

## INITIAL PANEL INVITATION

[INITIAL PANEL INVITATION MAILED TO SAMPLED HOUSEHOLDS.]

CURRENT RESIDENT  
[ADDRESS1]  
[ADDRESS2]  
[CITY], [STATE] [ZIP]

Dear Resident of [STATE],

You are invited to join the Household Trends and Outlook Pulse Survey (HTOPS), a large, national survey panel that will collect information from members on topics such as food and nutrition, transportation, employment, and education. Your household was randomly selected to receive this letter and represent thousands of other households. You will be eligible to earn \$10 upon completion of the enrollment survey.

To enroll in the panel, please visit the following link and enter your PIN or scan the QR code by [DATE].

**LINK: [SURVEY LINK]**

**[QR CODE]**

**PIN: [PIN]**

Alternatively, you may complete the survey over the phone by calling 1-888-595-1334.

**As a token of our appreciation for completing the survey, we have enclosed \$2 cash.**

Persons who join the HTOPS panel will be eligible to receive additional payments for participating in future Panel surveys.

If you have any questions about the panel, you can reach the HTOPS team via email at [addp.htops@census.gov](mailto:addp.htops@census.gov).

Thank you for your cooperation.

Sincerely,

Robert Santos  
Director  
U.S. Census Bureau

## PANEL BROCHURE CONTENT

### Exterior

#### Left Panel

##### What is the Household Trends and Outlook Pulse Survey?

The Household Trends and Outlook Pulse Survey is a nationally representative survey panel led by the U.S. Census Bureau. The purpose of the panel is to collect information on topics like food and nutrition, transportation, employment, and education. The panel is made up of people and households living across the United States that have agreed to be contacted to participate in surveys.

##### How was I selected for the Household Trends and Outlook Pulse Survey?

Your address was randomly selected to participate. In order for the Household Trends and Outlook Pulse Survey to be successful, it is important to have participants that represent the nation as a whole. Your household was contacted to see if someone who lives there may be eligible to participate.

#### Middle Panel

##### How can I get additional information or ask questions?

For additional information, contact the Household Trends and Outlook Pulse Survey team at [addp.htops@census.gov](mailto:addp.htops@census.gov) or call 1-888-595-1334 from 9:00am – 5:00pm Monday through Friday.

You may also find more information regarding the Household Trends and Outlook Pulse Survey at <https://www.census.gov/programs-surveys/htops.html>.

#### Right Panel

U.S. Census Bureau logo

### Interior

[SEPARATE INTO LEFT, MIDDLE, AND RIGHT PANELS BASED ON SPACING, STARTING WITH THE LEFT PANEL.]

##### Why should my household participate?

Your participation is important because it will ensure our survey results collect an accurate picture of the entire country on topics like employment and education. Your answers not only represent your household, but also thousands of other similar households. You may choose not to participate in the Household Trends and Outlook Pulse Survey—but because our sample is randomly selected, no other household or person can take your place.

##### What does participation involve?

Potential panel members will first complete an enrollment survey to join the panel. Once members are enrolled in the panel, they will be invited to complete additional surveys about once a month. Panelists will be asked to participate in the panel for up to 3 years, though participation in individual surveys is voluntary.

### Do I receive anything for participating?

Yes. As a token of our appreciation, people who qualify to be a panel member will receive \$10 for completing their initial enrollment survey and will be eligible for \$5 for each monthly survey completed as a panel member.

### How will you protect my privacy?

Your privacy is protected by the Privacy Act of 1974 (5 U.S.C. Section 552a). The Privacy Act limits the uses of your data. Your name and any other identifying information will never be associated with the answers you provide to the panel surveys. The responses you give to survey questions will be combined with the responses given by other people participating in the Household Trends and Outlook Pulse Survey so the Census Bureau can produce statistics. These statistics will never include any information that could identify you.

By law, the Census Bureau is required to keep your answers confidential. All information to be collected is protected under the confidentiality provisions of Title 13 U.S.C. You can find more information about how your privacy is protected at <https://www.census.gov/about/policies/privacy.html>.

