

Appendix A. Respondent Contact Materials

A. Screener materials

1. Pre-notification letter - no cash incentive treatment group
2. Pre-notification letter - cash incentive treatment group
3. Initial screener mailing cover letter – no cash incentive treatment group
4. Initial screener mailing cover letter - cash incentive treatment group
5. Screener reminder postcard – all groups
6. Second screener mailing cover letter – all groups
7. Third screener mailing cover letter – all groups
8. Fourth screener mailing cover letter – all groups

B. Topical materials

B.1 ATEs-only topical group materials

1. Initial topical cover letter
2. Topical reminder postcard
3. Second topical mailing cover letter
4. Third topical mailing cover letter
5. Fourth topical mailing cover letter

B.2 ASPA-only topical group materials

1. Initial topical cover letter
2. Topical reminder postcard—use B.1.2
3. Second topical mailing cover letter
4. Third topical mailing cover letter
5. Fourth topical mailing cover letter

B.3 ASPA and ATEs combined group materials

1. Initial topical cover letter
2. Inside cover letter for ATEs within first combined mailing—use B.1.1
3. Inside cover letter for ASPA within first combined mailing—use B.2.1
4. Topical reminder postcard
5. Second topical mailing cover letter –neither ATEs nor ASPA returned
6. Second mailing neither returned inside cover letter for ATEs—use B.1.3
7. Second mailing neither returned inside cover letter for ASPA—use B.2.3
8. Second topical mailing cover letter –ASPA returned, ATEs not returned
9. Second topical mailing cover letter –ATEs returned, ASPA not returned
10. Third topical mailing cover letter –neither ATEs nor ASPA returned
11. Third mailing neither returned inside cover letter for ATEs—use B.1.4
12. Third mailing neither returned inside cover letter for ASPA—use B.2.4
13. Third topical mailing cover letter –ASPA returned, ATEs not returned
14. Third topical mailing cover letter –ATEs returned, ASPA not returned
15. Fourth topical mailing cover letter –neither ATEs nor ASPA returned
16. Fourth mailing neither returned inside cover letter for ATEs—use B.1.5
17. Fourth mailing neither returned inside cover letter for ASPA—use B.2.5
18. Fourth topical mailing cover letter –ASPA returned, ATEs not returned
19. Fourth topical mailing cover letter –ATEs returned, ASPA not returned

B.4 Seeded sample materials

1. Initial topical cover letter
2. Topical reminder postcard
3. Second topical mailing cover letter
4. Third topical mailing cover letter
5. Fourth topical mailing cover letter

A. Screener materials

A.1. Pre-notification letter - no cash incentive treatment group, page 1

{MONTH} XX, 2014

Dear {CITY} Resident,

I am pleased to inform you that the U.S. Census Bureau has selected your household to participate in the 2014 National Household Education Survey, which we are conducting on behalf of the U.S. Department of Education. This survey collects information on the education of people in the United States. The study provides vital information that is used to improve education for everyone—information that is not available anywhere else. The results will help policymakers, researchers, and educators understand the educational needs of our diverse population in changing times. This survey is about all of us!

Your household was chosen at random as part of this scientific study, and we cannot replace you with someone else. Although your participation is voluntary, your answers will make sure that households like yours are counted. Every type of household in America needs to be included in the survey.

You should receive the survey in the mail within the next week. It usually takes 8 minutes or less to fill out the survey.

If you would like more information on the study, please visit <https://surveys.nces.ed.gov/nhes/> or contact us toll-free at 1-888-840-8353.

Thank you in advance for your assistance with this important study.

Sincerely,

A.1 Pre-notification letter - no cash incentive treatment group, page 2

Authorization and Confidentiality of Information

The National Center for Education Statistics within the U.S. Department of Education is authorized to conduct this survey under Section 9543, 20 U.S. Code. The U.S. Census Bureau is conducting this study for the U.S. Department of Education. Your participation is voluntary. Be assured that your answers will only be used for statistical purposes and that your individual responses will be protected to the fullest extent allowable under law (Section 9573, 20 U.S. Code).

{MONTH} XX, 2014

Dear {CITY} Resident,

I am pleased to inform you that the U.S. Census Bureau has selected your household to participate in the 2014 National Household Education Survey, which we are conducting on behalf of the U.S. Department of Education. This survey collects information on the education of people in the United States. The study provides vital information that is used to improve education for everyone—information that is not available anywhere else. The results will help policymakers, researchers, and educators understand the educational needs of our diverse population in changing times. This survey is about all of us!

Your household was chosen at random as part of this scientific study, and we cannot replace you with someone else. Although your participation is voluntary, your answers will make sure that households like yours are counted. Every type of household in America needs to be included in the survey.

You should receive the survey in the mail within the next week.

- It usually takes 8 minutes or less to fill out the survey.
- We will include a small token of our appreciation for your participation in this study with the survey.

If you would like more information on the study, please visit <https://surveys.nces.ed.gov/nhes/> or contact us toll-free at 1-888-840-8353.

Thank you in advance for your assistance with this important study.

Sincerely,

Authorization and Confidentiality of Information

The National Center for Education Statistics within the U.S. Department of Education is authorized to conduct this survey under Section 9543, 20 U.S. Code. The U.S. Census Bureau is conducting this study for the U.S. Department of Education. Your participation is voluntary. Be assured that your answers will only be used for statistical purposes and that your individual responses will be protected to the fullest extent allowable under law (Section 9573, 20 U.S. Code).

