

2020 Census Coverage Study Screener

Draft Teasers, flyers and online Ads for 2020 Coverage Round 2 Recruiting

September 7, 2012

Page 2 Flyer Example (Note for participants in North Carolina)

Page 3 Craigslist Ad Example (Note for Participants in the Pacific Time Zone)

Page 4 Flyer with cutoff example (Note for Participants in North Carolina)

Page 5 Chinese Header text (placed above teaser on flyers) with translation

Pages 6-8 Additional teasers copy example used in one of the ad forms above.

*\$40 for 1 hour interview.
No home or place to stay?*

We are conducting interviews with people who are experiencing homelessness.

You may be eligible to earn \$40 by participating in a one hour interview (a discussion between you and an interviewer about how you understand certain questions concerning your current living situation).

RTI International, a not-for-profit research firm, and Research Support Services (RSS, Inc.), a contract research firm, are conducting a study for the U.S. Census Bureau. The interview will last approximately 60 minutes, during which time an interviewer will ask you about you and your family's current living situation.

Please call RTI between 9 a.m. and 5 p.m. weekdays to complete a brief telephone screening in order to determine if you are eligible. The telephone screening will take approximately 3-5 minutes to complete. You will not be compensated for completing the telephone screening.

Contact: Rick, RTI International (RTI), at 877-254-1951

Interview: Second Home Closer to Work? Weekend Home?

We are conducting interviews with people who have a second home closer to work, or who are snowbirds with a second home for vacation getaways.

You may be eligible to earn \$40 by participating in a one hour interview - a discussion between you and an interviewer about how you understand certain questions concerning your current living situation.

RTI International, a not-for-profit research firm, and Research Support Services (RSS, Inc.), a contract research firm, are conducting a study for the U.S. Census Bureau. The interview will last approximately 60 minutes, during which time an interviewer will ask you about you and your family's current living situation.

Please call RSS between 7 a.m. and 3 p.m. weekdays to complete a brief telephone screening in order to determine if you are eligible. The telephone screening will take approximately 3-5 minutes to complete. You will not be compensated for completing the telephone screening.

Contact: Carla, Research Support Services (RSS), at [888-540-6770](tel:888-540-6770).

Note Chinese text was used as header above the teaser copy, English translation below was not included.

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(Looking for Asians for 1 hour English interview, \$40 cash incentive)

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(Interview time is approximately 1 hour; \$40 cash incentive)
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(Purpose of the interview: discuss and evaluate the questions used in the Census questionnaire, a research-oriented discussion and will not involve sensitive topics such as politics, religion, and immigration status.)
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(Place of the interview is flexible, researchers will come to your place, or can be at a coffee shop or the library.)
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(Interview will be conducted in English.)

Additional Teaser Copy:

- \$40 for 1 hour interview. Between homes? Living with friends or relatives temporarily?
 - We are conducting interviews with people living with friends or relatives temporarily.
- Do you live in an apartment or home without an address of its own?
 - We are conducting interviews with people who live in an apartment or home without an address of its own.
- \$40 for 1 hour interview. Do you use a PO Box for your mail?
 - Can't get your mail any other way? We are conducting interviews with people who use a PO Box for their mail.
- PO Box User? \$40 for 1 hour interview.
 - Can't get your mail any other way? We are conducting interviews with people who use a PO Box for their mail.
- No home or place to stay? \$40 for 1 hour interview
 - \$40 for 1 hour interview. No home or place to stay? We are conducting interviews with people who are experiencing homelessness.
- Do you have a second home or weekend home? \$40 Interview (Chicago)
 - Do you have a second home, condo, apartment, or pied-a-terre to be closer to work? We are conducting interviews with people who have a second home to be closer to work.
- Interview: Second Home Closer to Work? Weekend Home?
 - We are conducting interviews with people who have a second home closer to work, or as snowbirds or for vacation getaways.
- \$40 for a 1 hour interview. Two homes? Are you a snowbird or do you have a second home to be closer to work or for weekend getaways?
 - We are conducting interviews with people have a second home closer to work or for seasonal or weekend use.
- \$40 for a 1 hour interview. Do you have a job where you have to leave home for weeks or months a time?
 - We are conducting interviews with people have a second home closer to work or where they leave home for weeks at a time.
- *Have you moved recently? \$40 for 1 hour interview.*
 - We are conducting interviews with people who have moved recently

