

Appendix A.

Market Research Vendor Recruitment Email Outreach: Cognitive Interviews

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Subject: Youth ages 12-19! Participate in a virtual group discussion and earn \$50!

The U.S. Department of Health and Human Services, Administration for Children and Families, is an agency of the federal government that supports the health and well-being of people. They have hired Mathematica, an independent research company, to test questions related to sexual orientation and gender identity to help make sure all types of people are represented when questions like this are asked as part of surveys. We need your help to test these questions and make sure that they are clear, understandable, and have answer options that feel right for youth. Your feedback will help the researchers improve these questions before other people take surveys that ask these questions.

If you are eligible, have parental permission (if under age 18), and choose to participate, you will join 3-4 other people your age for a virtual group discussion led by a trained researcher. The discussion will last for one hour, and as a thank you for participating, you will receive a \$50 gift card.

To help us determine if you are eligible for this voluntary study, please respond to the questions here: [LINK](#)

Thank you for considering this opportunity!

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