{MONTH} XX, 2014

Dear {CITY} Resident,

The U.S. Census Bureau is conducting an important national research study for the U.S. Department of Education, and we need your help. This survey is the first step in a study that provides vital information that is used to improve education for people of all ages—this information is not available anywhere else.

Please fill out this survey and mail it back in the postage-paid envelope that is provided.

- It usually takes 8 minutes or less to fill out the survey.
- The questionnaire will help us find households that have members with a range of educational experiences. This information is used later to ask those households about their educational experiences.
- Even if no one in your household is currently enrolled in education or training, it is still important that you return this survey so that every type of household in America is represented.
- The results of this study will help policymakers, researchers, and educators understand the educational needs of our diverse population in changing times.

Your household was chosen as part of this voluntary scientific study, and we cannot replace you with someone else. All information you provide may only be used for statistical purposes and may not be disclosed, or used, in identifiable form for any other purpose except as required by law (20 USC § 9573).

If you have questions or need assistance, please contact us toll-free at 1-888-840-8353. You can find more information about this study online at <https://surveys.nces.ed.gov/nhes/>.

Thank you for taking part in this important study.

Sincerely,

Enclosures

{MONTH} XX, 2014

Dear {CITY} Resident,

The U.S. Census Bureau is conducting an important national research study for the U.S. Department of Education, and we need your help. This survey is the first step in a study that provides vital information that is used to improve education for people of all ages—this information is not available anywhere else.

Please fill out this survey and mail it back in the postage-paid envelope that is provided.

- It usually takes 8 minutes or less to fill out the survey.
- The questionnaire will help us find households that have members with a range of educational experiences. This information is used later to ask those households about their educational experiences.
- Even if no one in your household is currently enrolled in education or training, it is still important that you return this survey so that every type of household in America is represented.
- The results of this study will help policymakers, researchers, and educators understand the educational needs of our diverse population in changing times.

Your household was chosen as part of this voluntary scientific study, and we cannot replace you with someone else. All information you provide may only be used for statistical purposes and may not be disclosed, or used, in identifiable form for any other purpose except as required by law (20 USC § 9573).

We have enclosed a cash token of our appreciation. If you have questions or need assistance, please contact us toll-free at 1-888-840-8353. You can find more information about this study online at <https://surveys.nces.ed.gov/nhes/>.

Thank you for taking part in this important study.

Sincerely,

Enclosures

A.5. Screener Reminder Postcard

January 2014

Last week we mailed you a questionnaire for a study sponsored by the U.S. Department of Education. If someone in your household has already returned the survey, we thank you very much for your help.

If you have not completed and returned your survey, please do so right away. We need to hear from everyone and your help is very important to us. Your household was randomly selected to take part in this survey and cannot be replaced.

If you have any questions, feel free to contact us at 1-888-840-8353 or visit our website <http://surveys.nces.ed.gov/nhes/>. Thank you.

A.6. Second screener mailing cover letter – all groups

{MONTH}

XX, 2014

Dear Resident,

The U.S. Census Bureau is conducting an important national research study for the U.S. Department of Education, and we need your help. In early January, we mailed a survey to your address and asked that a member of your household complete and return the questionnaire. We have not yet received your response. We are writing again because we need your help. This survey is the first step in a study that provides vital information that is used to improve education for people of all ages—information that is not available anywhere else.

Please fill out this survey and mail it back in the postage-paid envelope that is provided.

- It usually takes only a few minutes to fill out.
- The questionnaire will help us find households that have members with a range of educational experiences. This information is used later to ask those households about their educational experiences.
- Even if no one in your household is currently enrolled in education or training, it is important that you return this survey. Every type of household in America needs to be included.

Your household was chosen as part of this voluntary scientific study, and we cannot replace you with someone else. All information you provide may only be used for statistical purposes and may not be disclosed, or used, in identifiable form for any other purpose except as required by law (20 USC § 9573).

If you have questions or need assistance, please contact us toll-free at 1-888-840-8353. You can find more information about this study online at <https://surveys.nces.ed.gov/nhes/>.

The results of this study will help policymakers, researchers, and educators understand the educational needs of our diverse population in changing times. Thank you for taking part in this important study.

Sincerely,

A.7. Third screener mailing cover letter – all groups

{MONTH}

XX, 2014

Dear {CITY} Resident,

I am writing to request that a member of your household complete a brief questionnaire as part of an important national research study being conducted by the U.S. Census Bureau for the U.S. Department of Education. I have written twice previously, but we have not yet received your completed questionnaire.

We have mailed this third questionnaire using rush delivery because of the importance of your response.

As mentioned in earlier letters, this short questionnaire is the first step in a study that provides valuable information that is used to improve education for people of all ages—information that is not available anywhere else. The results will help policymakers, researchers, and educators understand the educational needs of our nation. Your household was selected to represent thousands of households like yours, and every type of household in America needs to be included in the survey.

If you have questions or need assistance, please contact us toll-free at 1-888-840-8353. You can find more information about this study online at <https://surveys.nces.ed.gov/nhes/>.

Please fill out the enclosed questionnaire and return it in the postage-paid envelope as soon as possible.

Thank you for taking part in this important study.

