

The U.S. Census Bureau requests permission to increase the burden hours for the Generic Clearance for 2020 Census Field Tests to Automate Field Data Collection Activities (OMB number 0607-0971). The reason for an increase in burden hours is to conduct the first two of a series of small-scale mailout tests to determine an optimal set of mailing materials emphasizing the Internet reporting option. These tests will enable the Census Bureau to meet their goal of accomplishing the 2020 Census data collection in a cost-efficient manner. Current testing has indicated that letters and postcards sent via the U.S. Postal Service continue to be the most cost-effective method to notify the public that their online census form needs to be completed.

The Census Bureau is requesting an additional 2,334 burden hours from July to October 2015. During this time, two mailout tests will be conducted. This chart shows the calculation of the estimated burden.

<u>Time Period</u>	<u># of Respondents</u>	<u>Avg Time per Respondent</u>	<u>Burden Hours</u>
July to August 2015	6,000	10 minutes each	1,000
September to October 2015	8,000	10 minutes each	1,334
Totals	14,000		2,334

The Census Bureau will submit a memo for each of the two tests, including methods and all materials, as the details are finalized.

The contact person for questions regarding data collection and study design is:

Mary C. Davis
Center for Survey Measurement
U.S. Census Bureau
Washington, D.C. 20233
301-763-3096
mary.c.davis@census.gov

