

## NSECE Contact Materials

<b>Document Name</b>	<b>Questionnaire Name</b>	<b>Recipient</b>	<b>When</b>
Household Screener Advance Letter For Telephone Match	Household Screener	Household Screener respondents for whom a telephone number is available	Initial contact
Household Screener Telephone Incentive Experiment Letter	Household Screener	Household Screener respondents for whom a telephone number is available and who have been have been designated as part of the experimental group	After initial refusal in phone shop
Household Screener Mail Incentive Experiment Advance Letter For No Telephone Match	Household Screener	Household Screener respondents for whom we have no phone number available	Initial Contact
Household Screener Thank You/Reminder Postcard For No Telephone Match	Household Screener	Household Screener respondents for whom we have no phone number available	One week after mailing of Household Screener Mail Incentive Experiment Advance Letter For No Telephone Match
Household Screener Follow-up Mailing For No Telephone Match	Household Screener	Household Screener respondents for whom we have no phone number available	One week after mailing of Household Screener Thank You/Reminder Postcard for No Telephone Match
Home-Based Provider Questionnaire Advance Letter (eligible through Household Screener)	Home-Based Provider Questionnaire	Home-Based Provider Questionnaire respondents who have been identified through the mail Household Screener and who live in a household that is not eligible for the Household Questionnaire	Upon determination of eligibility through mail Household Screener
Home-Based Provider Questionnaire Thank You/Reminder Postcard (eligible through Household Screener)	Home-Based Provider Questionnaire	Home-Based Provider Questionnaire respondents who have been identified through the mail Household Screener and	one week after mailing of Home-Based Provider Questionnaire Advance

<b>Document Name</b>	<b>Questionnaire Name</b>	<b>Recipient</b>	<b>When</b>
		who live in a household that is not eligible for the Household Questionnaire	Letter (eligible through Household Screener)
Home-Based Provider Questionnaire Web Survey Incentive Experiment Follow-up Mailing (eligible through Household Screener)	Home-Based Provider Questionnaire	Home-Based Provider Questionnaire respondents who have been identified through the mail Household Screener and who live in a household that is not eligible for the Household Questionnaire	one week after mailing of Home-Based Provider Questionnaire Thank You/Reminder Postcard (eligible through Household Screener)
Home-Based Provider Questionnaire Web Survey Incentive Experiment Thank You Letter (eligible through Household Screener)	Home-Based Provider Questionnaire	Home-Based Provider Questionnaire respondents identified through the Household Screener	upon completion of web survey
Home-Based Provider Questionnaire Advance Letter (eligible through administrative lists)	Home-Based Provider Questionnaire	Home-Based Provider Questionnaire respondents identified through administrative lists	Initial Contact
Home-Based Provider Questionnaire Thank You/Reminder Postcard (eligible through administrative lists)	Home-Based Provider Questionnaire	Home-Based Provider Questionnaire respondents identified through administrative lists	one week after mailing of Home-Based Provider Questionnaire Advance Letter (eligible through administrative lists)
Home-Based Provider Questionnaire Web Survey Incentive Experiment Follow-up Mailing (eligible through administrative lists)	Home-Based Provider Questionnaire	Home-Based Provider Questionnaire respondents identified through administrative lists	one week after mailing of Home-Based Provider Questionnaire Thank You/Reminder Postcard (eligible through administrative lists)
Home-Based Provider Questionnaire Web Survey Incentive Experiment Thank You Letter (eligible through administrative lists)	Home-Based Provider Questionnaire	Home-Based Provider Questionnaire respondents identified through administrative lists	upon completion of web survey

<b>Document Name</b>	<b>Questionnaire Name</b>	<b>Recipient</b>	<b>When</b>
Center-Based Provider Questionnaire Advance Letter (eligible through administrative lists)	Center-Based Provider Questionnaire	Center-Based Provider Questionnaire respondents indentified through administrative lists	Initial Contact
Center-Based Provider Questionnaire Thank You/Reminder Postcard (eligible through administrative lists)	Center-Based Provider Questionnaire	Center-Based Provider Questionnaire respondents indentified through administrative lists	one week after mailing of Center-Based Provider Questionnaire Advance Letter (eligible through administrative lists)
Center-Based Provider Questionnaire Web Survey Incentive Experiment Follow-up Mailing (eligible through administrative lists)	Center-Based Provider Questionnaire	Center-Based Provider Questionnaire respondents indentified through administrative lists	one week after mailing of Center-Based Provider Questionnaire Thank You/Reminder Postcard (eligible through administrative lists)
Center-Based Provider Questionnaire Web Survey Incentive Experiment Thank You Letter (eligible through administrative lists)	Center-Based Provider Questionnaire	Center-Based Provider Questionnaire respondents indentified through administrative lists	upon completion of web survey
Workforce Provider Questionnaire Advance Letter	Workforce Provider Questionnaire	Workforce Provider Questionnaire respondents spawned from Center-Based Provider Questionnaire	upon identification of Workforce Provider Questionnaire respondent
Workforce Provider Questionnaire Thank You/Reminder Postcard	Workforce Provider Questionnaire	Workforce Provider Questionnaire respondents spawned from Center-Based Provider Questionnaire	one week after mailing of Workforce Provider Questionnaire Advance Letter
Workforce Provider Questionnaire Follow-up Mailing	Workforce Provider Questionnaire	Workforce Provider Questionnaire respondents spawned from Center-Based Provider Questionnaire	one week after mailing of Workforce Provider Questionnaire Thank You/Reminder Postcard

