

# Cognitive Testing of 2020 CPEX Extending the Census Environment Mail Materials

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PARTICIPANT ID #: \_\_\_\_\_

DATE: \_\_\_\_ / \_\_\_\_ / 2019

INTERVIEWER'S NAME: \_\_\_\_\_

START TIME: \_\_\_\_\_ : \_\_\_\_\_ AM / PM

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## SECTION I. INTRODUCTION

Hello, I'm [NAME OF INTERVIEWER]. I work for the Census Bureau. Thanks for agreeing to help us today. Let me start by telling you a little about what we will be doing today. The United States Census Bureau counts the population in the U.S and also conducts various kinds of surveys.

Today we are going to look at some of the envelopes, letters, postcards, and the questionnaire that you might receive in the mail next year asking you to complete the 2020 Census. There are a number of things to look at, so I'll explain each one to you as we go along. I'm going to ask you to look at the envelopes and read the letters and postcards, and then ask you some questions about them: what they mean to you, and what your reactions to them are.

Remember, there are no wrong answers, because only you know what you are thinking. I really want to hear your opinions and reactions to these pieces of mail, so don't hesitate to speak up whenever something is unclear, or not easy to understand. Please feel free to be honest about your opinions. Do you have any questions about what we'll be doing?

## SECTION II. INTERVIEW CONSENT

**PLACE THE CONSENT FORM IN FRONT OF PARTICIPANT**

Before we start, I would like you to read over the document in front of you. This document explains a little bit about this interview and provides information about your rights as a participant. Our session today is completely confidential, so all information you provide is confidential and we won't use your name in any report. Your participation in this study is completely voluntary. You may decline to answer any particular question. This form also asks for your permission to have this session audio recorded. That way, I can focus today on what you're saying rather than having to concentrate on taking notes or having to rely on my

memory later. Please ask me any questions you have about this document. Once you have finished reading the document, please sign it.

PARTICIPANT READS FORM THEN SIGNS AND DATES FORM  
INTERVIEWER SIGNS AND DATES FORM

**B. IF PARTICIPANT PROVIDES CONSENT TO HAVE THE SESSION AUDIO-TAPED: I will now turn on the audio recorder.**

SECTION III. INTERNET CHOICE MAIL MATERIALS

ODD NUMBER PARTICIPANT IDS START HERE IN SECTION III (INTERNET CHOICE MAIL MATERIALS). EVEN NUMBER PARTICIPANT IDS START AT SECTION IV (INTERNET FIRST MAIL MATERIALS).

**A. INTERNET CHOICE CONTACT #1 (WITH D-LC1-XA(E/S)):**

SET-UP: Okay, let's get started. Imagine you received this piece of mail at your house, and that this is your address. [HAND R ENVELOPE WITH FIRST CONTACT MAIL PACKAGE, POINT TO "123 Any Street..."]

**A1. What do you think you would do after receiving this envelope in the mail?**

Now I'd like you to take the envelope and treat it as you would if you received it in the mail. [Let the respondent take as much time looking at the materials as they want before starting the probes]

BY OBSERVATION:

**A2. Does R open the envelope?** \_\_\_ Yes \_\_\_ No

[If R indicates that they wouldn't even open the envelope, note that, then instruct them to open the envelope and look through the materials inside]

**A3. Which materials does R look at?**

- \_\_\_\_\_ Questionnaire
- \_\_\_\_\_ Letter
- \_\_\_\_\_ FAQs
- \_\_\_\_\_ Language Assistance Sheet
- \_\_\_\_\_ Business Reply Envelope

**A3a.** Note unsolicited comments R makes about the questionnaire or other materials (except the letter) here, if any:

**A4. [LOOKED AT NOTHING - If R did not look at anything inside the envelope] I noticed that you didn't look at anything inside the envelope. Can you tell me why?**

[If R did not look at the letter at all, say "Please take a look at the letter that was in the

envelope.”]

