

Summer 2009

Dear Sir or Madam,

The Department of Commerce needs your help!

Recently your household was selected to take part in a research study sponsored by the U.S. Department of Commerce, Bureau of the Census. I am writing to ask for your help with an important research study being conducted by the National Opinion Research Center (NORC) at the University of Chicago.

The survey will ask about your awareness of government programs and the means through which individuals might learn more about such programs. Questions will deal with media use, community activities, and on-going advertisement campaigns. The survey will take about 30 minutes to complete. Participation in this study is voluntary and you may refuse to answer any question. You can participate in several ways.

**Web survey:** You can access a web survey on the internet through the following link: [https://\[SURVEY DOMAIN NAME\]](https://[SURVEY DOMAIN NAME]). You will be prompted to enter a unique user ID and passcode found on the postcard included in this mailing.

**Telephone:** to take part in the study now, please call NORC toll-free at **1-XXX-XXX-XXXX**. You can also call this number to learn more about the study and what you will be asked.

**Additional Contact:** For more information contact me via e-mail at [PROJECT EMAIL DOMAIN@norc.uchicago.edu] or visit our website at: <http://www.norc.org>.

This letter also includes information on the steps we will take to protect your privacy and maintain the confidentiality of your responses. If you have any questions about this research study or about your role in it you may contact Kathleen Parks, NORC's Internal Review Board administrator, at 1-866-309-0542.

We need your help to make this research study a success and we look forward to speaking with you soon. Thank you very much for your help with this study.

Sincerely,

Chet Bowie  
Project Director  
National Opinion Research Center

OMB Number: XXXXXXXXX

### **Why are you doing this study?**

This study will help the Census Bureau to determine the effectiveness of ongoing campaigns and better tailor future programs to the realities of changing American communities. NORC was brought on as a trusted, independent evaluation agency.

### **Does this study apply to me?**

We are interested in talking to all selected households, though there may be certain cases of ineligibility. It will only take a few minutes on the phone with an NORC interviewer to determine whether or not you are eligible.

### **Who sees my answers?**

Survey findings are put into summary reports that contain no names or other personal information that could identify you. Everyone who works on the study and comes into contact with your personal information must receive special sworn status and sign an oath under the penalty of law that promises they will not give out personal information. Your personal identifying information such as your name, address and phone number are never publicly released and are only accessible to a limited number of trained and certified project staff.

### **How do you protect my information?**

Your answers will be used in statistical form only. Your name and identifying information will never be released to the public. We conduct this survey under Title 13 of the U.S. Code. Title 13, along with other strict U.S. privacy laws, require that we protect your information and maintain confidentiality. Each project team member is required to complete Title 13 Confidentiality Training and have taken a sworn oath to protect confidentiality.

If you have questions about your rights as a study participant, you may call Kathleen Parks, the NORC Institutional Review Board Administrator, toll free, at 866-309-0542.

### **Can I call you to participate?**

Yes, if you would like to take part in the study now, please call NORC toll-free at **1-XXX-XXX-XXXX**. You can also call this number to learn more about the study, what you will be asked, and how we protect your privacy and the confidentiality of your answers.