

1The Census Bureau plans to conduct additional research under the generic clearance for questionnaire pretesting research (OMB number 0607-0725). We will conduct cognitive research on two different packets of mailing materials for the 2016 Census Test. The alternative mailings are testing different wordings to encourage respondents to reply to the 2016 Census Test – specifically messages about data usage, interviewers visiting for non-response follow-up and the mandatory nature of the census.

From July 2015 to September 2015, staff from the Center for Survey Measurement will conduct approximately 30 cognitive interviews testing two alternative packets of 4 pieces of mailing materials, 8 letters/ postcard in total. The two packets each contain:

- 1) an initial letter with an invitation to respond online
- 2) a reminder postcard or letter
- 3) a second reminder postcard
- 4) a cover letter for the census questionnaire

The goal of the cognitive testing the alternative materials is 1) to determine respondent preference for the motivational reasons to fill out the census and 2) to find any cognitive problems respondents have with the wording or design of the materials.

All testing will be conducted with adults and will use a retrospective probing method. The interview will be audiotaped to facilitate analysis of results. All participants will be informed that their responses are voluntary and that the information they provide is confidential. Copies of the instruments as well as the cognitive protocol are enclosed. A list of attachments is included in this memo.

Our recruiting efforts will target the general adult population. Respondents will ideally represent a range of demographic characteristics (e.g., gender, race/ethnicity, socioeconomic status). Respondents will be recruited predominantly through the existing database of respondents/potential respondents. Interviews will be conducted at the Census Bureau's Response Research Laboratory and at locations convenient to interviewees. The interviews will be conducted in-person in the local metropolitan area (DC, Maryland, Virginia, and West Virginia). Participants will receive \$40 for their participation in this research.

We estimate that each interview will take approximately sixty minutes (30 hours total). Screening is covered under the clearance for general recruiting.

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

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**List of Attachments:**

1. Cognitive interview protocol
2. Alternative Mailing Materials 1
3. Alternative Mailing Materials 2