

Periodic survey invitations

After completing the baseline survey, participants will receive a welcome/treatment email. Two weeks later, participants will receive an email to take the first of the periodic surveys. In the pilot, we will test two different email strategies for the periodic surveys:

1. Group 1 (control). Invitation to participate in the survey.
2. Group 2 (experimental). Invitation will include an option to schedule the survey if the person cannot do it right now. Research suggests that participants who schedule a time to do something are much more likely to follow through.

Participants will be randomized on scheduling/no scheduling at the beginning of the periodic surveys and will stay in the same groups for the duration of the study.

We will also test a variety of different FROM and SUBJECT lines. These will be randomized within each scheduling group.

Finally, we will use the periodic survey emails to reinforce the treatment groups.

TREATMENT LANGUAGE

The following is language to be included where indicated below by “[**Treatment Language Here**]”. For the control group, this indicated area is to be left blank.

SHOPPING

“Remember – as you are shopping for your home, don’t forget to shop for your mortgage, too. Savvy consumers know that comparing shopping can save hundreds of dollars each monthly and thousands over the long term.”

Owning A Home

“Remember – mortgages can be overwhelming, but you can find help to make the mortgage process simpler. The Consumer Financial Protection Bureau’s free [“Owning a Home” tools \[link\]](#) will help you get organized and tell if you are getting a good deal. [Visit the website to get started \[link\].](#)”

INITIAL PERIODIC SURVEY INVITATION

GROUP 1: NO SCHEDULING OPTION

FROM LINE A: CFPB Home Buying Study
FROM LINE B: Home Buying Study

SUBJECT LINE A: Time to take the next home buying survey
SUBJECT LINE B: Take your Home Buying Study survey now

Hi,

A couple of weeks ago, you began participating in a study on how people navigate the process of buying a home and finding a mortgage. As a thank you for your time, at the end of this study, you will receive a \$[50/40] [deposit in your PayPal Account/Amazon e-giftcard/deposit to your reusable gift card].

Today, we have a few quick questions about how things have been going since we last talked to you. The survey should take between 5 and 15 minutes, depending on your responses.

[Take the survey](#)

It's better if we get your results soon, so please take the survey at your earliest convenience. If you only have a few minutes, you can start the survey and finish it later – your results will be saved as long as you return to the survey using this link.

[Treatment Language Here]

Thanks!

The Home Buying Study team

GROUP 2: SCHEDULING OPTION

FROM LINE A: CFPB Home Buying Study

FROM LINE B: Home Buying Study

SUBJECT LINE A: Home Buying Study: Next Survey

SUBJECT LINE B: Time to take the next home buying survey

Hi,

A couple of weeks ago, you began participating in a study on how people navigate the process of buying a home and finding a mortgage. As a thank you for your time, at the end of this study, you will receive a \$[50/40] [deposit in your PayPal Account/Amazon e-giftcard/deposit to your reusable gift card].

Today, we have a few quick questions about how things have been going since we last talked to you. The survey should take between 5 and 15 minutes, depending on your responses.

[Take the survey now](#)

If you only have a few minutes, you can start the survey and finish it later – your results will be saved as long as you return to the survey using the above link. Or, if you prefer, you can schedule a more convenient time to take the survey using the below link.

Schedule a time to take the survey

[Treatment Language Here]

Thanks!
The Home Buying Study team

[on click for “Schedule a time to take the survey”]

Link to scheduling page hosted on survey site. Note, this interface is illustrative only. Depending on the contractor’s capability, the presentation may change slightly. We will use email campaign tracking and unique referral links so we know which participant is which without having to ask them.

Thanks for scheduling a time to take the survey:

Choose date:

Choose time:

Choose time zone:

Submit

[On submit, participant is sent a calendar invite to their email address for the date and time chosen. A link to the survey is included in the calendar invite.]

SUBSEQUENT PERIODIC SURVEY INVITATION

GROUP 1: NO SCHEDULING OPTION

FROM LINE A: CFPB Home Buying Study
FROM LINE B: Home Buying Study

SUBJECT LINE A: Home Buying Study: Next Survey
SUBJECT LINE B: Time to take the next home buying survey

Hi,

It's time for the next home buying survey! We really appreciate your participation so far. As a reminder, at the end of this study, you will receive a thank you-gift of \$[50/40].

Today's survey should take between 5 and 15 minutes, depending on your responses.

[Take the survey](#)

It's better if we get your results soon, so please take the survey at your earliest convenience. If you only have a few minutes, you can start the survey and finish it later – your results will be saved as long as you return to the survey using this link.

[Treatment Language Here]

Thanks!
The Home Buying Study team

GROUP 2: SCHEDULING OPTION

FROM LINE A: CFPB Home Buying Study
FROM LINE B: Home Buying Study

SUBJECT LINE A: Home Buying Study: Next Survey
SUBJECT LINE B: Time to take the next home buying survey

Hi,

It's time for the next home buying survey! We really appreciate your participation so far. As a reminder, at the end of this study, you will receive a thank-you gift of \$[50/40].

Today's survey should take about between 5 and 15 minutes, depending on your responses.

Take the survey now

If you only have a few minutes, you can start the survey and finish it later – your results will be saved as long as you return to the survey using the above link. Or, if you prefer, you can schedule a more convenient time to take the survey using the below link.

Schedule a time to take the survey

[Treatment Language Here]

Thanks!
The Home Buying Study team

[on click for “Schedule a time to take the survey”]

Link to scheduling page hosted on survey site. We will use email campaign tracking and unique referral links so we know which participant is which without having to ask them.

Thanks for scheduling a time to take the survey:

Choose date:

Choose time:

Choose time zone:

Submit

[On submit, participant is sent a calendar invite to their email address for the date and time chosen. A link to the survey is included in the calendar invite.]