Sincerely,

Enclosures

The National Center for Education Statistics within the U.S. Department of Education is authorized to conduct this survey under Section 9543, 20 U.S. Code. The U.S. Census Bureau is conducting this study for the U.S. Department of Education. Your participation is voluntary. Be assured that your answers will only be used for statistical purposes and that your individual

A.8. Fourth screener mailing cover letter – all groups

{MONTH} XX, 2014

Dear {CITY} Resident,

I am writing to request a few minutes of your time to help with a vital study being conducted by the U.S. Census Bureau for the U.S. Department of Education.

The short questionnaire enclosed helps us identify households that have members with a range of educational experiences for this national education and training research study. Even if your household does not have anyone currently enrolled in education or training, it is important that you return a completed survey to us within the next two weeks using the enclosed envelope.

If you have questions or need assistance, please contact us toll-free at 1-888-840-8353. You can find more information about this study online at <https://surveys.nces.ed.gov/nhes/>.

Sincerely,

Enclosures

The National Center for Education Statistics within the U.S. Department of Education is authorized to conduct this survey under Section 9543, 20 U.S. Code. The U.S. Census Bureau is conducting this study for the U.S. Department of Education. Your participation is voluntary. Be assured that your answers will only be used for statistical purposes and that your individual

B. Topical Materials

B.1 ATES-only topical group materials

B.1.1. Initial ATES-only cover letter

Resident Sample Member
12345 Sampled Ave
Cooperation, MD 20850

{MONTH} XX, 2014

Dear {ADULT}:

A few weeks ago your household completed a short survey that the U.S. Census Bureau is conducting for the U.S. Department of Education. Thank you for your response. I'm now asking you to help us by completing the final part of this important study. Educators, policymakers, and researchers will use the results of this study to understand the education, training, and work credentials of adults in the United States.

The survey you returned to us stated that the person listed below lives in this household. This person should complete the enclosed survey:

{Adult's name, (sex), age X}

This national study will provide much-needed information on the types of education, training, and work credentials adults have, how and why adults obtain these credentials, and their value in the labor market. Your response to this survey is important—even if you do not work or do not have any formal work training or credentials—as it will help provide a full picture of adults' experiences.

Please be assured that your participation is voluntary and all information you give may be used only for statistical purposes and may not be disclosed, or used, in identifiable form for any other purpose except as required by law (20 USC § 9573).

The National Center for Education Statistics in the U.S. Department of Education developed this survey along with the Bureau of Labor Statistics and the Census Bureau and is authorized to conduct it under law (20 USC § 9543). More details about the study are provided on the back of the enclosed survey and online at <http://surveys.nces.ed.gov/nhes/>.

We have enclosed \$(5/15) as a token of appreciation for your participation in this study. Thank you in advance for your continued participation. Depending on the education and training you have, the survey should only take about 10 to 20 minutes to complete. Please return the completed survey in the enclosed envelope. If you have any questions about the study or need replacement materials please call us toll-free at 1-888-840-8353.

Sincerely,

Enclosure

B.1.2. Topical Reminder Postcard

(use also for B.2.2)

{MONTH} 2014

Last week we mailed you a follow-up questionnaire for a study conducted by the U.S. Census Bureau for the U.S. Department of Education. That questionnaire is the second and final step for you to participate in this important study about education in our country. If someone in your household has already returned the survey, we thank you very much for your help.

If you have not completed and returned your survey, please do so right away. We need to hear from everyone and your help is very important to us. Your household was randomly selected to take part in this survey and cannot be replaced.

If you have any questions, feel free to contact us at 1-888-840-8353 or visit our website <http://surveys.nces.ed.gov/nhes/>. Thank you.

Resident Sample Member
12345 Sampled Ave
Cooperation, MD 20850

{MONTH} XX, 2014

Dear {ADULT}:

The U.S. Census Bureau is conducting an important national study for the U.S. Department of Education about the education, training, and work credentials of American adults. About three weeks ago, we mailed a survey to your household to be completed by the person listed below. This person was selected based on an earlier questionnaire that your household completed.

{Adult's name, (sex), age X}

We have not yet received a response from you. We are writing again because your response is important in understanding how education and training helps the economy. The National Center for Education Statistics, the Bureau of Labor Statistics, and the Census Bureau worked together to develop this survey. We need your response even if you are not working and even if you do not have any formal work credentials.

Please fill out the enclosed survey and mail it back in the postage-paid envelope as soon as possible. It should only take 20 minutes or less to fill out. This survey is the final part of this important study.

If you have questions or need assistance, we will be happy to help and can be reached toll-free at 1-888-840-8353. More details about the study are provided on the back of the enclosed survey and online at <http://surveys.nces.ed.gov/nhes/>.

Sincerely,

Enclosure

The National Center for Education Statistics within the U.S. Department of Education is authorized to conduct this survey under Section 9543, 20 U.S. Code. The U.S. Census Bureau is conducting this study for the U.S. Department of Education. Your participation is voluntary. Be assured that your answers will only be used for statistical purposes and that your individual

B.1.4. Third ATEs-only mailing cover letter
Resident Sample Member
12345 Sampled Ave
Cooperation, MD 20850

{MONTH} XX, 2014

Dear {ADULT}:

I wrote in {MONTH} to request that the person below complete a questionnaire about the person listed below. This person was selected based on an earlier survey that your household filled out.

{Adult's name, (sex), age X}

Unfortunately, we have not yet received your completed questionnaire. You were sent the survey (and the replacement enclosed with this letter) because you were chosen at random as part of this scientific study, and we cannot replace you with someone else.

We have mailed this third questionnaire using rush delivery because of the importance of your response.