STANDARD PROBES (when R indicates he/she is done looking through the materials and reading the letter):

**There were several items in the envelope, but I want to focus on the letter [POINT TO THE LETTER IF NECESSARY].**

**A5. What is the first thing you noticed about the letter?**

**A6. Does this letter look like something you would expect to receive from the federal government? Why/why not? [If needed] Does it look like junk mail or mail that is trying to sell you something?**

**[AT THIS TIME, HAND THEM THE PINK AND GREEN HIGHLIGHTER] ”Now I have a short highlighting task for you to do with the letter. We only have a few envelopes for these interviews, so please do not write or highlight on the envelope.”**

**A7. Now with the green highlighter I would like you to highlight anything in the letter that would make you more likely to respond to the 2020 Census. [If R says nothing would make them more likely to respond, say, “Okay, then please don’t highlight anything.”] [WAIT FOR RESPONDENT TO FINISH HIGHLIGHTING] Why did you choose to highlight that/those?**

**A7a. [If R highlighted nothing] You didn’t highlight anything in the letter. Would you tell me more about that?**

**A8. Now I am going to ask you to use the pink highlighter to mark anything you think some people might find difficult to understand. If you want to mark something in pink that you already highlighted with green, you can underline it. [WAIT FOR RESPONDENT TO FINISH HIGHLIGHTING] Why did you choose to highlight that?**

**A9. What do you think you would do after receiving this letter?**

**A10. [If necessary] After getting this letter, would you respond to the 2020 Census?  
Why/why not?**

**A10a. [If R mentioned responding] How would you respond to the census?**

**A10ai. [If R mentions multiple modes] Would you use all of those ways of  
responding, or would you pick one?**

**A10b. What (other) ways of responding did you notice?**

**A11. The letter also mentions a date to respond by. Did that stand out to you? What  
do you think about that?**

**A12. Do you think you have to do the census?**

**A12a. What makes you think that?**

**A13. Did you notice any reasons for doing the census? [If they say yes and don't  
elaborate] What were they? Anything else?**

**A13a. What do you think about these reasons to respond to the census?**

**A14. There is a sentence that mentions your answers to the census being protected by  
law. [POINT TO THE BOLDED TEXT BELOW THE RESPONSE OPTIONS  
BOXES] What is your reaction to that sentence?**

**A15. Some of the text in the letter has images or icons next to it [POINT TO ICONS ON  
THE LEFT HAND SIDE OF THE LETTER]. What do you think about these  
images?**

**A15a. Which of the images do you like the best or think is the most helpful? [If  
needed] Which do you like the least?**

**A16. Is there anything you would change about this letter if you could?**

**A17. Is there anything else about the letter you would like to mention before we move  
on to the next set of mail materials?**

[TAKE THE MAIL MATERIALS BACK]

**B. INTERNET CHOICE CONTACT #2 (WITH D-LC2-XA(E/S)):**

Now let's look at the second mailing. You would receive this next letter in the mail a few days after the first one. Please take the envelope and treat it as you would if you received it in the mail. [Let the respondent take as much time looking at the materials as they want before starting the probes]

BY OBSERVATION:

**B1.** Does R open the envelope? \_\_\_ Yes \_\_\_ No

[If R indicates that they wouldn't even open the envelope, note that, then instruct them to open the envelope and look through the materials inside]

**B2.** Which materials does R look at?

\_\_\_\_\_ Letter

\_\_\_\_\_ FAQs

\_\_\_\_\_ Language Assistance Sheet

**B3. [LOOKED AT NOTHING - If R did not look at anything inside the envelope] I noticed that you didn't look at anything inside the envelope. Can you tell me why?**

[If R did not look at the letter at all, say "Please take a look at the letter that was in the envelope."]

STANDARD PROBES (when R indicates he/she is done looking through the materials and reading the letter):

**There were several items in the envelope, but I want to focus on the letter [POINT TO THE LETTER IF NECESSARY].**

**B4. What is the first thing you noticed about the letter?**

**B5. Does this letter look like something you would expect to receive from the federal government? Why/why not?**

**B6.** This letter is addressed to “Dear Sir or Madam.” What do you think about that greeting? [If needed] Would you expect to see a different greeting to start the letter?

