
Web recruitment instrument to be administered to ICF-identified AmeriSpeak panelists who completed the 2018 TES to recruit panelists interested in participating in the focus groups/triads

[DISPLAY1]

Earlier this year you completed a survey about your experiences filing taxes. We want to find out more about your experience filing taxes and using various tax tools so we are partnering with the consulting firm ICF on behalf of the IRS to conduct focus groups.

We are only inviting a small number of AmeriSpeak panelists to participate in these focus groups!

[DISPLAY2]

If you would like to participate and are selected, you will participate in a call with 1-4 other AmeriSpeak panelists and a researcher from ICF.

The focus group will last about an hour and AmeriSpeak panelists who participate will receive <u>40,000 AmeriSpeak points (worth \$40!)</u>.

[SP; PROMPT]

S1.

Are you willing to participate in this focus group? You will need to have access to a phone at the time of the interview.

You will get a chance tell us the best date/times for an interview with a researcher from ICF next.

1. Yes
 2. No
-

[IF S1=1; MP GRID]

S2.

While we may not be able to accommodate everyone's preferences, we would like to know the most convenient time for you to participate in the 1 hour focus group.

Which days would be you be available to be interviewed? Keep in mind, you will want 1 hour in a quiet place with access to a telephone.

Please select all your available dates and times.

Date	Afternoon (2:00 pm - 3:00 pm)	Evening (6:00 pm - 7:00 pm)
Date TBD		
Date TBD		
Date TBD		
Date TBD		

[IF S1=1; DISPLAY3]

Thank you for your interest in participating in a focus group with researchers from ICF!

If you are selected, the AmeriSpeak Tax Tools Survey Team will send you an email to let you know the date and telephone information of your focus group. Be sure to look out for an email so you don't miss out on this opportunity to help us understand taxpayers' experiences!

Email reminder #1 to be sent to recruited panelists (sent by NORC)

Email subject: You're in! Upcoming focus group confirmation (worth \$40!)

Email body:

Hello [FIRSTNAME],

Thank you for your interest in participating in a one-hour focus group! You have been selected to participate in the focus group on:

[DATE] at [TIME], your local time.

After you participate in the focus group, you will earn 40,000 AmeriPoints (worth \$40!).

Please make sure you are in a quiet place to talk during your scheduled focus group time.

Before your interview time, please review the following materials. In order to participate, you must read these before your interview on **[DATE] at [TIME]**.

[Link to materials](#)

Sincerely,

The AmeriSpeak Tax Tools Survey Team

Email reminder #2 to be sent to recruited panelists (sent by NORC)

Email subject: Your telephone focus group with ICF is here!

Email body:

Hello [FIRSTNAME],

Thanks again for your interest in participating in this exclusive opportunity for AmeriSpeak panelists. As a reminder, your focus group is TODAY at:

[TIME], your local time.

Please be sure to join the dial in for your group at that time, using the following information:

(XXX) XXX-XXXX

When prompted to enter a passcode, please enter:

XXXXXX#

Please make sure you are in a quiet place to talk. For participating in this one-hour telephone focus group, you will receive 40,000 AmeriPoints (worth \$40)!

Sincerely,

The AmeriSpeak Tax Tools Survey Team