As mentioned before, this survey is the final step in a study that provides valuable information about how education and training helps the economy. Your response to this survey will help provide a clear and complete picture of adults' education and training experiences—even if you do not work or if you do not have any work training or credentials. **Everyone's** response is important.

Please fill out the enclosed survey and mail it back in the postage-paid envelope **as soon as possible**.

- It should only take 20 minutes or less to fill out this survey.

If you have questions or need assistance we will be happy to help and can be reached toll-free at 1-888-840-8353. More details about the study are provided on the back of the enclosed survey and online at <http://surveys.nces.ed.gov/nhes/>. Thank you.

Sincerely,

Enclosure

The National Center for Education Statistics within the U.S. Department of Education is authorized to conduct this survey under Section 9543, 20 U.S. Code. The U.S. Census Bureau is conducting this study for the U.S. Department of Education. Your participation is voluntary. Be assured that your answers will only be used for statistical purposes and that your individual

B.1.5. Fourth ATEs-only mailing cover letter

Resident Sample Member
12345 Sampled Ave
Cooperation, MD 20850

{MONTH} XX, 2014

Dear {ADULT}:

I have written previously to request that your household complete a questionnaire about adults' education, training, and credentials for work. Unfortunately, we have not yet received your completed questionnaire. The results of this study are used by policymakers, researchers and educators to understand and improve education and training in the United States.

This is your household's last opportunity to participate in this important study. Please have the adult listed below complete the questionnaire:

{Adult's name, (sex), age X}

It should only take 20 minutes or less to fill out the survey. Once you have completed it, enclose it in the envelope provided and return it **as soon as possible**. The postage is already paid so you can drop it in any mailbox.

If you have questions or need assistance, we will be happy to help and can be reached toll-free at 1-888-840-8353. More details about the study are provided on the back of the enclosed survey and online at <http://surveys.nces.ed.gov/nhes/>.

Sincerely,

Enclosure

The National Center for Education Statistics within the U.S. Department of Education is authorized to conduct this survey under Section 9543, 20 U.S. Code. The U.S. Census Bureau is conducting this study for the U.S. Department of Education. Your participation is voluntary. Be assured that your answers will only be used for statistical purposes and that your individual

B.2 ASPA-only topical group materials

B.2.1. Initial ASPA-only cover letter

Resident Sample Member
12345 Sampled Ave
Cooperation, MD 20850

{MONTH} XX, 2014

Dear Parent of {CHILD}:

A few weeks ago your household completed a short survey that the U.S. Census Bureau is conducting for the U.S. Department of Education. Thank you for your response. I'm now asking you to help us by completing the final part of this important study. The study is used by educators, policymakers, and researchers to understand the educational experiences and needs of all children in the United States.

The survey you returned to us stated that the child listed below lives in this household. When completing the enclosed survey please answer about:

{Child, age X, Xth grade}

This national education study will provide much needed information on the types of programs and activities children participate in after school, characteristics of these programs, and how families make choices about children's after-school activities. Your response to this survey is important as it will help provide a clear picture of children's educational experiences in the United States.

Please be assured that your participation is voluntary and all information you give may be used only for statistical purposes and may not be disclosed, or used, in identifiable form for any other purpose except as required by law (20 USC § 9573).

The National Center for Education Statistics, within the Department of Education, is authorized to conduct this survey (20 USC § 9543). More details about the study are provided on the back of the enclosed survey and online at <http://surveys.nces.ed.gov/nhes/>.

We have enclosed \$(5/15) as a token of appreciation for your participation in this study. Thank you in advance for your continued participation. The survey should only take about 20 minutes to complete. Please return the completed survey in the enclosed envelope. If you have any questions about the study or need replacement materials please call us toll-free at 1-888-840-8353.

Sincerely,

Enclosure

B.2.2. Topical Reminder Postcard

Use B.1.2

Resident Sample Member
12345 Sampled Ave
Cooperation, MD 20850

{MONTH} XX, 2014

Dear Parent of {CHILD}:

The U.S. Census Bureau is conducting an important national education study for the U.S. Department of Education about the types of programs and activities children participate in after school and how families make choices about children's after-school activities. About three weeks ago, we mailed a survey to your household about the child listed below.

{Child, age X, Xth grade}

We have not yet received a response from your household. You were sent that survey (and the replacement enclosed with this letter) because your household returned a short survey we are conducting for the U.S. Department of Education. We are writing again because your household's response is important in ensuring that we obtain accurate results.

Please fill out the enclosed survey and mail it back in the postage-paid envelope as soon as possible. It should only take 20 minutes or less to fill out this survey. This survey is the final part of this important study.

If you have questions or need assistance, we will be happy to help and can be reached by telephone at 1-888-840-8353. More details about the study are provided on the back of the enclosed survey and online at <http://surveys.nces.ed.gov/nhes/> .

Sincerely,

Enclosure

B.2.4. Third ASPA-only cover letter
Resident Sample Member
12345 Sampled Ave
Cooperation, MD 20850

{MONTH} XX, 2014

Dear Parent of {CHILD}:

I wrote in {MONTH} to request that your household complete a brief questionnaire about the child listed below. This child was selected based on an earlier survey that your household filled out.

{Child, age X, Xth grade}

Unfortunately, we have not yet received your completed questionnaire. You were sent that survey (and the replacement enclosed with this letter) because your household filled out a short survey that the U.S. Census Bureau is conducting for the U.S. Department of Education. In that short survey, you told us this child lived here, and we have randomly selected that child to ask about in this follow-up survey.