**Household Screener Advance Letter for Telephone Match:** Initial contact with Household Screener respondents for whom a telephone number is available.

[DATE]

Dear Resident,

We are writing to ask for your help with an important study about how we care for children in the United States. This study seeks to understand the experiences and attitudes of parents as they make decisions about the care and education of their children [*alternate wording*: and young teenagers]. The study will also gather information about people who care for children [*alternate wording*: and young teenagers], specifically people who watch relatives' or friends' children informally.

This study is conducted by the National Opinion Research Center (NORC) at the University of Chicago on behalf of the U.S. Department of Health and Human Services (HHS). We are looking to speak to parents who have children [*alternate wording*: children under the age of 13] at home as well as people who regularly look after children who are not their own. The survey should take about 30 minutes to complete, and your responses will be kept confidential.

Your household was randomly selected to take part in this study. It is important for us to interview every household selected to get a complete picture of the need for and availability of early care and education for young children in your area. However, participation is voluntary, and you can skip and not to answer any questions.

You may call this toll free number at **1-8XX-XXX-XXXX** or email us at [projectemaildomain@norc.uchicago.edu](mailto:projectemaildomain@norc.uchicago.edu) if you would like to take part in the study now. You can also contact us to learn more about the study and what you will be asked. A professional interviewer will be contacting you in the near future regarding your participation.

Your participation in this study will provide information to help the government understand how private decisions and public policies affect the use and availability of child and school-age care in our country. We need your help to make this study a success. We hope you will decide to take part when we call.

Sincerely,

A. Rupa Datta, Ph.D.  
Project Director  
National Opinion Research Center

**Household Screener Telephone Incentive Experiment Letter:** Sent after the first refusal to Household Screener respondents for whom a telephone number is available and who have been designated as part of the experimental group.

[DATE]

Dear Resident:

We recently called you on behalf of the U.S. Department of Health and Human Services to ask for your participation in a national study about how we care for children in the United States. This study seeks to understand the experiences and attitudes of parents as they make decisions about the care and education of children [*alternate wording*: and young teenagers]. The study will also gather information about people who look after children [*alternate wording*: and young teenagers], specifically people who watch relatives' or friends' children informally.

This study is conducted by the National Opinion Research Center (NORC) at the University of Chicago. We are looking to speak to parents who have children [*alternate wording*: under age 13] at home as well as people who regularly provide care in their homes to children who are not their own. The survey should take about 30 minutes to complete, and your responses will be kept confidential. We have enclosed a small gift to thank you in advance for your cooperation with our study, and to acknowledge any inconvenience you may experience while participating.

Your household was randomly selected to take part in this study. It is important for us to interview every household selected to get a complete picture of the use and availability of early care and education for young children in your area. However, participation is voluntary and you can choose not to answer any questions.

You may call this toll free number at **1-8XX-XXX-XXXX** or email us at [projectemaildomain@norc.uchicago.edu](mailto:projectemaildomain@norc.uchicago.edu) if you would like to take part in the study now. You can also contact us to learn more about the study and what you will be asked. A professional interviewer will be contacting you in the near future regarding your participation.

We need your help to make this study a success. We hope you will decide to take part when we call.

Sincerely,

A. Rupa Datta, Ph.D.  
Project Director

**Household Screener Mail Incentive Experiment Advance Letter For No Telephone Match:**  
Initial contact with Household Screener respondents for whom we have no telephone match.

[DATE]

Dear Resident,

We are writing to ask for your help with an important study about how we care for children in the United States. This study is being conducted by the National Opinion Research Center (NORC) at the University of Chicago on behalf of the U.S. Department of Health and Human Services (HHS). The study collects information about people who regularly look after children [*alternate wording*: children under the age of 13] who are not their own – such as children of relatives or neighbors.

