

**2015 Census Test Focus Group Recruitment Operation
Maricopa County, AZ
For Focus Groups July 13-16, 2015**

If Answering Machine, leave message ↴

Hello, I am calling from the U.S. Census Bureau with an opportunity for you to earn \$75 by participating in a focus group about the recent census test that was conducted in your area. To see if you qualify, please call 1-888-369-3596 and mention case number [XXXXXXXX]. Thank you.

If person answers ↴

Hello, my name is _____ and I am calling from the United States Census Bureau. Have I reached _<insert phone number dialed>_

No – End call.

Yes ↴

If a “C” is next to the number you dialed, ask:

Is this a cell phone?

No – continue with next question.

Yes ↴

We want to ensure your safety, are you driving?

No – continue with next question.

Yes -

↴
We will try to reach you at a later time. Thank you. End Call.

This call may be recorded for quality purposes.

We are conducting focus groups to learn about experiences with the 2015 Census Test. Participation is voluntary. Each participant receives \$75. The focus groups are held in the evening in (TBD).

I have a few questions to see if you are eligible.

Did you personally respond to the 2015 Census Test (online, paper, or with an interviewer) for your household?

No - **Do you know who did respond?**

No – Thank respondent and end call.

Yes – **May I speak with him/her now?**

Not available - **What would be a good time to call back?** Collect time and name of person to call on the spreadsheet.

Available – Reintroduce yourself and start again at the second Yes – “This call may be recorded...”

Yes, personally filled out 2015 CT form

Are you a Federal Government employee?

Yes – Skip to not eligible.

No

Ask respondent the following questions to determine which date they are eligible to attend.

What is your age?

Under 18- Skip to not eligible.

18-29 – Continue to Hispanic origin question

30-49 – Skip to not eligible.

50+ – Continue to Hispanic origin question

Are you of Hispanic, Latino, or Spanish origin?

Yes – **Great, you are eligible to participate in the focus group.**

No – Continue

What is your race? Choose one or more races.

- White** – **Great, you are eligible to participate in the focus group.**
- Black or African American** – Skip to not eligible.
- American Indian or Alaska Native** – Skip to not eligible.
- Asian** – Skip to not eligible.
- Native Hawaiian or Other Pacific Islander** – Skip to not eligible.
- Some other race** – Skip to not eligible.

If NOT eligible: Thank you for answering our questions. You are not eligible at this time for this study.

If needed: For this study, we are looking for people in particular demographic groups to discuss the next census.

If eligible: Find the appropriate date based on age, ethnicity and race of respondent in the table below.

	Non-Hispanic White	Hispanic (any race)
18-29	Wednesday, July 15 (ENGLISH)	Thursday, July 16 (ENGLISH)
50+	Monday, July 13 (ENGLISH)	Tuesday, July 14 (SPANISH SPEAKERS)

Are you available [FILL DATE FROM TABLE ABOVE] from 7-9 PM to participate?

- No** – Thank you for your time.
- Yes** – **The location will be [TBD]. What is your full name, the best telephone number we can reach you at and your email address so we can remind you about the date, time, and location for the focus group?** Enter the information on the spreadsheet. We need at least the full name and phone number.