We have mailed this third questionnaire using rush delivery because of the importance of your response.

As mentioned before, this survey is the final step in a study that provides valuable information on the types of programs and activities children participate in after school and how families make choices about children's after-school activities. Your response to this survey will help provide a clear picture of children's educational experiences in the United States.

Please fill out the enclosed survey and mail it back in the postage-paid envelope **as soon as possible**.

- It should only take 20 minutes or less to fill out this survey.

If you have questions or need assistance we will be happy to help and can be reached by telephone at 1-888-840-8353. More details about the study are provided on the back of the enclosed survey and online at <http://surveys.nces.ed.gov/nhes/>. Thank you.

Sincerely,

Enclosure

B.2.5. Fourth ASPA-only mailing cover letter
Resident Sample Member
12345 Sampled Ave
Cooperation, MD 20850

{MONTH} XX, 2014

Dear Parent of {CHILD}:

I have written previously to request that your household complete a questionnaire about the child listed below. Unfortunately, we have not yet received your completed questionnaire. The results of this study are used by policymakers, researchers and educators to understand and improve education in the United States.

This is your household's last opportunity to participate in this important education study.

It should only take 20 minutes or less to fill out this survey. Please respond about the child listed below:

{Child, age X, Xth grade}

Once you have completed the survey, enclose the survey the envelope provided and return it **as soon as possible**. The postage is already paid so you can drop it in any mailbox.

If you have questions or need assistance, we will be happy to help and can be reached by telephone at 1-888-840-8353. More details about the study are provided on the back of the enclosed survey and online at <http://surveys.nces.ed.gov/nhes/> .

Sincerely,

Enclosure

B.3 ASPA and ATEs combined group materials

B.3.1. Initial ASPA and ATEs combined cover letter

Resident Sample Member
12345 Sampled Ave
Cooperation, MD 20850

{MONTH} XX, 2014

Dear {CITY} Resident:

A few weeks ago your household completed a short survey that the U.S. Census Bureau is conducting for the U.S. Department of Education. Thank you for your response. I'm now asking you to help us by completing the final part of this important study.

Based on your responses to the previous survey, your household has been selected to complete two additional surveys—one asking about children's after-school activities and one asking about adults' education and training. Educators, policymakers, and researchers will use the results of this study to understand the educational experiences and needs of children and adults in the United States.

Each of the two envelopes included in this package contains a cover letter, a survey, and a postage-paid return envelope as well as a cash token of appreciation for your participation.

One of the envelopes is for **{Adult's name, (sex), age X}**. The other is for the parent of **{Child, age X, Xth grade}**. These household members were chosen specifically for these surveys. No other person in this or any other household can take their place or the survey results will not be as accurate. If both the adult and the parent selected are the same person, that person should fill out both surveys.

More details about the study are provided on the back of the surveys in the enclosed envelopes and online at <http://surveys.nces.ed.gov/nhes/>. If you have any questions about the study, please call us toll-free at 1-888-840-8353.

Sincerely,

Enclosure

B.3.2. Combined - first mailing inside cover letter for ATEs

Use B.1.1

B.3.3. Combined -first mailing inside cover letter for ASPA

Use B.2.1

B.3.4. Topical Reminder Postcard

{MONTH} 2014

Last week we mailed you follow-up questionnaires for a study conducted by the U.S. Census Bureau for the U.S. Department of Education. Those questionnaires are the second and final step for you to participate in this important study about education in our country. If someone in your household has already returned the surveys, we thank you very much for your help.

If you have not completed and returned your surveys, please do so right away. We need to hear from everyone and your help is very important to us. Your household was randomly selected to take part in this study and cannot be replaced.

If you have any questions, feel free to contact us at 1-888-840-8353 or visit our website <http://surveys.nces.ed.gov/nhes/>. Thank you.

B.3.5. Combined – second mailing cover letter, neither ATES nor ASPA returned

Resident Sample Member
12345 Sampled Ave
Cooperation, MD 20850

{MONTH} XX, 2014

Dear {CITY} Resident:

The U.S. Census Bureau is conducting an important national study for the U.S. Department of Education about educational experiences of children and adults. About three weeks ago, we mailed a package with two envelopes to your household.

One of the envelopes was for **{Adult's name, (sex), age X}**. The other was for the parent of **{Child, age X, Xth grade}**. If the adult named above and the parent of the child named above are the same person, that person should have filled out both surveys.

We have not yet received a response from your household. You were sent these surveys (and the replacements enclosed with this letter) because your household returned a short survey earlier that we are conducting for the Department of Education. We are writing again because your household's response is important in ensuring that we get accurate results from this study.

Please fill out the surveys in the enclosed envelopes and mail them back in the postage-paid envelopes as soon as possible. It should only take 20 minutes or less to fill out each survey. These surveys are the final part of this important study.

If you have questions or need assistance, we would be happy to help and can be reached by telephone at 1-888-840-8353. More details about the study are provided on the backs of the enclosed surveys and online at <http://surveys.nces.ed.gov/nhes/> .

Sincerely,

Enclosure

B.3.6. Second mailing, neither returned, inside cover letter for ATES

Use B.1.3

B.3.7. Second mailing, neither returned, inside cover letter for ASPA

Use B.2.3

B.3.8. Combined second mailing ASPA returned, ATEs not returned

Resident Sample Member
12345 Sampled Ave
Cooperation, MD 20850

{MONTH} XX, 2014

Dear {CITY} Resident:

The U.S. Census Bureau is conducting an important national study for the U.S. Department of Education about educational experiences of children and adults. About three weeks ago, we mailed a package with two envelopes to your household.