Your household was randomly selected to take part in this study. It is important for us to interview every household to get a complete picture of the need for and availability of child care in your area. The results of this study will ultimately inform how public money is spent to support this care and related services in the future. [*Following sentence included in letter for experimental group 1: We have enclosed a small gift to thank you in advance for your cooperation with our study.*]

To participate, please fill out the enclosed one-page questionnaire and return it to us in the stamped, self-addressed envelope provided. The questionnaire should take five minutes to complete, and your responses will be kept confidential. Your participation is voluntary, and you can choose to skip any questions.

You may call this toll free number at **1-8XX-XXX-XXXX** or email us at [projectemaildomain@norc.uchicago.edu](mailto:projectemaildomain@norc.uchicago.edu) if you would like to take part in the study now. You can also contact us to learn more about the study.

We need your help to make this study a success.

Sincerely,

A. Rupa Datta, Ph.D.  
Project Director  
National Opinion Research Center

**Household Screener Thank You/Reminder Postcard For No Telephone Match:** Sent to Household Screener respondents one week after mailing of Household Screener Mail Incentive Experiment Advance Letter For No Telephone Match.

Dear Resident,

Last week a questionnaire was mailed to you because your household was randomly selected to participate in a study about how we care for children in the United States. This study is sponsored by the U.S. Department of Health and Human Services. Your response will help the government better understand the need for and availability of early care and education for children in your area.

If someone at your address has already completed and returned the questionnaire, please accept our sincere thanks. If not, please have an adult in the household do so right away. It is important that we get a response from every selected household.

If you did not receive a questionnaire, or if you have questions about this study, please contact us at 1-XXX-XXX-XXXX or at [projectemaildomain@norc.uchicago.edu](mailto:projectemaildomain@norc.uchicago.edu).

Thanks again for your participation.

**Household Screener Mail Incentive Experiment Follow-up Mailing For No Telephone Match:** Sent to Household Screener respondents with no telephone match one week after the mailing of the Household Screener Thank You/Reminder Postcard For No Telephone Match.

[DATE]

Dear Resident,

In mid-February, we sent a letter to your address asking a member of your household to complete the enclosed questionnaire. Your response will provide valuable information to help the government better understand the need for and availability of early care and education for children in your community. We would appreciate it if you would complete the questionnaire at your earliest convenience and return it to us in the stamped, self-addressed envelope. *[Following sentence included in letter for experimental group 2: We have enclosed a small gift to thank you in advance for your cooperation with our study.]*

This study is being conducted by the National Opinion Research Center (NORC) at the University of Chicago on behalf of the U.S. Department of Health and Human Services. It is important for us to interview every selected household to get a complete picture of the need for and availability of child care in your area. The results of this study will ultimately inform how public money is spent to support this care and related services in the future.

As mentioned before, your household was randomly selected to take part in this study. The questionnaire should only take about five minutes to complete, and your responses will be kept confidential. Your participation is voluntary, and you can choose not to answer any questions.

If you would like to learn more about the study, please call NORC toll-free at **1-8XX-XXX-XXXX**. You can also contact me via e-mail at [projectemail@norc.uchicago.edu](mailto:projectemail@norc.uchicago.edu) or visit our website at <http://www.norc.org>.

We need your help to make this study a success.

Sincerely,

A. Rupa Datta, Ph.D.  
Project Director



**Home-Based Provider Questionnaire Advance Letter (eligible through Household Screener)**: Sent upon determination of eligibility to Home-Based Provider Questionnaire respondents who have been identified through the mail Household Screener and who live in a household that is not eligible for the Household Questionnaire.

[DATE]

Dear Resident,

We are writing to ask for your help with an important study about how we care for children in the United States. A member of your household recently participated in this study, and you were identified as an individual who looks after children who are not your own. We would like to ask you some follow-up questions in order to better understand the need for and availability of early care and education for children in your community.

This study is conducted by the National Opinion Research Center (NORC) at the University of Chicago on behalf of the U.S. Department of Health and Human Services (HHS). The survey will take a little more than 20 minutes of your time, and your responses will be kept confidential. You have the option to terminate the survey at any point, or skip any question.

To access the survey, please go to the following URL address: <https://websurvey.norc.org/>

Because this survey is secure and confidential, you will need to use a unique Personal Identification Number (PIN) and Password to access the survey after you have gone to the URL address. These are provided below:

PIN: [WEBPIN]      Password: [WEBPWD]

You may call this toll free number at **1-8XX-XXX-XXXX** or email us at [projectemaildomain@norc.uchicago.edu](mailto:projectemaildomain@norc.uchicago.edu) if you have difficulty accessing the web survey or would like to take part by phone. You can also contact us to learn more about the study.