- Have you and your large or extended family moved recently?
 - We are conducting interviews with people who have recently moved and live in large households or with relatives like grandparents, cousins, aunts, and uncles, or great grand children
- \$40 for 1 hour interview! Have you moved very recently?
 - \$40 for 1 hour interview. Have you moved within the past few months? We are conducting interviews with people who have recently moved.
- \$40 for 1 hour interview! Have you moved very recently and do you have a shared custody situation for your children?
 - \$40 for 1 hour interview. Have you moved within the past few months? We are conducting interviews with people who have recently moved and have a shared custody situation for their children.
- \$40 for 1 hour interview! Does your house fill up every weekend? Do you have extended family or friends or children who live with you only part of the week?
 - We are conducting interviews with people who have family members who stay in the household only part of the week.
- \$40 for a 1 hour interview. Are you a parent of a college student who lives in campus housing or off campus housing away from home?
 - We are conducting interviews with parents of a college student who lives in campus or off campus housing away from home.
- \$40 for 1 hour interview: Do you have a home where no one is living? Foreclosure? Or not in a condition to rent?
 - We are conducting interviews with people who have two homes, one of which is vacant.
- \$40 for 1 hour interview. Living with extended family?
 - We are conducting interviews with people who live with relatives like, grandparents, cousins, aunts, and uncles, or great grand children.
- \$40 for a 1 hour interview. Do you have two homes or have extended family or boarders in your home, etc.?
 - We are conducting interviews with people about their current living situations.
- \$40 for 1 hour interview. Do you share a home or apartment with roommates or housemates?
 - We are conducting interviews with people who share a home or apartment with roommates or housemates.
- \$40 for 1 hour interview. Do you have a household-member away from home on military deployment?

- Do you have a household member away on military deployment?
 - Do you have a household member away on military deployment? We are conducting interviews with people who have a household-member away from home on military deployment.

- \$40 for 1 hour interview. Do you have a household member on military deployment?
 - Do you have a household member away from home on military deployment? We are conducting interviews with people who have a household-member away from home on military deployment.

- \$40 for 1 hour interview. Do you have a very large household, with boarders, renters or extended family all living together?
 - We are conducting interviews with people who have very large households that include boarders, renters or extended family like grandparents or cousins all living in their homes.

- \$40 for 1 hour interview. Do you have boarders or renters living in your home?
 - We are conducting interviews with people who have boarders or renters living in their homes.

- Interview: Second Home Closer to Work? Weekend Home?
 - We are conducting interviews with people who are snowbirds or have a second home to be closer to work, or for vacation getaways.

- Do you have friends or guests staying with you temporarily?
 - We are conducting interviews with people who have people staying with them on a temporary basis.

- \$40 for 1 hour interview. Do you have an exchange student, a family member from another country, or long term international guests staying with you?
 - We are conducting interviews with people who have an exchange student, a family member from another country, or long term international guests staying with them.

- \$40 for 1 hour interview. Are you staying in a shelter for people with no other place to stay?
 - We are conducting interviews with people who are living in shelter, rehabilitation center, or other group home for people with no other place to stay.

- \$40 for 1 hour interview. Are you a resident of a nursing home?
 - We are conducting interviews with people who live in a nursing home facility because of poor physical health.

- \$40 for 1 hour interview. Do you have a household family member who is living away from your home because of their work, incarceration, or another reason out of their control?
 - We are conducting interviews with people who have family who usually stay with them but are away because of work, jail or other reasons.

- \$40 for 1 hour interview. Do you live in a group home?
 - We are conducting interviews with people who live in a group home run by the state or a charitable organization.

- \$40 for 1 hour interview. Do you live in on campus housing even though your family is nearby?
 - We are conducting interviews with people who live in on campus housing (dorms) while going to college within a few hours of their family homes.