

# **2030 Census: Administrative Data [Focus Group/Interview] Recruitment Talking Points**

## **Who is conducting/sponsoring the [focus groups/interviews]**

The [focus group discussion/Interview] will be conducted by RTI International, a nonprofit research organization based in Durham, North Carolina, on behalf of the U.S. Census Bureau.

## **Purpose of the [focus groups/interviews]**

The purpose of this discussion will be to gather opinions and perspectives on topics related to the collection of information in the 2030 decennial census. Specifically, we will ask about your understanding of the decennial census, your thoughts on the messages and communications that people receive about the census, and your feelings about the Census using existing data to complete the census form for households.

## **How long are the [focus groups/interviews]**

We expect that the [focus group discussion will take no longer than 90 minutes / interview to take about 60 minutes]. [IF FG: This is an in-person focus group and we expect participants to arrive about 15 minutes prior to the session.]

## **What are the benefits?**

While you will not receive any direct benefits, the information you provide will help to develop research materials for future studies. We do provide a token of appreciation for participating which would be [\$90/\$40].

## **How do I determine if I am eligible?**

To determine your eligibility, we ask that you complete a short online screener by going to: [SCREENER LINK](#)

## **What if I have additional questions about the study?**

You can reach out to the RTI project manager, Deirdre Middleton, at 1-919-485-5458 or by email at: [dmiddleton@rti.org](mailto:dmiddleton@rti.org).