### Who is sponsoring the Household Trends and Outlook Pulse Survey?

The Census Bureau is the primary sponsor of the panel. The Census Bureau is conducting this study under the authority of 13 U.S.C. Sections 141, 182, and 193. Other federal agencies may contribute funding and sponsor surveys for the Household Trends and Outlook Pulse Survey.

### How do I know if the Household Trends and Outlook Pulse Survey is legitimate?

You may contact the Census Bureau at [adrm.pra@census.gov](mailto:adrm.pra@census.gov) to confirm the legitimacy of the Household Trends and Outlook Pulse Survey. You may also find out more information regarding Census Bureau survey programs at <https://www.census.gov/programs-surveys/surveyhelp/faqs.html>.

**PRESSURE SEALED POSTCARD REMINDER**

[REMINDER MAILED TO ALL SAMPLED HOUSEHOLDS]

CURRENT RESIDENT

[ADDRESS1]

[ADDRESS2]

[CITY], [STATE] [ZIP]

Recently, your household received a letter from the U.S. Census Bureau inviting you to join the Household Trends and Outlook Pulse Survey (HTOPS). If you have already responded, thank you. If not, please answer our enrollment survey to join the panel. It is very important that an adult in your household complete the survey to join the panel. Because our sample is randomly selected, no other household can take your place.

To complete the survey, please visit the following link and enter the provided PIN. You will be eligible to earn \$10 upon completion of the enrollment survey and \$5 for future surveys as a panel member.

[SURVEY LINK]

[PIN]

You may also scan the following QR code using your phone's camera to access your survey.

[QR CODE]

Alternatively, you may complete the survey over the phone by calling 1-888-595-1334.

If you have any questions about the panel, you can email the panel team at [addp.htops@census.gov](mailto:addp.htops@census.gov).

## REMINDER PHONE CALL SCRIPT

INTRO. Hello, this is <NAME> from the U.S. Census Bureau. You should have recently received an invitation to respond to a survey. Am I speaking with a member of the household that is 18 years of age or older?

If NO- Is there someone 18 or older I can speak with?

If no adult is available: Thank you for your help. I must speak to someone over 18 to continue. [End Call]

ADDVER. Before we continue, I need to confirm your address. Is your address -

[ADDRESS1]  
[ADDRESS2]  
[CITY], [STATE]

If Address is not confirmed: Thank you for your time. [End Call]

INTRO2. Our records indicate that you or someone in your household may be eligible to participate in the Household Trends and Outlook Pulse Survey. These questions will take approximately 15 minutes to complete. You will receive \$10 after completing the survey.

Did you get the letter in the mail with the website and PIN to complete the survey online?

- o Yes: Do you have any questions regarding the survey?
  - o Yes: [Answer questions using the FAQs]
  - o No: Great, we hope we can count on your participation in this Panel! [End call]
- o No: Would you like to complete the survey now?
  - o Yes: [Go to PIN]
  - o No, Set Appointment: [Go to WEBREMINDER]
  - o No, Refused to Participate: [Go to REFUSE]
  - o No, Other: [End Call]

PIN. Do you have access to your Census Household Panel PIN found on the mailings you have received?

[IF PIN KNOWN ASK]: Great. What is your pin?

[IF PIN UNKNOWN]: That's okay. Would you tell me your mailing address to help me assist you instead?

[GO TO QUALTRICS SCREEENER]

WEBREMINDER. I understand. You can also respond online with the PIN that is in the mailings you received. The survey will close on [date], so please make sure to online before the end date. [Go to WRAP-UP]

REFUSE. It is important that someone from your household responds. You will be eligible for surveys once a month and \$5 for each survey. Your privacy is protected by law, and you may respond online.

