

Appendix E: Advertisements

Recruiting Teasers for Focus Groups with Participants in Households With Young Children – Outreach During 2026 Census Test

Teasers are the phrases used at the top of a flyer or as the subject line in newspaper ads or online ads. The teasers below may be used individually or with an ‘and’ between them to allow for broad or narrow targeting of potential participants.

Do you live in a home with at least 4 people?

Do you live in a home with 3 or more generations, such as grandparents, parents, and grandchildren?

Do you live in a home with distant relatives, such as nephews, nieces, cousins, in-laws, etc.?

Do you live in a home where everyone is not related to each other?

Do you live in a home where someone has moved in or out recently?

Were you born outside of the USA?

Do you rent your home?

[TEASER(S)]

You may be eligible to earn \$75 by participating in a 90-minute focus group about your thoughts and opinions about responding to US Census Bureau surveys.

To see if you are eligible for the study, please complete a short questionnaire at <https://research.rm.census.gov/xxxxx>, or contact [NAME] at (301)763-XXXX or csm.participate@census.gov for further information. Please mention the code [CODE] when you call or email.

Study for the US Census Bureau
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