**B6a.** [If R does not like “Dear Sir or Madam”] Would you prefer if the greeting said “Dear Resident” instead?

**B7.** What do you think you would do after receiving this letter?

**B8.** [If necessary] After getting this letter, would you respond to the 2020 Census? Why/why not? [If needed] What would you do if you had already responded?

**B8a.** [If R mentioned responding] How would you respond to the census?

**B8b.** What (other) ways of responding to the census did you notice?

**B9.** Did you notice any new reasons for doing the census? [If they say yes and don't elaborate] What were they? Anything else?

**B9a.** What do you think about these reasons to respond to the census?

**B10.** There is a sentence that talks about it being quick and easy to respond online. [POINT TO THE SENTENCE ABOVE THE RESPONSE BOX] What do you think about that sentence?

**B11.** There is a sentence that mentions the Census Bureau protecting your privacy. [POINT TO THE BOLDED TEXT BELOW THE FAMILY ICON] What is your reaction to that sentence?

**B12.** Some of the text in the letter has images or icons next to it [POINT TO ICONS ON THE LEFT HAND SIDE OF THE LETTER]. What do you think about these images?

**B12a.** Which of the images do you like the best or think is the most helpful? [If needed] Which do you like the least?

**B13. Is there anything you would change about this letter if you could?**

**B14. Is there anything else about the letter you would like to mention before we move on to the next set of mail materials?**

[TAKE THE MAIL MATERIALS BACK]

**C. INTERNET CHOICE CONTACT #3 (WITH D-PC3-XA(E/S)):**

Now let's look at the third mailing. You would receive this postcard in the mail about a week after the previous mailing. Please treat it as you would if you received it in the mail. [Let the respondent take as much time looking at the materials as they want before starting the probes]

**C1. What is the first thing you noticed about the postcard?**

**C2. Does this postcard look like something you would expect to receive from the federal government? Why/why not?**

**C3. Half of the text on this postcard is in English and half is in Spanish. What did you think about seeing English and Spanish text side by side? [If needed] Did seeing text in two languages make it more difficult to read the postcard or make anything about the postcard confusing for you?**

**C4. What do you think you would do after receiving this postcard? [If needed] What would you do if you had already responded?**

**C5. [If necessary] After getting this postcard, would you respond to the 2020 Census? Why/why not?**

**C5a. [If R mentioned responding] How would you respond to the census?**

**C5b. What (other) ways of responding to the census did you notice?**



**C6. Did you notice any new reasons for doing the census? [If they say yes and don't elaborate] What were they? Anything else?**

**C6a. What do you think about these reasons to respond to the census?**

**C7. There is a slogan ("Shape your future. Start here.") printed across the top of the postcard. What do you think about it?**

**C8. There is some text printed in italics across the bottom of the postcard [POINT TO THE ITALICIZED TEXT]. What do you think about that statement?**

**C8a. [If needed] What do you think about the message that it only takes a few minutes to respond?**

**C8b. [If needed] How do you think your response might impact your community?**

**C9. The box in the center of the postcard has some images or icons in it [POINT TO ICONS IN THE RESPONSE BOX]. What do you think about these images?**

**C10. The first sentence in the postcard mentions other people who have already responded to the 2020 Census. What do you think about this sentence?**

**C11. Is there anything you would change about this postcard if you could?**

**C12. Is there anything else about the postcard you would like to mention before we move on to the next set of mail materials?**

**[TAKE THE POSTCARD BACK. CONTINUE TO SECTION V.]**

## SECTION IV. INTERNET FIRST MAIL MATERIALS

EVEN NUMBER PARTICIPANT IDS START HERE IN SECTION IV (INTERNET FIRST MAIL MATERIALS). ODD NUMBER PARTICIPANT IDS SKIP ON TO SECTION V.