- Yes [Go to PIN]
- No, refuses to participate [END CALL- enter refusal reason]

## REMINDER VOICEMAIL SCRIPT

Hello, this is <**NAME**> I'm calling on behalf of the US Census Bureau. We are trying to reach a resident who lives at

[ADDRESS1]

[ADDRESS2]

[CITY], [STATE] [ZIP]

We recently mailed you a letter regarding a Census survey. If you have any questions or concerns about the study or have not received this correspondence, please call us at **1-888-595-1334** and refer to case [PIN].

## FINAL REMINDER LETTER

[MAILED TO SAMPLED HOUSEHOLDS THAT HAVE NOT RESPONDED]

CURRENT RESIDENT

[ADDRESS1]

[ADDRESS2]

[CITY], [STATE] [ZIP]

Dear Resident of [STATE],

Recently, your household received a letter from the U.S. Census Bureau inviting you to join the Census Household Trends and Outlook Pulse Survey Panel. If you have already responded, thank you. If you have not yet responded, please take 15 minutes to respond to the survey. Your privacy is protected by law and the Census Bureau is required to keep your information confidential.

To enroll in the panel, please visit the following link and enter your PIN or scan the QR code. **You must respond by** [date].

**LINK:** [SURVEY LINK]

[QR CODE]

**PIN:** [PIN]

Alternatively, you may complete the survey over the phone by calling 1-888-595-1334.

**You will be eligible for a \$10 incentive for responding to the enrollment survey.**

Your cooperation is important because it will ensure our survey results represent an accurate picture of the entire country. The information you provide will help the U.S. Census Bureau better understand topics such as food and nutrition, transportation, employment, and education and improve how data are collected in the future.

If you have any questions about the panel, you can email reach the Census HTOPS team via email at [addp.htops@census.gov](mailto:addp.htops@census.gov).

Thank you for your cooperation.

Sincerely,

Robert Santos  
Director  
U.S. Census Bureau



**PANEL WELCOME LETTER WITH BASELINE INCENTIVE**

[WELCOME LETTER WILL BE MAILED AFTER BASELINE COMPLETE AND PANEL MEMBER HAS ENROLLED.]

[FIRSTNAME] [LASTNAME]  
[ADDRESS1]  
[ADDRESS2]  
[CITY], [STATE] [ZIP]

Dear [FIRSTNAME],

Welcome to the Household Trends and Outlook Pulse Survey! Enclosed is a token of our appreciation for completing the enrollment survey and joining the panel. Look out for your next survey invitation via email or text. For each survey you complete, you will be eligible to earn \$5.

You can visit the HTOPS website at <https://www.census.gov/programs-surveys/htops.html>. If you have questions or need assistance, you may contact the U.S. Census Bureau at [addp.htops@census.gov](mailto:addp.htops@census.gov).

Thank you again for joining the Household Trends and Outlook Pulse Survey!

Sincerely,

Robert Santos  
Director  
U.S. Census Bureau

**PANEL WELCOME EMAIL**

SUBJECT LINE: Welcome to the Household Trends and Outlook Pulse Survey!

Dear [FIRSTNAME],

Welcome to the Household Trends and Outlook Pulse Survey (HTOPS)! In the next few weeks, you will receive \$10 as a token of our appreciation for completing your enrollment survey and joining the panel.

Now that you are enrolled in the panel you should expect to receive about one survey per month. You will receive an invitation to participate in future surveys via email or text. You will be eligible for a \$5 incentive for each monthly survey.

You can visit the HTOPS website at <https://www.census.gov/programs-surveys/htops.html> to learn more about the panel.

If you have questions or need assistance, you may contact the HTOPS team at [addp.htops@census.gov](mailto:addp.htops@census.gov).

Thank you again for joining the Household Trends and Outlook Pulse Survey!

Sincerely,

Robert Santos  
Director  
U.S. Census Bureau

## CHP PANELIST TRANSITION EMAIL

[To all CHP panelists]

Subject: Updates to the Census Household Panel

Dear Census Household Panelist,

Thank you for your continued participation. Beginning in January 2025, the Census Household Panel will become the Household Trends and Outlook Pulse Survey (HTOPS). We welcome your continued participation as a valued member of our survey panel. Please visit <https://www.census.gov/programs-surveys/htops.html> for more information on HTOPS.

