

2015 National Content Test Mail Materials and Panel Design Matrix

Draft: 3/24/2015

Panel	#1		#2 (7 days later)	#3* (7 days later)	#4* (7 days later)		#5* (7 days later)
1) Internet Push (Control)	Control Letter DE-16(L1) + DE-33		Postcard DE-9	Postcard DE-9(2A)	Questionnaire Version A, C, D, D2, G, H, I, W	Control Letter DE-17((L4)	
	Dual-side Letter DE-16(L1)(F/B) + DE-33					Dual-side Letter DE-17(L4)(F/B)	
	Swim lane Letter DE-16(L1)(E/S) + DE-33					Swim lane Letter DE-17(L4)(E/S)	
1.1 PR Internet Push	DE-16(L1)(E/S)PR + DE-33PR		Postcard DE-9(E/S)PR	Postcard DE-9(2A)(E/S)PR	Questionnaire DE-1C(E/S)PR Or DE-1I(E/S)PR	DE-17(L4)(E/S)PR	
2) Internet Push with Early Postcard	Control Letter DE-16(L1) + DE-33		Postcard (3 days sooner) DE-9(v2)	Postcard DE-9(2A)	Questionnaire Version A, C, D, D2, G, H, I, W	Control Letter DE-17((L4)	
	Dual-side Letter DE-16(L1)(F/B) + DE-33					Dual-side Letter DE-17(L4)(F/B)	
	Swim lane Letter DE-16(L1)(E/S) + DE-33					Swim lane Letter DE-17(L4)(E/S)	
3) Internet Push with Early Questionnaire	Control Letter DE-16(L1) + DE-33		Postcard DE-9	Questionnaire Version A, C, D, D2, G, H, I, W	Control Letter DE-17((L2) Dual-side Letter DE-17(L2)(F/B) Swim lane Letter DE-17(L2)(E/S)	Postcard DE-9(2C)	
	Dual-side Letter DE-16(L1)(F/B) + DE-33						
	Swim lane Letter DE-16(L1)(E/S) + DE-33						
4) Internet Push with Even Earlier Questionnaire	Control Letter DE-16(L1) + DE-33		Questionnaire Version A, C, D, D2, G, H, I, W	Control Letter DE-17((L1) Dual-side Letter DE-17(L1)(F/B) Swim lane Letter DE-17(L1)(E/S)	Postcard DE-9(2B)	Postcard DE-9(2C)	
	Dual-side Letter DE-16(L1)(F/B) + DE-33						
	Swim lane Letter DE-16(L1)(E/S) + DE-33						
5) Internet Choice (Low Only)	Questionnaire Version A, C, D, D2, G, H, I, W	Control Letter DE-16((L2)	Postcard DE-9(v3)	Postcard DE-9(2B)	Questionnaire Version A, C, D, D2, G, H, I, W	Control Letter DE-17((L4)	
		Dual-side Letter DE-16(L2)(F/B)				Dual-side Letter DE-17(L4)(F/B)	
		Swim lane Letter DE-16(L2)(E/S)				Swim lane Letter DE-17(L4)(E/S)	
5.1 PR Internet Choice	Questionnaire DE-1C(E/S)PR Or DE-1I(E/S)PR	DE-16(L2)(E/ S)PR	Postcard DE-9(v3)(E/S)PR	Postcard DE-9(2B)(E/S)PR	Questionnaire DE-1C(E/S)PR Or DE-1I(E/S)PR	DE-17(L4)(E/S)PR	

2015 National Content Test Mail Materials and Panel Design Matrix

Draft: 3/24/2015

6) Internet Push with Postcard as 3 rd Reminder	Control Letter DE-16(L1) + DE-33	Postcard DE-9	Postcard DE-9(2A)	Questionnaire Version A, C, D, D2, G, H, I, W	Control Letter DE-17((L4)	Postcard DE-9(2D)
	Dual-side Letter DE-16(L1)(F/B) + DE-33				Dual-side Letter DE-17(L4)(F/B)	
	Swim lane Letter DE-16(L1)(E/S) + DE-33				Swim lane Letter DE-17(L4)(E/S)	
7) Internet Push Postcard	Postcard DE-9(I)	Postcard DE-9	Control Letter DE-17(L3) + DE-33	Questionnaire Version A, C, D, D2, G, H, I, W	Control Letter DE-17((L4)	
			Dual-side Letter DE-17(L3)(F/B) + DE-33		Dual-side Letter DE-17(L4)(F/B)	
			Swim lane Letter DE-17(L3)(E/S) + DE-33		Swim lane Letter DE-17(L4)(E/S)	
8) Internet Push with Early Postcard and 2 nd Letter Instead of Mail Q	Control Letter DE-16(L1) + DE-33	Postcard (3 days sooner) DE-9(v2)	Postcard DE-9(2A)	Control Letter DE-17(L5) + DE-33		
	Dual-side Letter DE-16(L1)(F/B) + DE-33			Dual-side Letter DE-17(L5)(F/B) + DE-33		
	Swim lane Letter DE-16(L1)(E/S) + DE-33			Swim lane Letter DE-17(L5)(E/S) + DE-33		
9) Internet Push with Postcard and Email as 1 st Reminder (Same time)	Control Letter DE-16(L1) + DE-33	Postcard (3 days sooner) and Email DE-9(v2)	Postcard DE-9(2A)	Questionnaire Version A, C, D, D2, G, H, I, W	Control Letter DE-17((L4)	
	Dual-side Letter DE-16(L1)(F/B) + DE-33				Dual-side Letter DE-17(L4)(F/B)	
	Swim lane Letter DE-16(L1)(E/S) + DE-33				Swim lane Letter DE-17(L4)(E/S)	
10) Internet Push Non-ID (control only)	DE-16(L1U) + DE-33(U)	Postcard DE-9(U)	Postcard DE-9(2AU)	Questionnaire Version I	Control Letter DE-17(L4U)	