### **D. INTERNET FIRST CONTACT #1 (WITH D-LF1-XA(E/S)):**

SET-UP: Okay, let's get started. Imagine you received this piece of mail at your house, and that this is your address. [HAND R ENVELOPE WITH FIRST CONTACT MAIL PACKAGE, POINT TO "123 Any Street..."]

**D1. What do you think you would do after receiving this envelope in the mail?**

Now I'd like you to take the envelope and treat it as you would if you received it in the mail. [Let the respondent take as much time looking at the materials as they want before starting the probes]

BY OBSERVATION:

**D2. Does R open the envelope?** \_\_\_ Yes \_\_\_ No

[If R indicates that they wouldn't even open the envelope, note that, then instruct them to open the envelope and look through the materials inside]

**D3. Which materials does R look at?**

\_\_\_\_\_ Letter

\_\_\_\_\_ FAQs

\_\_\_\_\_ Language Assistance Sheet

**D4. [LOOKED AT NOTHING - If R did not look at anything inside the envelope] I noticed that you didn't look at anything inside the envelope. Can you tell me why?**

[If R did not look at the letter at all, say "Please take a look at the letter that was in the envelope."]

STANDARD PROBES (when R indicates he/she is done looking through the materials and reading the letter):

**There were several items in the envelope, but I want to focus on the letter [POINT TO THE LETTER IF NECESSARY].**

**D5. What is the first thing you noticed about the letter?**

**D6. Does this letter look like something you would expect to receive from the federal government? Why/why not? [If needed] Does it look like junk mail or mail that is trying to sell you something?**

**[AT THIS TIME, HAND THEM THE PINK AND GREEN HIGHLIGHTER] "Now I have a short highlighting task for you to do with the letter. We only have a few envelopes for these interviews, so please do not write or highlight on the envelope."**

**D7. Now with the green highlighter I would like you to highlight anything in the letter that would make you more likely to respond to the 2020 Census. [If R says nothing would make them more likely to respond, say, "Okay, then please don't highlight anything."]** **[WAIT FOR RESPONDENT TO FINISH HIGHLIGHTING]** **Why did you choose to highlight that/those?**

**D7a. [If R highlighted nothing] You didn't highlight anything in the letter. Would you tell me more about that?**

**D8. Now I am going to ask you to use the pink highlighter to mark anything you think some people might find difficult to understand. If you want to mark something in pink that you already highlighted with green, you can underline it. [WAIT FOR RESPONDENT TO FINISH HIGHLIGHTING]** **Why did you choose to highlight that?**

**D9. What do you think you would do after receiving this letter?**

**D10. What would you do if you weren't able to respond online?**

**D10a. [If necessary] There's a sentence in the last paragraph that mentions a paper questionnaire being sent to you [POINT TO THE LAST PARAGRAPH]. Did you notice this sentence when you read through the letter?**

**D11. [If necessary] After getting this letter, would you respond to the 2020 Census? Why/why not?**

**D11a. [If R mentioned responding] How would you respond to the census?**

**D11b. [If R mentions multiple modes] Would you use all of those ways of responding, or would you pick one?**

**D12. The letter also mentions a date to respond by. Did that stand out to you? What do you think about that?**

**D13. Do you think you have to do the census?**

**D13a. What makes you think that?**

**D14. Did you notice any reasons for doing the census? [If they say yes and don't elaborate] What were they? Anything else?**

**D14a. What do you think about these reasons to respond to the census?**

**D15. There is a sentence that talks about it being quick and easy to respond online. [POINT TO THE SENTENCE ABOVE THE RESPONSE BOX] What do you think about that sentence?**

**D16. There is a sentence that mentions your answers to the census being protected by law. [POINT TO THE BOLDED TEXT BELOW THE RESPONSE OPTIONS BOXES] What is your reaction to that sentence?**

**D17. Some of the text in the letter has images or icons next to it [POINT TO ICONS ON THE LEFT HAND SIDE OF THE LETTER]. What do you think about these images?**

**D17a. Which of the images do you like the best or think is the most helpful? [If needed] Which do you like the least?**