Individuals like you play a critical role in caring for our nation's children and young teenagers. Your responses will help inform how public funds are spent to subsidize early care and education of young children and to support related services. We need your help to make this study a success. We hope you will decide to take part.

Sincerely,

A. Rupa Datta, Ph.D.  
Project Director  
National Opinion Research Center

**Home-Based Provider Questionnaire Thank You/Reminder Postcard (eligible through Household Screener):** Sent one week after the Home-Based Provider Questionnaire Advance Letter (eligible through Household Screener) to Home-Based Provider Questionnaire respondents who have been identified through the mail Household Screener and who live in a household that is not eligible for the Household Questionnaire.

Dear Resident,

Last week we sent you a letter asking you to respond to a short survey about how we care for children in the United States. This study is sponsored by the U.S. Department of Health and Human Services. Your response will help the government better understand the need for and availability of early care and education for children [*alternate wording*: under age 13] in your area.

If someone at your address has already completed the web survey, please accept our sincere thanks. If not, please have an adult in the household do so right away. It is very important that we get a response from every selected household.

If you did not receive your web survey information, including your unique PIN and Password, or if you have questions about this study, please contact us at 1-XXX-XXX-XXXX or at [projectsurvey@norc.org](mailto:projectsurvey@norc.org).

Thanks again for your participation.

**Home-Based Provider Questionnaire Web Survey Incentive Experiment Follow-up Mailing (eligible through Household Screener)**: Sent one week after the Home-Based Provider Questionnaire Thank You/Reminder Postcard (eligible through Household Screener) to Home-Based Provider Questionnaire respondents who have been identified through the mail Household Screener and who live in a household that is not eligible for the Household Questionnaire.

[DATE]

Dear Resident:

We recently contacted you to ask for your help with an important study about how we care for children in the United States. A member of your household recently participated in this study, and you were identified as an individual who looks after children who are not your own. Your survey response will help the government better understand the need for and availability of early care and education for children [*alternate wording*: under age 13] in your area. We would appreciate it if you would complete the web survey at your earliest convenience. [*Following sentence included in letter for experimental group 2*: To thank you for your participation, we will send you a \$35 gift card for completing the survey.]

This study is being conducted by the National Opinion Research Center (NORC) at the University of Chicago on behalf of the U.S. Department of Health and Human Services. The survey will take a little more than 20 minutes of your time, and your responses will be kept confidential. You have the option to terminate the survey at any point, or skip any question.

To access the survey, please go to the following URL address: <https://websurvey.norc.org/>

Because this survey is secure and confidential, you will need to use a unique Personal Identification Number (PIN) and Password to access the survey after you have gone to the URL address. These are provided below:

PIN: [WEBPIN]      Password: [WEBPWD]

A professional interviewer will be contacting you in the near future to answer questions about the study and assist you in completing the survey. You may call this toll free number at **1-8XX-XXX-XXXX** or email us at [projectemaildomain@norc.uchicago.edu](mailto:projectemaildomain@norc.uchicago.edu) if you have difficulty accessing the web survey.

Individuals like you play a critical role in caring for our nation's children and young teenagers. Your responses will help inform how public funds are spent to subsidize early care and education of young children and to support related services. We need your help to make this study a success. We hope you will decide to take part.

Sincerely,

A. Rupa Datta, Ph.D.  
Project Director

**Home-Based Provider Questionnaire Web Survey Incentive Experiment Thank You Letter (eligible through Household Screener)**: Sent to Home-Based Provider Questionnaire respondents identified through the Household Screener upon completion of the Home-Based Provider Questionnaire by web.

[DATE]

Dear [FNAME] [LNAME]:

We are writing to thank you for your recent participation in the National Survey of Early Care and Education. The online survey you completed has provided critical information about the need for and availability of early care and education for children under age 13 in your area.

As we mentioned, this study is being conducted on behalf of the U.S. Department of Health and Human Services in order to help the government better understand how private decisions and public policies affect the use and availability of child and school-age care in our country. Your responses will help inform how public funds are spent to subsidize early care and education and to support related services.

Your participation and assistance on this important effort have been greatly appreciated.

*[Following sentence included in letter for experimental group 2: We have enclosed a small gift to thank you for your cooperation with our study, and to acknowledge any inconvenience you may have experienced while participating.]*

If you have any additional questions, you may call this toll free number at **1-8XX-XXX-XXXX** to speak with project staff.

