

Practice: Let's do a practice before we start. Please think aloud as you answer this question: How many windows are in your home?

Interruptions: I might stop you at a couple of points and ask you some questions about your feedback, or about the materials themselves. I am also going to ask you some questions at the end. There are no right or wrong answers, because only you know what you are thinking.

Do you have any questions before we begin?

Confidentiality: Our session today is completely confidential. Your participation in this study is completely voluntary, and you can decline to answer any particular question.

Recording: So I don't have to rely on my memory later on, I'd like to record this interview. That way, I can focus today on what you're saying rather than having to concentrate on taking notes. Is that ok with you?

****HAVE PARTICIPANT SIGN CONSENT FORM****

****Begin: **TURN ON RECORDER****

OK, let's begin. Please remember to think aloud as you look at the materials.

Interviewer: Note any confusion or difficulties respondents have with the materials.

If respondent is not being talkative despite reminders, ask them to underline things they don't like or find confusing in the materials and circle things they do like.

Section 2 - Envelope containing NCVS 572 Advance Letter

INTERVIEWER: IF THE PARTICIPANT ID ENDS IN AN ODD NUMBER THE PARTICIPANT WILL BE PRESENTED WITH THE STANDARD WHITE ENVELOPE FIRST AND THE YELLOW (ALTERNATIVE) ENVELOPE SECOND.

IF THE PARTICIPANT ID ENDS IN AN EVEN NUMBER THE PARTICIPANT WILL BE PRESENTED WITH THE YELLOW (ALTERNATIVE) ENVELOPE FIRST AND THE STANDARD WHITE ENVELOPE SECOND.

****HAND THE PARTICIPANT THE ENVELOPE****

SET-UP. This is the first piece of mail you would receive if you were selected to participate in the survey. Please don't open it just yet. I'd like for you to take a moment to look at the envelope itself before opening it and remember to think aloud.

INTERVIEWER: DOES PARTICIPANT LOOK AT BOTH SIDES OF THE ENVELOPE?

Standard Probes: (AFTER PARTICIPANT HAS LOOKED AT THE ENVELOPE)

1. What are your initial impressions of the envelope?
2. Would it stand out to you in your mail at home?
3. If you received it would you open it? Why or Why not?

****HAND THE PARTICIPANT THE OTHER ENVELOPE****

Here is another envelope that you might receive in the mail if you were selected to participate in the survey.

Standard Probes: (AFTER PARTICIPANT HAS LOOKED AT THE ENVELOPE)

1. What differences do you notice between this envelope and the one you just looked at?
 2. Which version do you prefer? Why?
 3. Is there one that you would be more likely to open if you received it? Why?
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Section 3 - NCVS 572 Advance Letter

Letter Document:

****FOCUS THE PARTICIPANT ON THE ENVELOPE CONTAINING THE LETTER****

Please go ahead and open the first envelope I handed you. I'd like for you to read over the item inside. Please tell me anything you are thinking as you read through it.

Standard Probes: (AFTER PARTICIPANT HAS LOOKED AT THE LETTER)

1. What was the first thing you noticed?
2. What is the letter asking you to do?
3. What do you think the main point of the letter was?
4. What survey is this letter about?
5. What kind of people would you say the survey wants to interview?
INTERVIEWER: SEE IF THE PARTICIPANT NOTICED MENTION OF NON-VICTIMS
6. Were there any terms in the letter that you found confusing?
7. After receiving this letter in the mail, what would you do?
Would you read it yourself or would you pass it along to another person you live with?
8. Was there anything you thought was missing from the letter?
9. Was there anything that concerned you?
10. How important do you think it is to participate in the National Crime Victimization Survey? Why? What about if you have not been a victim of crime?