Thank you for returning the survey about **{Child, age X, Xth grade}**.

However, we have not yet received the survey for **{Adult's name, (sex), age X}**. We are writing again because your response is important in understanding how education helps people get jobs. The Department of Education, the Bureau of Labor Statistics, and Census Bureau worked together to develop this survey. We need your response even if you are not working and even if you do not have any formal work credentials.

Please fill out the survey in the enclosed envelope and mail it back in the postage-paid envelope as soon as possible. It should only take 20 minutes or less to fill out this survey. This survey is the final part of this important study.

If you have questions or need assistance, we will be happy to help and can be reached by telephone at 1-888-840-8353. More details about the study are provided on the back of the enclosed survey and online at <http://surveys.nces.ed.gov/nhes/>.

Sincerely,

Enclosure

B.3.9. Combined second mailing ATEs returned, ASPA not returned

Resident Sample Member
12345 Sampled Ave
Cooperation, MD 20850

{MONTH} XX, 2014

Dear Parent of {CHILD}:

The U.S. Census Bureau is conducting an important national study for the U.S. Department of Education about educational experiences of children and adults. About three weeks ago, we mailed a package with two envelopes to your household.

Thank you for returning the survey about **{Adult's name, (sex), age X}**.

However, we have not yet received the survey for **{Child, age X, Xth grade}**. We are writing again because your response is important in understanding the types of programs and activities children participate in after school and how families make choices about children's after-school activities.

Please fill out the survey and mail it back in the postage-paid envelope as soon as possible. It should only take 20 minutes or less to fill out this survey. This survey is the final part of this important study.

If you have questions or need assistance, we will be happy to help and can be reached by telephone at 1-888-840-8353. More details about the study are provided on the back of the enclosed survey and online at <http://surveys.nces.ed.gov/nhes/>.

Sincerely,

Enclosure

B.3.10. Combined - third mailing neither ATEs nor ASPA returned
Resident Sample Member
12345 Sampled Ave
Cooperation, MD 20850

{MONTH} XX, 2014

Dear {CITY} Resident:

I wrote in {MONTH} to request that your household complete two brief questionnaires about the household members listed below. They were selected based on an earlier survey that your household filled out.

{Child, age X, Xth grade}
{Adult's name, (sex), age X}

Unfortunately, we have not yet received your completed questionnaires. You were sent those surveys (and the replacements enclosed with this letter) because your household filled out a short survey that the U.S. Census Bureau is conducting for the U.S. Department of Education. In that short survey, you told us this adult and child lived here, and we have randomly selected them to ask about in this follow-up survey.

We have mailed these questionnaires this third time using rush delivery because of the importance of your responses for this study. No one else in this or any other household can replace you!

As mentioned before, these surveys are the final step in a study that provides valuable information to help improve education in the United States.

Please fill out the enclosed surveys and mail them back in the postage-paid envelopes **as soon as possible**.

- It should only take 20 minutes or less to fill out each survey.

If you have questions or need assistance we will be happy to help and can be reached by telephone at 1-888-840-8353. More details about the study are provided on the back of the enclosed survey and online at <http://surveys.nces.ed.gov/nhes/>. Thank you.

Sincerely,

Enclosure

B.3.11. Combined—third mailing neither returned, inside cover letter for ATES

Use B.1.4

B.3.12 Combined—third mailing neither returned, inside cover letter for ASPA

Use B.2.4

B.3.13. Combined - third mailing ASPA returned, ATEs not returned
Resident Sample Member
12345 Sampled Ave
Cooperation, MD 20850

{MONTH} XX, 2014

Dear {CITY} Resident:

I wrote in {MONTH} to request that your household complete two brief questionnaires about household members. They were selected based on an earlier survey that your household filled out.

Thank you for returning the survey about **{Child, age X, Xth grade}**.

However, we have not yet received the survey for **{Adult's name, (sex), age X}**. We sent you that survey (and the replacement enclosed with this letter) because your household filled out a short survey that the U.S. Census Bureau is conducting for the U.S. Department of Education. In that short survey, you told us this person lived here, and we have randomly selected them to ask about in this follow-up survey.

We have mailed this questionnaire a third time using rush delivery because of the importance of your response for this study. No one else in this or any other household can replace your response.

This survey is the final step in a study that provides valuable information about how education helps people get jobs. Your response to this survey will help provide a clear and complete picture of adults' education and training experiences—even if you do not work or if you do not have any work training or credentials. **Everyone's** response is important.

Please fill out the enclosed survey and mail it back in the postage-paid envelope **as soon as possible**.

- It should only take 20 minutes or less to fill out this survey.

If you have questions or need assistance we will be happy to help and can be reached by telephone at 1-888-840-8353. More details about the study are provided on the back of the enclosed survey and online at <http://surveys.nces.ed.gov/nhes/>. Thank you.

Sincerely,

Enclosure

B.3.14. Combined - third mailing ATEs returned, ASPA not returned
Resident Sample Member
12345 Sampled Ave
Cooperation, MD 20850

{MONTH} XX, 2014

Dear Parent of {CHILD}:

I wrote in {MONTH} to request that your household complete two brief questionnaires about household members. They were selected based on an earlier survey that your household filled out.