Monthly surveys will continue. Beginning in January, your incentive for completing each monthly survey will be emailed to you as a digital gift card of your choice. This means that you will get your incentive sooner.

Thank you again for your participation. Your answers, combined with other households across the country, can help federal, state and local policymakers better understand the challenges faced by many Americans.

Please look for future invitations to the Household Trends and Outlook Pulse Survey to continue your participation in this important survey.

Sincerely,

The Census Household Panel Team

## CHP TO HTOPS TRANSITION PHONE SCRIPT

At the beginning or end of topical survey ##:

Thank you for your continued participation in the Census Household Panel. Beginning in January 2025, the Census Household Panel will become the Household Trends and Outlook Pulse Survey (HTOPS). We welcome your continued participation as a valued member of our survey panel.

Monthly surveys will continue. However, beginning in January your incentive for each monthly survey you complete will be delivered digitally unless you do not have an email address. This means that you will get the money sooner. If you have an email address, this will be delivered as a digital gift card of your choice.

Thank you again for your participation if you have questions, you can contact the HTOPS team at [adp.htops@census.gov](mailto:adp.htops@census.gov).

## HTOPS TOPICAL SURVEY EMAIL AND TEXT INVITATION AND REMINDERS

**SUBJECT:** Household Trends and Outlook Pulse Survey Available!

Dear [FNAME],

Thank you for your continued participation in the Household Trends and Outlook Pulse. A survey to provide critical, up-to-date information on the U.S. population is now available for you to complete. As a token of our appreciation, **you will receive \$10 (January)/\$5 (February)** for completing this 20-minute survey.

Please complete the survey using the PIN and link below by **[date]**.

PIN: {fill with external data reference}

Link: {Add anonymous survey link}

Alternatively, you may complete this survey over the phone by calling 1-888-595-1334.

If you have any questions, please contact the Census HTOPS Team at [addp.htops@census.gov](mailto:addp.htops@census.gov).

Esta encuesta también está disponible en español.

Thank you,

The Census HTOPS Team

*Follow the link to opt out of future emails:  
\${!://OptOutLink?d=Click here to unsubscribe}*

## Reminder Email 1

Subject: Reminder: Household Trends and Outlook Pulse Survey

Dear [fill FNAME],

A few days ago, you should have received an email asking you to complete a new survey for the Household Trends and Outlook Pulse Survey. We are sending this reminder because we did not yet receive your response.

Please complete the survey using the PIN and link below.

PIN: {fill with external data reference}

Link: {Add anonymous survey link}

Alternatively, you may complete this survey over the phone by calling 1-888-595-1334.

**The final date to complete the survey is [DATE]. As a token of our appreciation, you will receive [\$10 (January)/\$5 (February)] for completing the survey.**

Thank you in advance for your participation in the Household Trends and Outlook Pulse Survey. If you have any questions, please contact us at [addp.htops@census.gov](mailto:addp.htops@census.gov).

Esta encuesta también está disponible en español.

Thank you,

The Census HTOPS Team

## Reminder Email 2

Subject: Reminder: Household Trends and Outlook Pulse Survey

Dear [fill FNAME],

About a week ago, you should have received an email asking you to complete a new survey for the Household Trends and Outlook Pulse Survey. We are sending this reminder because we did not yet receive your response. The information you've already provided for the Household Trends and Outlook Pulse Survey will be less valuable without your response to this month's survey.

Please complete the survey using the PIN and link below.

PIN: {fill with external data reference}

Link: {Add anonymous survey link}

Alternatively, you may complete this survey over the phone by calling 1-888-595-1334.

**The final date to complete the survey is [DATE]. As a token of our appreciation, you will receive [\$10 (January)/\$5 (February)] for completing the survey.**

Thank you in advance for your participation in the Household Trends and Outlook Pulse Survey. If you have any questions, please contact us at [addp.htops@census.gov](mailto:addp.htops@census.gov).