**D18. Is there anything you would change about this letter if you could?**

**D19. Is there anything else about the letter you would like to mention before we move on to the next set of mail materials?**

[TAKE THE MAIL MATERIALS BACK]

**E. INTERNET FIRST CONTACT #2 (WITH D-LF2-XA(E/S)):**

Now let's look at the second mailing. You would receive this next letter in the mail a few days after the first one. Please take the envelope and treat it as you would if you received it in the mail. [Let the respondent take as much time looking at the materials as they want before starting the probes]

BY OBSERVATION:

**E1.** Does R open the envelope? \_\_\_\_ Yes \_\_\_\_ No

[If R indicates that they wouldn't even open the envelope, note that, then instruct them to open the envelope and look through the materials inside]

**E2.** Which materials does R look at?

\_\_\_\_\_ Letter

\_\_\_\_\_ FAQs

\_\_\_\_\_ Language Assistance Sheet

**E3.** [LOOKED AT NOTHING - If R did not look at anything inside the envelope] I noticed that you didn't look at anything inside the envelope. Can you tell me why?

[If R did not look at the letter at all, say "Please take a look at the letter that was in the envelope."]

STANDARD PROBES (when R indicates he/she is done looking through the materials and reading the letter):

**There were several items in the envelope, but I want to focus on the letter [POINT TO THE LETTER IF NECESSARY].**

**E4.** What is the first thing you noticed about the letter?

**E5.** Does this letter look like something you would expect to receive from the federal government? Why/why not?

**E6. This letter is addressed to “Dear Sir or Madam.” What do you think about that greeting? [If needed] Would you expect to see a different greeting to start the letter?**

**E6a. [If R does not like “Dear Sir or Madam”] Would you prefer if the greeting said “Dear Resident” instead?**

**E7. What do you think you would do after receiving this letter?**

**E8. [If necessary] After getting this letter, would you respond to the 2020 Census? Why/why not? [If needed] What would you do if you had already responded?**

**E8a. [If R mentioned responding] How would you respond to the census?**

**E8b. What (other) ways of responding to the census did you notice?**

**E9. Did you notice any new reasons for doing the census? [If they say yes and don't elaborate] What were they? Anything else?**

**E9a. What do you think about these reasons to respond to the census?**

**E10. There is a sentence that mentions the Census Bureau protecting your privacy. [POINT TO THE BOLDED TEXT BELOW THE FAMILY ICON] What is your reaction to that sentence?**

**E11. Some of the text in the letter has images or icons next to it [POINT TO ICONS ON THE LEFT HAND SIDE OF THE LETTER]. What do you think about these images?**

**E11a. Which of the images do you like the best or think is the most helpful? [If needed] Which do you like the least?**

**E12. Is there anything you would change about this letter if you could?**

**E13. Is there anything else about the letter you would like to mention before we move**

on to the next set of mail materials?

[TAKE THE MAIL MATERIALS BACK]

**F. INTERNET FIRST CONTACT #3 (WITH D-PF3-XA(E/S)):**

Now let's look at the third mailing. You would receive this postcard in the mail about a week after the previous mailing. Please treat it as you would if you received it in the mail. [Let the respondent take as much time looking at the materials as they want before starting the probes]

**F1. What is the first thing you noticed about the postcard?**

**F2. Does this postcard look like something you would expect to receive from the federal government? Why/why not?**

**F3. Half of the text on this postcard is in English and half is in Spanish. What did you think about seeing English and Spanish text side by side? [If needed] Did seeing text in two languages make it more difficult to read the postcard or make anything about the postcard confusing for you?**

**F4. What do you think you would do after receiving this postcard? [If needed] What would you do if you had already responded?**

**F5. [If necessary] After getting this postcard, would you respond to the 2020 Census? Why/why not?**

**F5a. [If R mentioned responding] How would you respond to the census?**

**F5b. What (other) ways of responding to the census did you notice?**

**F6. Did you notice any new reasons for doing the census? [If they say yes and don't elaborate] What were they? Anything else?**