Sincerely,

A. Rupa Datta, Ph.D.  
Project Director

***Please Note:*** This letter is identical to the Home-based Provider Questionnaire (eligible through administrative lists) Web Survey Incentive Experiment Thank You Letter and Center-Based Provider Questionnaire Web Survey Incentive Experiment Thank You Letter

**Home-Based Provider Questionnaire Advance Letter (eligible through administrative lists):** Initial contact with Home-Based Provider Questionnaire respondents identified through administrative lists.

[DATE]

Dear Director,

We are writing to ask for your help with an important study about how we care for children in the United States. This study seeks to create a profile of early care and education services available to children under age 13, including before- and after-school care. Your responses will ultimately inform how public funds are spent to subsidize early care and education and to support related services.

The study is conducted by the National Opinion Research Center (NORC) at the University of Chicago on behalf of the U.S. Department of Health and Human Services. The survey will include various questions related to early and school-age care, including the type of care your program provides for children under age 13, how you seek new children to serve, and general information about the structure of your services. The survey will take about 30 minutes of your time, and your responses will be kept confidential. You have the option to terminate the survey at any point, or skip any question.

To access the survey, please go to the following URL address: <https://websurvey.norc.org/>

Because this survey is secure and confidential, you will need to use a unique Personal Identification Number (PIN) and Password to access the survey after you have gone to the URL address. These are provided below:

PIN: [WEBPIN]      Password: [WEBPWD]

You may call this toll free number at **1-8XX-XXX-XXXX** or email us at [projectemaildomain@norc.uchicago.edu](mailto:projectemaildomain@norc.uchicago.edu) if you have difficulty accessing the web survey. You can also contact us to learn more about the study and what you will be asked.

You have been selected for participation in this study from a list of providers in your area based on geographic and program criteria. It is important for us to interview every selected provider to get a complete picture of the availability and use of early and school-age care in your area.

Your participation in this study will provide information to help the government understand how private decisions and public policies affect the need for and availability of child and school-age care in our country. We need your help to make this study a success.

Sincerely,

A. Rupa Datta, Ph.D.  
Project Director

***Please Note:*** This letter is identical to the Center-Based Provider Questionnaire Advance Letter

**Home-Based Provider Questionnaire Thank You /Reminder Postcard (eligible through administrative lists):** Sent to Home-Based Provider Questionnaire respondents identified through administrative lists one week after mailing of Home-Based Provider Questionnaire Advance Letter (eligible through administrative lists).

Dear Director,

We recently sent you a letter asking you to respond to a web survey sponsored by the U.S. Department of Health and Human Services about how we care for children in the United States. Your response will help the government better understand the need for and availability of early care and education for children under age 13 in your area.

If you have already completed your web survey, thank you for your participation. If you have not yet had a chance to complete your survey, we would appreciate your timely response. It is very important that we get a response from every selected provider.

If you did not receive your web survey information, including your unique PIN and Password, or if you have any questions about this study, please contact NORC at 1-XXX-XXX-XXXX or at [projectemaildomain@norc.uchicago.edu](mailto:projectemaildomain@norc.uchicago.edu).

Thanks again for your participation.

***Please Note:*** This Thank You/Reminder Postcard is identical to the Center-Based Provider Questionnaire Thank You/Reminder Postcard

**Home-Based Provider Questionnaire Web Survey Incentive Experiment Follow-up Letter (eligible through administrative lists):** Sent to Home-Based Provider Questionnaire respondents identified through administrative lists one week after mailing of Home-Based Provider Questionnaire Thank You/Reminder Postcard (eligible through administrative lists).

[DATE]

Dear Director:

We recently contacted you to ask for your participation in a national study of early care and education of children and young teenagers. This study is sponsored by the federal Administration for Children and Families, one of the largest sources of public support for early and school age care in our country. Your survey response will help the government better understand the need for and availability of early care and education for children under age 13 in your area. We would appreciate it if you would complete the web survey at your earliest convenience. *[Following sentence included in letter for experimental group 2: To thank you for your participation, we will send you a \$35 gift card for completing the survey.]*

This study is being conducted by the National Opinion Research Center (NORC) at the University of Chicago on behalf of the U.S. Department of Health and Human Services. The survey will take about 30 minutes of your time, and your responses will be kept confidential. You have the option to terminate the survey at any point, or skip any question.

To access the survey, please go to the following URL address: <https://websurvey.norc.org/>

Because this survey is secure and confidential, you will need to use a unique Personal Identification Number (PIN) and Password to access the survey after you have gone to the URL address. These are provided below:

PIN: [WEBPIN]      Password: [WEBPWD]

A professional interviewer will be contacting you in the near future to answer questions about the study and assist you in completing the survey. You may call this toll free number at **1-8XX-XXX-XXXX** or email us at [projectemaildomain@norc.uchicago.edu](mailto:projectemaildomain@norc.uchicago.edu) if you have difficulty accessing the web survey.