Thank you for returning the survey about **{Adult's name, (sex), age X}**.

However, we have not yet received the survey for **{Child, age X, Xth grade}**. We sent you that survey (and the replacement enclosed with this letter) because your household filled out a short survey that the U.S. Census Bureau is conducting for the U.S. Department of Education. In that short survey, you told us this child lived here, and we have randomly selected them to ask about in this follow-up survey.

We have mailed this questionnaire a third time using rush delivery because of the importance of your response for this study. No one else in this or any other household can replace your response.

This survey is the final step in a study that provides valuable information on the types of programs and activities children participate in after school and how families make choices about children's after-school activities. Your response to this survey will help provide a clear picture of children's educational experiences in the United States.

Please fill out the enclosed survey and mail it back in the postage-paid envelope **as soon as possible**.

- It should only take 20 minutes or less to fill out this survey.

If you have questions or need assistance we will be happy to help and can be reached by telephone at 1-888-840-8353. More details about the study are provided on the back of the enclosed survey and online at <http://surveys.nces.ed.gov/nhes/>. Thank you.

Sincerely,

Enclosure

B.3.15 Combined - fourth mailing neither ATES nor ASPA returned
Resident Sample Member
12345 Sampled Ave
Cooperation, MD 20850

{MONTH} XX, 2014

Dear {CITY} Resident:

I have written previously to request that your household complete two short questionnaires about educational experiences of people in your household. Unfortunately, we have not yet received your completed questionnaires. The results of this study are used by policymakers, researchers and educators to understand and improve education in the United States.

This is your household's last opportunity to participate in this important education study.

It should only take 20 minutes or less to fill out each survey. Please respond about the household members listed below:

{Child, age X, Xth grade}
{Adult's name, (sex), age X}

Once you have completed the surveys, enclose each survey in the envelopes provided and return them **as soon as possible**. The postage is already paid so you can drop them in any mailbox.

If you have questions or need assistance, we will be happy to help and can be reached by telephone at 1-888-840-8353. More details about the study are provided on the back of the enclosed surveys and online at <http://surveys.nces.ed.gov/nhes/> .

Sincerely,

Enclosure

B.3.16 Combined—fourth mailing neither returned inside cover letter for ATES

Use B.1.5

B.3.17 Combined—fourth mailing neither returned inside cover letter for ASPA

Use B.2.5

B.3.18 Combined - fourth mailing ASPA returned, ASPA not returned
Resident Sample Member
12345 Sampled Ave
Cooperation, MD 20850

{MONTH} XX, 2014

Dear {CITY} Resident:

I have written previously to request that your household complete two short questionnaires about educational experiences of people in your household. Unfortunately, we have not yet received one of your completed questionnaires. The results of this study are used by policymakers, researchers and educators to understand and improve education in the United States.

This is your household's last opportunity to participate in this important education study.

It should only take 20 minutes or less to fill out the remaining survey. Please respond about the household member listed below:

{Adult's name, (sex), age X}.

Once you have completed the survey, enclose it in the envelope provided and return it **as soon as possible**. The postage is already paid so you can drop it in any mailbox.

If you have questions or need assistance, we will be happy to help and can be reached by telephone at 1-888-840-8353. More details about the study are provided on the back of the enclosed surveys and online at <http://surveys.nces.ed.gov/nhes/> .

Sincerely,

Enclosure

B.3.19 Combined - fourth mailing ATEs returned, ASPA not returned
Resident Sample Member
12345 Sampled Ave
Cooperation, MD 20850

{MONTH} XX, 2014

Dear Parent of {CHILD}:

I have written previously to request that your household complete two short questionnaires about educational experiences of people in your household. Unfortunately, we have not yet received one of your completed questionnaires. The results of this study are used by policymakers, researchers and educators to understand and improve education in the United States.

This is your household's last opportunity to participate in this important education study.

It should only take 20 minutes or less to fill out the remaining survey. Please respond about the child listed below:

{Child, age X, Xth grade}

Once you have completed the survey, enclose it in the envelope provided and return it **as soon as possible**. The postage is already paid so you can drop it in any mailbox.

If you have questions or need assistance, we will be happy to help and can be reached by telephone at 1-888-840-8353. More details about the study are provided on the back of the enclosed surveys and online at <http://surveys.nces.ed.gov/nhes/> .

Sincerely,

Enclosure

B.4 Seeded sample materials (no screener, topical only)

B.4.1 Initial Seeded Sample Topical cover letter

Seeded Sample Member
12345 Sampled Ave
Cooperation, MD 20850

{MONTH} XX, 2014

Dear {ADULT}:

I am pleased to inform you that the U.S. Census Bureau has selected you to participate in the 2014 National Household Education Survey, which we are conducting on behalf of the U.S. Department of Education. This survey collects information on the education, training, and work credentials of people in the United States. The study provides vital information that is used to improve education and training for everyone—information that is not available anywhere else. The results will help policymakers, researchers, and educators understand how education helps our economy in these changing times. This survey is about all of us!

You were chosen as part of this scientific study, and we cannot replace you with someone else. Although your participation is voluntary, your answers will make sure that people like you are counted.

This national study will provide much-needed information on the types of education, training, and work credentials adults have, how and why adults obtain these credentials, and their value to individuals in the labor market. Your response to this survey is important—even if you do not work or do not have any formal work training or credentials—as it will help provide a full picture of adults' experiences. Please be assured that your participation is voluntary and all information you give may be used only for statistical purposes and may not be disclosed, or used, in identifiable form for any other purpose except as required by law (20 USC § 9573).