- F6a. What do you think about these reasons to respond to the census?**
- F7. There is a slogan (“Shape your future. Start here.”) printed across the top of the postcard. What do you think about it?**
- F8. There is some text printed in italics across the bottom of the postcard [POINT TO THE ITALICIZED TEXT]. What do you think about that statement?**
- F8a. [If needed] What do you think about the message that it only takes a few minutes to respond?**
- F8b. [If needed] How do you think your response might impact your community?**
- F9. The box in the center of the postcard has some images or icons in it [POINT TO ICONS IN THE RESPONSE BOX]. What do you think about these images?**
- F10. The first sentence in the postcard mentions other people who have already responded to the 2020 Census. What do you think about this sentence?**
- F11. Is there anything you would change about this postcard if you could?**
- F12. Is there anything else about the postcard you would like to mention before we move on to the next set of mail materials?**

**[TAKE THE POSTCARD BACK. CONTINUE TO SECTION V.]**



SECTION V. SHARED MAIL MATERIALS (CHOICE AND FIRST)

ALL PARTICIPANTS CONTINUE HERE WITH THE SHARED FOURTH AND FIFTH MAILINGS.

**G. CONTACT #4 (WITH D-L4-XA(E/S)):**

Now let's look at the fourth mailing. You would receive this next letter in the mail a couple of weeks after the previous one, if the Census Bureau had not received your response to the 2020 Census. Please take the envelope and treat it as you would if you received it in the mail. [Let the respondent take as much time looking at the materials as they want before starting the probes]

BY OBSERVATION:

**G1.** Does R open the envelope? \_\_\_ Yes \_\_\_ No

[If R indicates that they wouldn't even open the envelope, note that, then instruct them to open the envelope and look through the materials inside]

**G2.** Which materials does R look at?

- \_\_\_\_\_ Questionnaire
- \_\_\_\_\_ Letter
- \_\_\_\_\_ FAQs
- \_\_\_\_\_ Language Assistance Sheet
- \_\_\_\_\_ Business Reply Envelope

**G3. [LOOKED AT NOTHING - If R did not look at anything inside the envelope] I noticed that you didn't look at anything inside the envelope. Can you tell me why?**

[If R did not look at the letter at all, say "Please take a look at the letter that was in the envelope."]

STANDARD PROBES (when R indicates he/she is done looking through the materials and reading the letter):

**There were several items in the envelope, but I want to focus on the letter [POINT TO THE LETTER IF NECESSARY].**

**G4.** What is the first thing you noticed about the letter?

**G5.** Does this letter look like something you would expect to receive from the federal government? Why/why not?

**G6. What do you think you would do after receiving this letter?**

**G7. [If necessary] After getting this letter, would you respond to the 2020 Census? Why/why not? [If needed] What would you do if you had already responded?**

**G7a. [If R mentioned responding] How would you respond to the census?**

**G8. There is a section in the middle of the letter that mentions three reasons someone might want to respond to the 2020 Census. [POINT TO THE TWO COLUMNS WITH CAPITALIZED TEXT ON THE LEFT] What do you think about this part of the letter?**

**G8a. [If needed] What do you think about these reasons to respond to the census?**

**G9. Toward the bottom of the letter, there is a sentence that mentions a telephone number you can call for help [POINT TO TELEPHONE NUMBER NEAR BOTTOM OF LETTER]. What do you think about this sentence?**

**G9a. [If needed] Do you think you would ever call this number? Why/why not?**

**G10. Is there anything you would change about this letter if you could?**

**G11. Is there anything else about the letter you would like to mention before we move on to the next set of mail materials?**

**[TAKE THE MAIL MATERIALS BACK]**

## **H. CONTACT #5 (WITH D-P5-XA(E/S)):**

**Now let's look at the final postcard. You would receive this postcard in the mail about two week after the previous mailing. Please treat it as you would if you received it in the mail. [Let the respondent take as much time looking at the materials as they want before starting the probes]**