You have been selected for participation in this study from a list of providers in your area based on geographic and program criteria. It is important for us to interview every selected provider to get a complete picture of the availability and use of early and school-age care in your area. Your responses will help inform how public funds are spent to subsidize early care and education of young children and to support related services.

We need your help to make this study a success. We hope you will decide to take part.

Sincerely,

A. Rupa Datta, Ph.D.  
Project Director

***Please Note:*** This letter is identical to the Center-Based Provider Questionnaire Web Survey Incentive Experiment Follow-up Letter

**Home-Based Provider Questionnaire Web Survey Incentive Experiment Thank You Letter (eligible through administrative lists)**: Sent to Home-Based Provider Questionnaire respondents identified through administrative lists upon completion of the Home-Based Provider Questionnaire by web.

[DATE]

Dear [FNAME] [LNAME]:

We are writing to thank you for your recent participation in the National Survey of Early Care and Education. The online survey you completed has provided critical information about the need for and availability of early care and education for children under age 13 in your area.

As we mentioned, this study is being conducted on behalf of the U.S. Department of Health and Human Services in order to help the government better understand how private decisions and public policies affect the use and availability of child and school-age care in our country. Your responses will help inform how public funds are spent to subsidize early care and education and to support related services.

Your participation and assistance on this important effort have been greatly appreciated. *[Following sentence included in letter for experimental group 2: We have enclosed a small gift to thank you for your cooperation with our study, and to acknowledge any inconvenience you may have experienced while participating.]*

If you have any additional questions, you may call this toll free number at **1-8XX-XXX-XXXX** to speak with project staff.

Sincerely,

A. Rupa Datta, Ph.D.  
Project Director

***Please Note:*** This letter is identical to the Home-based Provider Questionnaire (eligible through Household Screener) Web Survey Incentive Experiment Thank You Letter and the Center-Based Provider Questionnaire Web Survey Incentive Experiment Thank You Letter



**Center-Based Provider Questionnaire Advance Letter:** Initial contact with Center-Based Provider Questionnaire respondents.

[DATE]

Dear Director,

We are writing to ask for your help with an important study about how we care for children in the United States. This study seeks to create a profile of early care and education services available to children under age 13, including before- and after-school care. Your responses will ultimately inform how public funds are spent to subsidize early care and education and to support related services.

The study is conducted by the National Opinion Research Center (NORC) at the University of Chicago on behalf of the U.S. Department of Health and Human Services. The survey will include various questions related to early and school-age care, including the type of care your program provides for children under age 13, how you seek new children to serve, and general information about the structure of your services. The survey will take about 30 minutes of your time, and your responses will be kept confidential. You have the option to terminate the survey at any point, or skip any question.

To access the survey, please go to the following URL address: <https://websurvey.norc.org/>

Because this survey is secure and confidential, you will need to use a unique Personal Identification Number (PIN) and Password to access the survey after you have gone to the URL address. These are provided below:

PIN: [WEBPIN]      Password: [WEBPWD]

You may call this toll free number at **1-8XX-XXX-XXXX** or email us at [projectemaildomain@norc.uchicago.edu](mailto:projectemaildomain@norc.uchicago.edu) if you have difficulty accessing the web survey. You can also contact us to learn more about the study and what you will be asked.

You have been selected for participation in this study from a list of providers in your area based on geographic and program criteria. It is important for us to interview every selected provider to get a complete picture of the availability and use of early and school-age care in your area.

Your participation in this study will provide information to help the government understand how private decisions and public policies affect the need for and availability of child and school-age care in our country. We need your help to make this study a success.

Sincerely,

A. Rupa Datta, Ph.D.  
Project Director

***Please Note:*** This letter is identical to the Home-Based Provider Questionnaire Advance Letter (eligible through administrative lists)

**Center-Based Provider Questionnaire Thank You /Reminder Postcard:** Sent to Center-Based Provider Questionnaire respondents identified through administrative lists one week after mailing of Center-Based Provider Questionnaire Advance Letter.

Dear Director,

We recently sent you a letter asking you to respond to a web survey sponsored by the U.S. Department of Health and Human Services about how we care for children in the United States. Your response will help the government better understand the need for and availability of early care and education for children under age 13 in your area.

If you have already completed your web survey, thank you for your participation. If you have not yet had a chance to complete your survey, we would appreciate your timely response. It is very important that we get a response from every selected provider.