The National Center for Education Statistics in the U.S. Department of Education developed this survey along with the Bureau of Labor Statistics and the Census Bureau and is authorized to conduct it under law (20 USC § 9543). More details about the study are provided on the back of the enclosed survey and online at <http://surveys.nces.ed.gov/nhes/>.

We have enclosed \$5 as a token of appreciation for your participation in this study. Thank you in advance for your participation. Depending on the education, training, and credentials you have, the survey should only take about 10 to 20 minutes to complete. Please return the completed survey in the enclosed envelope. If you have any questions about the study or need replacement materials please call us toll-free at 1-888-840-8353.

Sincerely,

Enclosure

B.4.2. Seeded Sample Topical Reminder Postcard

{MONTH} 2014

Last week we mailed you a questionnaire for a study conducted by the U.S. Census Bureau for the U.S. Department of Education. That questionnaire is the next step for you to participate in this important study about education in our country. If you have already returned the survey, we thank you very much for your help.

If you have not completed and returned your survey, please do so right away. We need to hear from everyone and your help is very important to us. You were selected to take part in this survey and cannot be replaced.

If you have any questions, feel free to contact us at 1-888-840-8353 or visit our website <http://surveys.nces.ed.gov/nhes/>. Thank you.

B.4.3. Seeded sample second mailing

Seeded Sample Member
12345 Sampled Ave
Cooperation, MD 20850

{MONTH} XX, 2014

Dear {ADULT}:

The U.S. Census Bureau is conducting an important national study for the U.S. Department of Education about the education, training, and work credentials of American adults. About three weeks ago, we mailed you a survey as part of this study.

We have not yet received a response from you. We are writing again because your response is important in understanding how education helps the economy. The National Center for Education Statistics, the Bureau of Labor Statistics, and the Census Bureau worked together to develop this survey. We need your response even if you are not working and even if you do not have any formal work credentials.

Please fill out the enclosed survey and mail it back in the postage-paid envelope as soon as possible. It should only take 20 minutes or less to fill out.

If you have questions or need assistance, we will be happy to help and can be reached toll-free at 1-888-840-8353. More details about the study are provided on the back of the enclosed survey and online at <http://surveys.nces.ed.gov/nhes/>.

Sincerely,

Enclosure

The National Center for Education Statistics within the U.S. Department of Education is authorized to conduct this survey under Section 9543, 20 U.S. Code. The U.S. Census Bureau is conducting this study for the U.S. Department of Education. Your participation is voluntary. Be assured that your answers will only be used for statistical purposes and that your individual

B.4.4. Seeded sample - third mailing

Seeded Sample Member
12345 Sampled Ave
Cooperation, MD 20850

{MONTH} XX, 2014

Dear {ADULT}:

I wrote in {MONTH} to ask you to complete a U.S. Department of Education questionnaire. This person was selected based on an earlier survey that your household filled out. Unfortunately, we have not yet received your completed questionnaire. You were sent the survey (and the replacement enclosed with this letter) because you were chosen as part of this scientific study, and we cannot replace you with someone else.

We have mailed this third questionnaire using rush delivery because of the importance of your response.

As mentioned before, this survey that provides valuable information about how education and training helps the economy. Your response to this survey will help provide a clear and complete picture of adults' education and training experiences—even if you do not work or if you do not have any work training or credentials.

Everyone's response is important.

Please fill out the enclosed survey and mail it back in the postage-paid envelope **as soon as possible**.

- It should only take 20 minutes or less to fill out this survey.

If you have questions or need assistance we will be happy to help and can be reached toll-free at 1-888-840-8353. More details about the study are provided on the back of the enclosed survey and online at <http://surveys.nces.ed.gov/nhes/>. Thank you.

Sincerely,

Enclosure

The National Center for Education Statistics within the U.S. Department of Education is authorized to conduct this survey under Section 9543, 20 U.S. Code. The U.S. Census Bureau is conducting this study for the U.S. Department of Education. Your participation is voluntary. Be assured that your answers will only be used for statistical purposes and that your individual

B.4.5. Seeded sample - Fourth mailing

Seeded Sample Member
12345 Sampled Ave
Cooperation, MD 20850

{MONTH} XX, 2014

Dear {ADULT}:

I have written previously to request that you complete a questionnaire about your education, training, and credentials for work. Unfortunately, we have not yet received your completed questionnaire. The results of this study are used by policymakers, researchers and educators to understand and improve education and training in the United States.

This is your last opportunity to participate in this important study. For your convenience, we have enclosed another copy of the questionnaire.

It should only take 20 minutes or less to fill out the survey. Once you have completed it, enclose it in the envelope provided and return it **as soon as possible**. The postage is already paid so you can drop it in any mailbox.

If you have questions or need assistance, we will be happy to help and can be reached toll-free at 1-888-840-8353. More details about the study are provided on the back of the enclosed survey and online at <http://surveys.nces.ed.gov/nhes/>.

Sincerely,

Enclosure

The National Center for Education Statistics within the U.S. Department of Education is authorized to conduct this survey under Section 9543, 20 U.S. Code. The U.S. Census Bureau is conducting this study for the U.S. Department of Education. Your participation is voluntary. Be assured that your answers will only be used for statistical purposes and that your individual