Esta encuesta también está disponible en español.

Thank you,

The Census HTOPS Team

## Final Reminder

**Subject: Final chance! \$10 (January)/\$5 (February) Household Trends and Outlook Pulse Survey**

Dear [fill FNAME],

Recently, you should have received an invitation for a new Household Trends and Outlook Pulse Survey (HTOPS). This is your final chance to complete this month's survey to provide critical, up-to-date information on the U.S. population.

**Please use the PIN and link below to complete this survey by [DATE]. As a token of our appreciation, you will receive [\$10 (January)/\$5 (February)] for completing the survey.**

PIN: {fill with external data reference}

Link: {Add anonymous survey link}

Alternatively, you may complete this survey over the phone by calling 1-888-595-1334.

Your participation is important to ensure our survey results represent an accurate picture of the entire country. Thank you in advance for your continuing participation in the Household Trends and Outlook Pulse Survey. As a member of the HTOPS, you will be invited to participate in another survey in about a month. You will be eligible for another \$5 incentive after completing the next survey.

If you have any questions, you can reach the Census HTOPS team via email at [addp.htops@census.gov](mailto:addp.htops@census.gov) or visit our website at <https://www.census.gov/programs-surveys/htops.html>.

Esta encuesta también está disponible en español.

Sincerely,

The Census HTOPS Team



## Text Messages:

1. Initial Invite:

A new Census Household Trends and Outlook Pulse Survey is available. Complete to earn [\$10 (*January*)/\$5 (*February*)]. Login with PIN: {Insert external data reference} {Insert anonymous link}  
Reply STOP to cancel. Text HELP for more info.

2. Reminder 1

Official Census Bureau Request: Please respond to your Census HTOPS survey. Login with PIN: {Insert external data reference} {Insert anonymous link}  
Reply STOP to cancel. Text HELP for more info

3. Reminder 2:

Official Census Bureau Request: Please respond to your Census HTOPS survey by [date]. Login with PIN: {Insert external data reference} {Insert anonymous link}  
Reply STOP to cancel. Text HELP for more info.

4. Final Reminder:

Please answer your Census HTOPS survey today to earn [\$10 (*January*)/\$5 (*February*)]. Login with PIN: {Insert external data reference} {Insert anonymous link}  
Reply STOP to cancel. Text HELP for more info.

## TOPICAL SURVEY INCENTIVE LETTER

(Date)

[FIRSTNAME] [LASTNAME]  
[ADDRESS1]  
[ADDRESS2]  
[CITY], [STATE] [ZIP]

Dear [FIRSTNAME]

A few weeks ago, your household completed the [SURVEY\_MONTH] Household Trends and Outlook Pulse Survey (HTOPS). Thank you for your response to this important study. Enclosed is a token of our appreciation for your participation.

Thank you in advance for your continuing participation in the Household Trends and Outlook Pulse Survey. As a member of HTOPS, you will continue to be invited to participate in upcoming surveys. You will be eligible for [*another* – February] \$5 after completing the next survey.

You may receive a survey invitation by text message or email. If you have any questions, please contact us at [addp.htops@census.gov](mailto:addp.htops@census.gov) or call 1-888-595-1334.

Sincerely,

The Household Trends and Outlook Pulse Survey Team

## DIGITAL INCENTIVE EMAIL

Thank you for completing the Household Trends and Outlook Pulse Survey in [SURVEY\_MONTH]! We appreciate your response to this important study. Here is a token of our appreciation for your participation. You will have access to various options to choose from. Enjoy!

**\$10 [January]/\$5 [February]**

**Recipient's Choice**

**[GET NOW]**

Available until [EXP\_DATE]

[FAQs Link]

Thank you in advance for your continuing participation in the Household Trends and Outlook Pulse Survey. As a member of the Panel, you will continue to be invited to participate in upcoming surveys. You will be eligible for [another - February] \$5 incentive after completing the next survey.

Sincerely,  
The Household Trends and Outlook Pulse Survey Team