs of higher education and the options available to me				
1	2	3	4	5	6	7	8	9	10

[SCHOOL LEAVERS, STUDENTS & PARENTS]

B17. Which of the following Higher Education Loan Programs are you aware of? MR

(Please select as many as apply)

HECS-HELP	1	
FEE-HELP	2	
SA-HELPOS-HELP	3	
VET-FEE HELP	4	
Other (Please specify)	97	SPECIFY
None of the above / don't know	99	EXCLUSIVE

[SCHOOL LEAVERS, STUDENTS & PARENTS]

B18. Where do you usually go to find information on university costs? MR

(Please select as many as apply)

Government websites (Please specify)	1	SPECIFY
Direct university websites	2	
Contacting the university directly	3	
I don't know where to find this information	4	
Other (Please specify)	97	SPECIFY
None of the above / don't know	99	EXCLUSIVE

Section C: Name testing

We would like to get your thoughts on several different name options.

C3. Please can you suggest one new name you think best reflects the purpose of the website? VERBATIM

(Please enter your answer in the box below)

C1. Which of the following names, if any, do you like for the website? MR

(Please select as many as apply)

C2. Which one do you prefer most? SR

(Please select one)

ONLY SHOW OPTIONS CHOSEN IN C1 IF CODES 1-10. IF RESPONDENT ANSWERS ONLY 1 CODE AT C1, DO NOT ASK C2 AND CODE C1 ANSWER AS C2 ANSWER

RANDOMISE

	C1.	C2.	
Your Degree	1	1	
iStudy	2	2	
Student experience	3	3	
QILT	4	4	
Study Experience	5	5	
Wot Uni	6	6	
Your Choice	7	7	
Uni Compare	8	8	
Degree For Me	9	9	
Compare Your Future	10	10	
Institutions For You	11	11	
None of the above	98		ANCHOR, DO NOT INCLUDE CODE 98 AT C2

Quality Question

ASK ALL TEXT ONLY

We always want to improve what we do and to make surveys relevant and enjoyable to you. Please help us in this by telling us what you thought of this questionnaire by answering this final question.

ASK ALL OPEN ENDED

RFB2 Is there anything you would like to tell us about this survey?
(Please write in as much detail as possible in the space below)

Closing section

ONLINE MYOPINIONS SAMPLE

Thank you for taking the time to complete our survey. Your opinions and responses are gratefully received and extremely important to us.

Your responses will be used at an aggregate level only, and as such we would like to assure you once again that your details will be used in the strictest of confidence and will not be passed on to any other party for any purpose other than that which it was intended.

This survey was conducted on behalf of the Department of Education and Training. To check the bona fides of TNS please phone SurveyLine on 1300 364 830.

To ensure that you receive further relevant surveys, please make sure that your details are always up to date.

Please click the 'Submit' button below to earn your points.