If you did not receive your web survey information, including your unique PIN and Password, or if you have any questions about this study, please contact NORC at 1-XXX-XXX-XXXX or at [projectemaildomain@norc.uchicago.edu](mailto:projectemaildomain@norc.uchicago.edu).

Thanks again for your participation.

***Please Note:*** *This Thank You/Reminder Postcard is identical to the Home-Based Provider Questionnaire Thank You/Reminder Postcard (eligible through administrative lists)*

**Center-Based Provider Questionnaire Web Survey Incentive Experiment Follow-up Letter:** Sent to Center-Based Provider Questionnaire respondents identified through administrative lists one week after mailing of Center-Based Provider Questionnaire Thank You/Reminder Postcard.

[DATE]

Dear Director:

We recently contacted you to ask for your participation in a national study of early care and education of children and young teenagers. This study is sponsored by the federal Administration for Children and Families, one of the largest sources of public support for early and school age care in our country. Your survey response will help the government better understand the need for and availability of early care and education for children under age 13 in your area. We would appreciate it if you would complete the web survey at your earliest convenience. *[Following sentence included in letter to experimental group 2: To thank you for your participation, we will send you a \$35 gift card for completing the survey.]*

This study is being conducted by the National Opinion Research Center (NORC) at the University of Chicago on behalf of the U.S. Department of Health and Human Services. The survey will take about 30 minutes of your time, and your responses will be kept confidential. You have the option to terminate the survey at any point, or skip any question.

To access the survey, please go to the following URL address: <https://websurvey.norc.org/>

Because this survey is secure and confidential, you will need to use a unique Personal Identification Number (PIN) and Password to access the survey after you have gone to the URL address. These are provided below:

PIN: [WEBPIN]      Password: [WEBPWD]

A professional interviewer will be contacting you in the near future to answer questions about the study and assist you in completing the survey. You may call this toll free number at **1-8XX-XXX-XXXX** or email us at [projectemaildomain@norc.uchicago.edu](mailto:projectemaildomain@norc.uchicago.edu) if you have difficulty accessing the web survey.

You have been selected for participation in this study from a list of providers in your area based on geographic and program criteria. It is important for us to interview every selected provider to get a complete picture of the availability and use of early and school-age care in your area. Your responses will help inform how public funds are spent to subsidize early care and education of young children and to support related services.

We need your help to make this study a success. We hope you will decide to take part.

Sincerely,

A. Rupa Datta, Ph.D.  
Project Director

***Please Note:*** This letter is identical to the Home-Based Provider Questionnaire Web Survey Incentive Experiment Follow-up Letter (eligible through administrative lists)

**Center-Based Provider Questionnaire Web Survey Incentive Experiment Thank You Letter:**

Sent to Center-Based Provider Questionnaire respondents identified through administrative lists upon completion of the Center-Based Provider Questionnaire by web.

[DATE]

Dear [FNAME] [LNAME]:

We are writing to thank you for your recent participation in the National Survey of Early Care and Education. The online survey you completed has provided critical information about the need for and availability of early care and education for children under age 13 in your area.

As we mentioned, this study is being conducted on behalf of the U.S. Department of Health and Human Services in order to help the government better understand how private decisions and public policies affect the use and availability of child and school-age care in our country. Your responses will help inform how public funds are spent to subsidize early care and education and to support related services.

Your participation and assistance on this important effort have been greatly appreciated. [*Following sentence included in letter to experimental group 2: We have enclosed a small gift to thank you for your cooperation with our study, and to acknowledge any inconvenience you may have experienced while participating.*]

If you have any additional questions, you may call this toll free number at **1-8XX-XXX-XXXX** to speak with project staff.

Sincerely,

A. Rupa Datta, Ph.D.  
Project Director

***Please Note:*** This letter is identical to the Home-based Provider Questionnaire (eligible through Household Screener) Web Survey Incentive Experiment Thank You Letter and the Home-Based Provider Questionnaire Web Survey Incentive Experiment Thank You Letter (eligible through administrative lists)

**Workforce Provider Questionnaire Advance Letter:** Initial contact with Workforce Provider Questionnaire respondents spawned from the Center-Based Provider Questionnaire.

[DATE]

Dear [FNAME LNAME],

We are writing to ask for your help with an important study about how we care for children in the United States. This study seeks to create a profile of early care and education services available to children under age 13, including before- and after-school care. Your responses will help inform how public funds are spent to subsidize early care and education for young children and to support related services. The director of your facility has already contributed valuable information to this study. In order to learn more about members of the early care and education workforce, you were randomly selected to participate in this study as well. If you have already completed the survey, we thank you your assistance with this important effort.

