

Generic Information Collection Request

Request: The Census Bureau plans to conduct additional research under the generic clearance for questionnaire pretesting research (OMB number 0607-0725). The Census Bureau plans to conduct cognitive interviews with business establishments on Privacy Act (PA), Paperwork Reduction Act (PRA), and the Federal Cybersecurity Enhancement Act of 2015 (FCEA) language. These three acts require updated privacy and confidentiality language to be integrated into the Census Bureau's respondent messaging. This research is being conducted concurrently with research by the Center for Survey Measurement on the use of this language in demographic surveys.

Purpose: The purpose of this research is to ensure that the new required language is integrated into respondent messaging in a way that is easy to understand for the Census Bureau's business respondents while satisfying legal requirements. The research includes in-person qualitative evaluations and cognitive testing of respondent messaging about privacy and confidentiality. This research was designed to explore various ways of communicating the required description of access to data collected under Title 13, as well as other language required by the PA, PRA, and FCEA. In addition, we will include qualitative evaluations of possible persuasive appeals to be integrated into our mailed economic survey requests. This persuasive messaging is intended to encourage response and bolster declining response rates.

Respondents will be asked to evaluate the revised privacy and confidentiality language. The results will be recorded and tabulated and a report produced that outlines the findings of the testing and discusses the possibility of embedding the updated privacy and confidentiality language into survey requests. These results will also be provided to the Census Bureau's Policy Coordination Office to aid their formulation of Census Bureau policy for these informed consent requirements. In addition, respondents will be asked to evaluate the persuasive appeals. The results will be recorded and tabulated and a report produced that outlines the findings of the testing and discusses the possibility of including the persuasive appeals with current mailings.

Population of Interest: The new language will be embedded into all mailed economic survey requests. As such, we are interested in interviewing business respondents from a variety of industries and company sizes.

Timeline: Testing will be conducted from August through October 2017.

Language: Testing will be conducted in English only.

Method: We plan to conduct one hour, in person cognitive interviews with respondents from up to three large metropolitan areas – yet to be determined. Interviews will be conducted by researchers from the Data Collection Methodology and Research Branch. Additional observers from the Economic Management Division may be present at the interviews.

Sample: We plan to conduct a total of 25 cognitive interviews. The sample size necessary for this test was determined by experience. We plan to conduct interviews with respondents from

the 2015 – 2016 Annual Survey of Manufactures (ASM) and Report of Organization (RO). We will recruit a mix of multi-unit and single-unit companies from a variety of industries.

Recruitment: Participants will be recruited using a list of 2015 – 2016 ASM/RO respondents. Respondents will be informed that their participation is voluntary. The interviews will be audio recorded, to facilitate summarization.

Protocol: Participants will first review the new privacy and confidentiality language embedded in a survey request letter. Then participants will be asked follow-up probes regarding various phrases from the letter. After evaluating the letters, participants will be asked to evaluate the persuasive appeals via card sorting and probes.

Use of Incentive: Monetary incentives for participation will not be offered.

Length of interview: We expect that each interview will last no more than 60 minutes (25 cases x 60 minutes per case = 25 hours). Additionally, to recruit respondents we expect to make up to 5 phone contacts per completed case. The recruiting calls are expected to last on average 3 minutes per call (5 attempted phone calls per completed case x 25 cases x 3 minute per case = 6.25 hours). Thus, the estimated burden for this project is 31.25 hours (25 hours for interviews + 6.25 hours for recruiting).

Enclosures: Below is a list of materials to be used in the current study:

1. Protocol used for the study
2. Control Letter for Mandatory Survey
3. Control Letter for Voluntary Survey
4. Proposed Language Letter for Mandatory Survey
5. Proposed Language Letter for Voluntary Survey
6. Persuasive Appeals
7. Uses for Economic Census Data
8. Census Business Builder – Small Business Edition Flyer
9. Census Business Builder – Regional Analyst Edition Flyer
10. America's Economy Mobile Application
11. Surveys by Type

Contact: The contact person for questions regarding data collection and statistical aspects of the design of this research is listed below:

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Enclosures

Cc:

Nick Orsini	(ADEP) with enclosure
Carol Caldwell	(ESMD) with enclosure
Carma Hogue	(ESMD) with enclosure
Diane Willimack	(ESMD) with enclosure
Amy Riemer	(ESMD) with enclosure
Kristin Stettler	(ESMD) with enclosure
Jennifer Hunter Childs	(ADRM) with enclosure
Jasmine Luck	(ADRM) with enclosure
Danielle Norman	(PCO) with enclosure
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Aleia Clark Fobia	(CSM) with enclosure
Lisa Donaldson	(EMD) with enclosure
Jessica Wellwood	(EMD) with enclosure
Tom Smith	(EMD) with enclosure