

2020 Census Coverage Study

Draft Teasers, flyers and online Ads for 2020 Coverage Round 3 Recruiting

May 9, 2013

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 and Spanish Header text (placed above teaser on flyers) with translation

Pages 6-7 Additional teasers copy example used in one of the ad forms above.

Page 8 Google AdWords copy examples.

*\$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

\$40 for 1 hour 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.

Chinese text to be used as header above the English language flyer, English translation below is not included.

□□□□□ 1 □□□□□□□□\$40 □□□□
(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.)

Spanish text to be used as header above the English language flyer,

¡Reciba \$40 por participar en una entrevista en inglés!

La entrevista dura aproximadamente 1 hora; usted recibirá 40 dólares en efectivo al final de la entrevista.

El propósito de la entrevista: Revisar y platicar sobre las preguntas utilizadas en el cuestionario de la Oficina del Censo de los Estados Unidos. No se tocarán temas delicados como la política, la religión o su estatus de inmigración.

El lugar y la hora de la entrevista son flexibles; la entrevistadora puede ir a su casa, o puede reunirse con usted en una cafetería o en la biblioteca. La entrevista se llevará a cabo en inglés.

Get \$40 for participating in an interview in English!

The interview takes approximately 1 hour; you will receive 40 dollars in cash at the end of the interview.

The purpose of the interview: Check and discuss the questions used for the survey conducted by the United States Census Bureau. Sensitive topics such as politics, religion or your immigration status will not be discussed.

The location and time of the interview is flexible; the interviewer can come to your home, or can meet you in a coffee shop or the library. The interview will be conducted in English.

Additional Teaser Copy:

- \$40 for 1 hour interview. Between homes? Living with friends or relatives temporarily?
- Is your family between homes and living with friends? \$40
- Well educated but have no place of your own? Never sure if you'll have a place to sleep?
- \$40 for 1 hour interview. No permanent place to live? Couch surfing with friends?
- No mail service? Living in a place where you can't receive mail directly from the post office?
- Do you live in an apartment or home without an address of its own?
- Does your family share a home and mail service with another family?
- Does your family share a home and address with another family?
- \$40 for 1 hour interview. Do you use a PO Box for your mail? Can't get your mail any other way?
- PO Box User? \$40 for 1 hour interview. Can't get your mail any other way?
- No home or place to stay? \$40 for 1 hour interview. Experiencing homelessness?
- Are you young with no home or place to stay? \$40 for a 1 hour interview.
- Living on the streets? No home or place to stay? \$40 for a 1 hour interview.

- Do you have a second home or weekend home? \$40 Interview
- Do you have a second home, condo, apartment, or pied-a-terre to be closer to work?
- \$40. Do you have a second home to be closer to work?
- Interview: Second Home Closer to Work? Weekend Home? Snowbird? \$40.
- \$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?
- Interview: Second Home Closer to Work? Weekend Home?
- Split your time between two homes?
- Split your time between your summer and winter place?
- Spending as much time at your weekend home as your 'real' home?

- *Have you moved recently? \$40 for 1 hour interview.*
- Have you and your large or extended family moved recently?
- Well educated and just moved to a new home?
- \$40 for 1 hour interview! Have you moved very recently?
- \$40 for 1 hour interview! Have you moved very recently and do you have a shared custody situation for your children?

- Have you moved recently due to a foreclosure? Is your old home vacant? .
- Have you recently moved into a house that had been vacant?
- Have you recently moved into a house that was in foreclosure?
- Living in a foreclosed home?

- \$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 during the school year?
- Are your college kids home for the summer? Do they spend the year away at college?

- Shared custody? Do you and your ex both have the kids about half the week? \$40 interview
- Shared custody? Step kids too? Do you and your current spouse both have kids in shared custody situations? \$40.
- His kids/her kids/your kids? Is it hard to keep track of who is really living with you? We are looking for families with multiple shared custody situations.
- Does your house fill up every weekend with shared custody kids or family?
- \$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?
- \$40 for 1 hour interview. Do you have a household family member who is living away from your home because of incarceration, or another reason out of their control?
- Temporarily taking care of a loved one's child while they are incarcerated?
- \$40 for 1 hour interview: Do you have a home where no one is living? Foreclosure? Or not in a condition to rent?
- Do you have friends or guests staying with you temporarily?
- \$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?
- Do you let friends stay with you temporarily when they have no place else to stay?
- Do you let friends stay with you for short stays when they are homeless?
- Do you have someone who stays on and off with you because they have nowhere else to turn?
- \$40 for 1 hour interview. Are you staying in a shelter for people with no other place to stay?
- Do you live in a group home like a half way house or rehab center?
- Do you live in a group home?
- Living in a group home run by a charity but spend occasional nights with family or friends?
- Do you live in a facility run by the state or a charitable organization?
- Do you live in a group home run by the state or a charitable organization?

Google AdWords copy:

(A click on an included link takes the user to matching flyer page):

- Use a PO Box only? \$40 Interview /Interviews in person DC/NC/IL/CA
- Homeless? \$40 interview/Interviews in person DC/NC/IL/CA
- Two homes? \$40 interview/Interviews in person DC/NC/IL/CA
- Snowbird/2 Homes? \$40 Interview /Interviews in person DC/NC/IL/CA
- Foreclosed home? \$40 Interview. /Interviews in person DC/NC/IL/CA
- Moved this month? \$40 Interview /Interviews in person DC/NC/IL/CA
- Live in group home? \$40 Interview /Interviews in person DC/NC/IL/CA