

## 2030 Census: Administrative Data Focus Group Recruitment Advertisements

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### Facebook / Craigslist Online ad

\*[IF FG: Focus Group] Research Opportunity for Qualified Participants\*

The U.S. Census Bureau is looking for individuals ages 18 and older to participate in [IF FG: an in-person focus group / IF I: a virtual interview]. Participants will be asked to provide input on topics related to the collection of information in the 2030 decennial census. Each [IF FG: focus group is expected to take about 90 minutes/ IF I: interview is expected to take about 60 minutes]. All responses will be kept confidential. Eligible participants who participate in the [group discussion/interview] will receive [\$90/\$40].

To see if you are eligible for the study, please complete a short questionnaire at:

[SCREENER HYPERLINK](#)

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### Focus Group: Email / Other Social Media Announcement

**Subject: Participants needed for an in-person focus group in [city, state] - \$90**

The U.S. Census Bureau is conducting a focus group with people aged 18 years and older, in the [city, state] area. Participants will be asked to provide input on topics related to the collection of information in the 2030 decennial census.

Focus group discussions are expected to last about 90 minutes and will take place at [a convenient location / XX location] in [city, state]. **We will provide \$90 to each person who participates in the in-person focus group discussion.**

If you are interested, please click on the link below to answer questions to see if you qualify. You can also call us at [1-800-334-8571 extension XXXXX](tel:1-800-334-8571). Please feel free to pass this request along to other people that you may know in the [city, state] area. Only one person per household may qualify.

[SCREENER HYPERLINK](#)

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**Interview Email / Other Social Media Announcement**

**Subject: Participants needed for a virtual interview - \$40**

The U.S. Census Bureau is conducting interview with people aged 18 years and older. Participants will be asked to provide input on topics related to the collection of information in the 2030 decennial census.

Interviews will be conducted virtually and are expected to last about 60 minutes. **We will provide a \$40 e-incentive to each person who participates in the interview.**

If you are interested, please click on the link below to answer questions to see if you qualify. You can also call us at [1-800-334-8571 extension XXXXX](tel:1-800-334-8571). Please feel free to pass this request along to other people that you may know in the [city, state] area. Only one person per household may qualify.

[SCREENER HYPERLINK](#)

# Recruiting Focus Group Participants

**\*\* \$90 for participation in a 90 minute in-person focus group \*\***

The U.S. Census Bureau is conducting a focus group with people aged 18 years and older, in the [city, state] area.

Participants will be asked to provide input on topics related to the collection of information in the 2030 decennial census. All responses are kept confidential.

The focus group discussion will last about 90 minutes and take place at [a convenient location / XX location] in [city, state].



**We will provide \$90 to each person who participates in the focus group discussion. Please go to: [ONLINE SCREENER URL] or call us at 1-800-XXX-XXXX to see if you qualify.**

**[QR CODE]**

And feel free to pass this request along to other people that you may know in the [city, state] area who might qualify.

Focus Group Study Focus Group Study Focus Group Study Focus Group Study  
[website URL] or 1-800-XXX-XXXX [website URL] or 1-800-XXX-XXXX [website URL] or 1-800-XXX-XXXX [website URL] or 1-800-XXX-XXXX  
Focus Group Study Focus Group Study Focus Group Study Focus Group Study  
[website URL] or 1-800-XXX-XXXX [website URL] or 1-800-XXX-XXXX [website URL] or 1-800-XXX-XXXX [website URL] or 1-800-XXX-XXXX

## Participants Needed for a Virtual Interview

**\*\* \$40 for participation in a 60 minute interview \*\***

The U.S. Census Bureau is conducting interviews with people aged 18 years and older.

Participants will be asked to provide input on topics related to the collection of information in the 2030 decennial census. All responses are kept confidential.

The virtual interview will last about 60 minutes.



**We will provide a \$40 e-incentive to each person who participates in the interview. Please go to: [ONLINE SCREENER URL] or call us at 1-800-XXX-XXXX to see if you qualify. [QR CODE]**  
**You may also scan the QR code to the right.**

And feel free to pass this request along to other people that you may know in the [city, state] area who might qualify.

Focus Group Study

[website URL] or 1-800-XXX-XXXX

Focus Group Study

[website URL] or 1-800-XXX-XXXX

Focus Group Study

[website URL] or 1-800-XXX-XXXX

Focus Group Study

[website URL] or 1-800-XXX-XXXX

Focus Group Study

[website URL] or 1-800-XXX-XXXX