FAQ Document:

****FOCUS THE PARTICIPANT ON THE FAQ IF THEY DID NOT NOTICE IT ON THE BACK OF THE LETTER AND GIVE TIME TO READ IT OVER****

Standard Probes: (AFTER PARTICIPANT HAS LOOKED AT THE FAQs)

1. What was the first thing you noticed?
 2. **(POINT TO TOP FAQ)** In your own words, what is this portion saying?
 3. What do you think of this side of the letter?
 4. Was there anything on this side of the letter that you found confusing?
 5. Was there anything you didn't like?
 6. Did you notice any mention of how long the survey is expected to take?
(IF PARTICIPANT IS AWARE OF THE 25 MINUTE ESTIMATE) What do you think about that amount of time?
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Section 4 - NCVS 110 Fact Sheet

INTERVIEWER: IF THE PARTICIPANT ID ENDS IN AN ODD NUMBER THE PARTICIPANT WILL BE PRESENTED WITH THE STANDARD FACT SHEET (NCVS 110 BROCHURE) FIRST AND THE ALTERNATIVE (INFO-GRAPHIC) FACT SHEET SECOND.

IF THE PARTICIPANT ID ENDS IN AN EVEN NUMBER THE PARTICIPANT WILL BE PRESENTED WITH THE ALTERNATIVE (INFO-GRAPHIC) FACT SHEET FIRST AND THE STANDARD FACT SHEET (NCVS 110 BROCHURE) SECOND.

****HAND THE PARTICIPANT THE FACT SHEET****

This is another item you would receive if you were selected to participate in the survey. I'd like for you to go ahead and read it over. Please tell me anything you are thinking as you read through it.

Standard Probes: (AFTER PARTICIPANT HAS LOOKED AT THE FACT SHEET)

1. What was the first thing you noticed?
2. Is the information on the fact sheet interesting to you?
What did you find most interesting?
(IF NEEDED) - What did you find least interesting?
3. Does the fact sheet make sense?
4. How important does it make the survey seem?
5. Was anything confusing?

I'd like for you imagine this document being included along with the letter that we talked about a bit ago.

6. If this were included in the envelope with the letter is this something that you would read?
(IF YES) Which would you read likely first – the letter or this fact sheet?

****HAND THE PARTICIPANT THE OTHER FACT SHEET****

Here is another version of the fact sheet that you might receive in the mail if you were selected to participate in the survey.

Standard Probes: (AFTER PARTICIPANT HAS LOOKED AT THE FACT SHEET)

1. What differences do you notice between this fact sheet and the one you just looked at?
2. Which version do you prefer? Why?
3. Is there a version of the fact sheet that makes the survey seem more interesting? Why?
4. Would you read this if it was included in the envelope with the letter?

Section 5 - NCVS 573 Advance Letter for Continuing Cases

****HAND THE PARTICIPANT THE NCVS 573 LETTER****

This is another letter that you may receive if you were selected to participate in the survey. I'd like for you to read the first paragraph. Please tell me anything you are thinking as you read it.

Standard Probes: (AFTER PARTICIPANT HAS READ AT THE FIRST PARAGRAPH)

1. Can you describe for me the main points covered by that first paragraph?
INTERVIEWER: SEE IF THE PARTICIPANT MENTIONS THE INFO COVERED IN THE LAST SENTENCE REGARDING THE "CURRENT RESIDENTS"
2. **(POINT TO THE LAST SENTENCE)** Can you tell me in your own words what is meant by "whether we talked with you before or you moved to this address since our last interview"?
3. Was there anything in that paragraph that you found to be unclear or confusing?
4. Based on what you read, would you expect to be contacted again in the future? What do you think about the possibility of being contacted in the future?

We're going to move on to the final item someone may receive if they participated in the survey.

Section 6 - NCVS 593 Thank-you Letter

****HAND THE PARTICIPANT THE THANK-YOU LETTER****

Our final item today is this letter. Please take moment to read it over and remember to think aloud and tell me anything you are thinking as you read through it.

Standard Probes: (AFTER PARTICIPANT HAS LOOKED AT THE LETTER)

1. What was the first thing you noticed?
 2. What do you think the main point of the letter was?
 3. What is the letter telling you?
INTERVIEWER: DID THE PARTICIPANT MENTION THE RETURN VISIT?
 4. What do you think of the letter?
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GENERAL DEBRIEFING PROBES:

Overall, what would you say about the materials you looked at today? Tell me more about that.

Do you think most people would find the materials interesting?

Why/Why not?

Do you think there are materials some people would find confusing? Which ones?

Is there anything else you would like to tell us that you haven't had a chance to mention yet?

Thank you for your feedback today.

****PROVIDE INCENTIVE AND HAVE RESPONDENT SIGN VOUCHER FORM****