The study is conducted by the National Opinion Research Center (NORC) at the University of Chicago on behalf of the U.S. Department of Health and Human Services. The survey will take about 30 minutes of your time, and your responses will be kept confidential. You have the option to terminate the survey at any point, or skip any question.

To access the survey, please go to the following URL address: <https://websurvey.norc.org/>

Because this survey is secure and confidential, you will need to use a unique Personal Identification Number (PIN) and Password to access the survey after you have gone to the URL address. These are provided below:

PIN: [WEBPIN]      Password: [WEBPWD]

You may call this toll free number at **1-8XX-XXX-XXXX** or email us at [projectemaildomain@norc.uchicago.edu](mailto:projectemaildomain@norc.uchicago.edu) if you have difficulty accessing the web survey. You can also contact us to learn more about the study.

Individuals like you play a critical role in caring for our nation's children and young teenagers. It is important for us to interview every person to get a complete picture of the availability and use of early and school-age care in your area. We need your help to make this study a success.

Sincerely,

A. Rupa Datta, Ph.D.  
Project Director

**Workforce Provider Questionnaire Thank You/Reminder Postcard:** Sent to Workforce Provider Questionnaire respondents spawned from the Center-Based Provider Questionnaire one week after the mailing of the Workforce Provider Questionnaire Advance Letter.

We recently sent you a letter asking you to respond to a survey sponsored by the U.S. Department of Health and Human Services about how we care for children in the United States. Your response is needed to help the government create a profile of early care and education services available to children under age 13, including before- and after-school care.

If you have already completed your web survey, thank you for your participation. If you have not yet had a chance to complete your survey, we would appreciate your timely response. It is very important that we get a response from every individual selected.

If you did not receive your web survey information, including your unique PIN and Password, or if you have any questions about this study, please contact NORC at 1-XXX-XXX-XXXX or at [projectemaildomain@norc.uchicago.edu](mailto:projectemaildomain@norc.uchicago.edu).

Thanks again for your participation.

**Workforce Provider Questionnaire Follow-up Letter:** Sent to Workforce Provider Questionnaire respondents spawned from the Center-Based Provider Questionnaire one week after the mailing of the Workforce Provider Questionnaire Thank You/Reminder Postcard.

[DATE]

Dear [FNAME LNAME]:

We recently contacted you to ask for your participation in a national study of early care and education of children and young teenagers. This study is sponsored by the federal Administration for Children and Families, one of the largest sources of public support for early and school age care in our country. Your survey response will help the government better understand the need for and availability of early care and education services for children under age 13 in your area. We would appreciate it if you would complete the web survey at your earliest convenience.

This study is being conducted by the National Opinion Research Center (NORC) at the University of Chicago on behalf of the U.S. Department of Health and Human Services. The survey will take about 30 minutes of your time, and your responses will be kept confidential. You have the option to terminate the survey at any point, or skip any question.

To access the survey, please go to the following URL address: <https://websurvey.norc.org/>

Because this survey is secure and confidential, you will need to use a unique Personal Identification Number (PIN) and Password to access the survey after you have gone to the URL address. These are provided below:

PIN: [WEBPIN]      Password: [WEBPWD]

You may call this toll free number at **1-8XX-XXX-XXXX** or email us at [projectemaildomain@norc.uchicago.edu](mailto:projectemaildomain@norc.uchicago.edu) if you have difficulty accessing the web survey. You can also contact us to learn more about the study and what you will be asked.

Individuals like you play a critical role in caring for our nation's children and young teenagers. It is important for us to interview every person selected to get a complete picture of the availability and use of early and school-age care in your area. Your responses will help inform how public funds are spent to subsidize early care and education of young children and to support related services. We need your help to make this study a success. We hope you will decide to take part.

Sincerely,

A. Rupa Datta, Ph.D.  
Project Director

**FAQs:** Included on the back of all letters.

**NORC Toll Free Number: 1-8XX-XXX-XXXX**

You can call the NORC toll free number to take part in the study, learn more about the study, and hear what you will be asked.

**How do I know this is legitimate?**

This survey has been approved by the U.S. Office of management and Budget approval number XXXX-XXXX. Without this number we could not conduct this survey.

**Who sees my answers?**

Everyone who works on the survey must sign an oath that promises they will never give out identifying information about a respondent. Only a few people who work on this survey ever see any personal information. Answers that could identify you or your program in any way are separated from your other answers. Survey findings are put into summary reports that contain no names or other information that identifies you. This information will be used solely for the purposes of this study and will be destroyed when the study is over. Your name and identifying information will never be released to the public.

**How do you protect my information?**

Your answers are used for research purposes only. All information that you provide will be kept private to the fullest extent provided by the law.

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 1-866-309-0542.