

Protocol for CPEX Testing of Decennial Deadline/Mailing Package Round 2

RESPONDENT #:

1st TREATMENT=

I

Give Advance letter in unsealed envelope:

A week or so before the census form comes in the mail, you would be sent the letter I am going to show you now. Please open this envelope as you would at home. It doesn't come with a form; the letter is the only thing in the envelope. As you'll see, the letter is addressed to "Dear Resident" (as all the mailings are.) Please look at the envelope and then the letter. Read it as you would at home, and remember to think aloud as you go through it. (Give them the ADVANCE LETTER)

- What do you think this letter is asking you to do? Anything else?

NOTES:

Give sealed Mailing envelope: (the large package of materials, incl form)

After about a week, you would receive this in the mail. Before opening it, please take a look at it, and think aloud about what you see.

- What do you notice about the mailing envelope? Anything else

CIRCLE ONE:

Required by Law -- Deadline Message --- Something Else

NOTES:

Now open the envelope and let's look at the materials.

Cover letter:

This letter would be on top of the questionnaire. Please look at the letter, read it as you would at home and remember to think aloud as you go through it. (Direct them to the COVER LETTER)

- What do you think this letter is asking you to do? Anything else?
- (If mention deadline message) What does that statement mean in your own words?

CIRCLE ONE:

Deadline Message --- Something Else

NOTES:

4) Usability – filling out form & placing it in the envelope

“Let’s now turn to the form and complete it as you would at home. We are going to pretend this corner of the table is the mail slot. Once you are done with the questionnaire, prepare it for mailing and place it on the slot.”

Observation

[INSTRUCT RESPONDENT TO COMPLETE THE QUESTIONNAIRE FOR AT LEAST ONE HOUSEHOLD MEMBER.]

Note: If respondent asks for guidance during questionnaire completion, say: “Just do whatever you would do if I wasn’t here to help you.”

Note: If R does not continue to envelope stuffing, say: “Ok, what would you do to mail the questionnaire back?”

Observe:

How does R fold the questionnaire?

CORRECT INCORRECT

What does R do with envelope stuffing instructions:

On the front, in the window Reads – Glances – Doesn’t seem to notice – Not sure

On the back, in the window Reads – Glances – Doesn’t seem to notice – Not sure

Final Outcome: How does R put the questionnaire into the envelope?

Bar codes in correct portion of window



Bar codes are in wrong portion of window



No bar codes in window; Describe how form is put in?

Does R include anything other than the form in the mail return package?

YES --- NO

If not correct on first attempt, describe what happened

NOTES:

Did R attempt to self correct?

YES --- NO

How many attempts did R make to get form into envelope?

NUMBER: _____

Probes

- Did you see this instruction and picture on the back of the envelope? (Point to instruction on the back of the return envelope that gives directions for how to place the form in the envelope.)

CIRCLE ONE: YES --- NO

- o What is this instruction asking you to do?

NOTES:

- o Was this instruction helpful?

YES --- NO

- Did you see this instruction? (Point to instruction in the return envelope window that gives directions for how to place the form in the envelope.)

CIRCLE ONE: YES --- NO

- o What is this instruction asking you to do?

NOTES:

- o Was this instruction helpful?

YES --- NO

BACK TO COVER LETTERS

Understanding of phrases & terms

Cover letter:

(SHOW COVER LETTER RESPONDENT ORIGINALLY RECEIVED)

- Let's turn back to this letter now.
- The letter says [READ BOLDED SENTENCE IN 1ST PARAGRAPH].
- What does this sentence mean to you?

NOTES:

- Would that sentence encourage you to fill in your form and mail it. Why or why not?

CIRCLE ONE: YES --- NO
NOTES:

- *If COST:* Look at this sentence (POINT TO COST) Whose money do you think it is referring to?
- *If NRFU:* Look at this sentence (POINT TO NRFU) How would you feel about an interviewer conducting a personal visit at your home?

NOTES:

Cover letter:

(SHOW OTHER COVER LETTER)

- I'm going to show you another letter that we are thinking of using. The only difference is this sentence that is in bold. Please look at the sentence in bold [POINT TO SENTENCE ON _____] and read it aloud.
- What does this sentence mean to you?

NOTES:

- Would that sentence encourage you to fill in your form and mail it. Why or why not?

CIRCLE ONE: YES --- NO

NOTES:

- *If COST:* Look at this sentence (POINT TO COST) Whose money do you think it is referring to?
- *If NRFU:* Look at this sentence (POINT TO NRFU) How would you feel about an interviewer conducting a personal visit at your home?

NOTES:

General debriefing

- Is there anything you haven't already told me that you'd like to add?

NOTES:

<u>RESPONDENT#:</u>
<u>1ST TREATMENT:</u>
<u>RACE:</u> White Black Hispanic Asian Other
<u>AGE RANGE:</u> ≤ 30 31-45 46-60 61+
<u>GENDER:</u> M F
<u>EDUCATION:</u> HS/GED Some Coll/AA Bachelor's Some grad
<u>DATE OF INTERVIEW:</u>
<u>INTERVIEWER:</u>