

## **Discussion Guide**

# **CENSUS 2010 RECRUITMENT CREATIVE DEVELOPMENT RESEARCH FOCUS GROUP DISCUSSION OUTLINE**

## **I. INTRODUCTION/WARM-UP (10 Minutes)**

- Name, occupation other than census if any, marital/household status
- Where live, for how long?
- Explanation of procedure, observation, taping

## **II. DISCUSSION OF FAMILIARITY WITH CENSUS WORK (20 Minutes)**

- What do you know about the US Census?
- Have any of you ever worked for the Census before? (should be none)
- Tell me what you think a Census job would involve.
- Is that appealing to you?
- The US Census Bureau will soon begin recruiting for census takers for the 2010 census. Would you be interested in participating?

## **III. RESPONSE TO CENSUS 2010 RECRUITMENT CREATIVE PLATFORMS (45 Minutes)**

We'd like to get your reactions to a series of potential advertising ideas that are designed to encourage people like you to apply for jobs with the 2010 Census.

SHOW FIRST PLATFORM IDEA (ROTATE ORDER OF EXPOSURE)

- Please write down what you think is the main message being communicated. What are they trying to tell you?
- What's your overall impression of this idea? (DO NOT PROBE)
- Now let's talk about what you wrote down. What's the main message being communicated? What are they trying to tell you?
- Who do you think this idea is trying to reach?
- Is the message they're communicating meaningful to you? Why/why not?

- How clear is the message? Is there anything in it that you find hard to understand?
- Would this make you more or less likely to consider a census job? Why?

SHOW SECOND/SUBSEQUENT PLATFORM IDEA, REPEAT QUESTIONING SEQUENCE FOR EACH IDEA EXPOSED

RE-EXPOSE ALL IDEAS, AND ASK THE FOLLOWING

- Looking at all these ideas, which one approach does the best job of encouraging people to apply for jobs with the 2010 Census? (PROBE)

## **WRAP UP**

**THANK YOU VERY MUCH FOR YOUR PARTICIPTION**