

The Census Bureau plans to conduct research under the generic clearance for questionnaire pretesting research (OMB number 0607-0725). Cognitive interviews will be conducted to evaluate the translations of five survey letters and one panel of a multilingual brochure for the American Community Survey (ACS) in six languages: English, Spanish, Chinese, Korean, Russian, and Vietnamese.

The research will have several aims:

- to examine how speakers of the target languages understand and respond to five translated survey letters, and one multilingual brochure for the ACS;
- to identify and document problems associated with the translations of specific terms and concepts contained in the survey letters and brochure of the ACS;
- to identify potential alternative translations for the problematic terms and concepts; and
- to test newly-identified terminology.

The cognitive interview results will identify possible revisions to the translations of the five letters and one panel of the multilingual brochure of the ACS, and will provide improved translations of the letters and brochure in the target languages.

From February 2010 through the end of July 2010, approximately 116-140 cognitive interviews will be conducted by a contractor in six languages: English, Spanish, Chinese, Korean, Russian, and Vietnamese. The goal is to conduct 20 interviews in English and 24 interviews in each non-English language. We will be targeting monolingual speakers of these language groups in our recruiting efforts. Respondents will be from a variety of educational level backgrounds and will vary by the amount of time they have lived in the United States, by age and by gender.

Respondents will be recruited through flyers, newspaper advertisements, and through the contractors' ties to local ethnic communities in the Greater Washington, DC area, the Chicago, IL area, and the Raleigh/Durham, NC metropolitan area. Interviews will be conducted at the offices of community organizations used to recruit respondents, at local public facilities or locations convenient to interviewees. Participants will receive \$40 for their participation in this research.

Interviews will be conducted using the concurrent think-aloud method. Interviews will be audio-taped, with participants' permission, to facilitate analysis of the results. Participants will be informed that their response is voluntary and that the information they provide is confidential and will be seen only by employees involved in the research project.

The English version of the five letters that will be used and the protocol that will be used to conduct the interviews are enclosed.

We estimate that these interviews will take approximately one hour. Thus, the maximum estimated burden for this research is between 140 hours.

The contact person for questions regarding data collection and statistical aspects of the design of this research is listed below:

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