

1The Census Bureau plans to conduct additional research under the generic clearance for questionnaire pretesting research (OMB number 0607-0725). This letter covers recruiting respondents through response to an online questionnaire.

The Census Bureau is initiating an effort to recruit respondents by having them complete an online screener questionnaire, which can be reached through the census.gov website. (It is not yet functional so we cannot provide the link.) Members of the public who visit the website will be able to complete the screener, and the data will be stored and available for contact by recruiters for cognitive and usability interviews when appropriate studies become available.

The attached screener is a shorter version of the one that was approved by OMB on April 1, 2013 for completion in paper form by respondents who are recruited by targeting external sources such as recruiting ads on Craigslist.com, the Washingtonpost Express and other sources; local organizations; and recruiting tables set up at local libraries, grocery stores, etc. People who complete the attached screener can be recruited for pretesting projects that require general population characteristics, or they may be contacted and asked specific questions that would determine their eligibility for other projects.

Since this is a new procedure we do not have a good idea about level of response by the public. We estimate that between now and September 30, approximately 150 people will complete the questionnaire per week; this would yield 3300 completed questionnaires. We estimate that completing the questionnaire takes a maximum of 3 minutes. Thus, the total estimated burden for this submission is 165 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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