**H1. What is the first thing you noticed about the postcard?**

**H2. Does this postcard look like something you would expect to receive from the federal government? Why/why not?**

**H3. What do you think you would do after receiving this postcard? [If needed] What would you do if you had already responded?**

**H4. [If necessary] After getting this postcard, would you respond to the 2020 Census? Why/why not?**

**H4a. [If R mentioned responding] How would you respond to the census?**

**H5. There is a message printed across the top of the postcard (saying “It’s not too late to respond”). What do you think about that message?**

**H6. There is a sentence in bold near the top of the postcard [POINT TO THE BOLDED TEXT] that mentions an interviewer coming to your home. What do you think about that statement?**

**H7. There is a URL printed in the box at the center of the postcard (“My2020Census.gov”). The same web address has been in all of the mail materials you have seen so far. What do you think about this URL and how it’s printed here? [If necessary] Did you have any difficulty reading it? Do you think you would be able to enter the address in a browser search bar on a smartphone or computer?**

**H8. Is there anything you would change about this postcard if you could?**

**H9. Is there anything else about the postcard you would like to mention before we move on to the next set of mail materials?**

**[TAKE THE POSTCARD BACK. CONTINUE TO NEXT SECTION.]**



## SECTION VI. ALTERNATIVE MAIL MATERIALS

ALL PARTICIPANTS CONTINUE IN THIS SECTION WITH THE ALTERNATIVE MAIL MATERIALS.

ODD NUMBER PARTICIPANT IDS START WITH I (QUICK LOOK AT INTERNET FIRST).  
EVEN NUMBER PARTICIPANT IDS SKIP TO J (QUICK LOOK AT INTERNET CHOICE).

### **I. QUICK LOOK AT INTERNET FIRST (D-LF1-XA(E/S), D-LF2-XA(E/S), D-PF3-XA(E/S)):**

SET-UP: Next, I'm going to show you some different versions of the mail materials you've already looked at. Some of these might look very similar to what you saw earlier. [LAY OUT THE THREE INTERNET FIRST MAILINGS SIDE BY SIDE IN FRONT OF THE PARTICIPANT IN ORDER OF CONTACT # – (1) D-LF1-XA(E/S), THEN (2) D-LF2-XA(E/S), THEN (3) D-PF3-XA(E/S)]. These are different versions of the first two letters and postcard you looked at earlier. Please take some time to look them over.

**I1. What is the first thing you noticed about these mail materials?**

**I2. Did you notice anything that was different from the mail materials you saw earlier?**

**I3. Earlier, you saw mail materials that gave you a choice between filling out a paper questionnaire or responding to the 2020 Census online. These only give you the choice to respond online [POINT TO THE RESPONSE BOX]. What do you think about that difference?**

**I4. What would you do if you weren't able to respond online?**

**I4a. [If necessary] There's a sentence in each mail piece that mentions a paper questionnaire being sent to you [POINT TO THE LAST PARAGRAPH]. Did you notice these sentences when you read through the mail materials?**

**I5. Do you think you would respond to the 2020 Census differently if you received these materials instead of the ones you saw earlier?**

**16. Overall, which letters and postcards did you like better – the ones you saw first or these? [If needed] Or did you like them about the same?**

**17. Is there anything you would change about these mail materials if you could?**

**18. Is there anything else about these mail materials you would like to mention before we move on to the next set of mail materials?**

**EVEN NUMBER PARTICIPANT IDS START WITH J (QUICK LOOK AT INTERNET CHOICE).**

**J. QUICK LOOK AT INTERNET CHOICE (D-LC1-XA(E/S), D-LC2-XA(E/S), D-PC3-XA(E/S)):**

**SET-UP: Next, I'm going to show you some different versions of the mail materials you've already looked at. Some of these might look very similar to what you saw earlier. [LAY OUT THE THREE INTERNET FIRST MAILINGS SIDE BY SIDE IN FRONT OF THE PARTICIPANT IN ORDER OF CONTACT # – (1) D-LC1-XA(E/S), THEN (2) D-LC2-XA(E/S), THEN (3) D-PC3-XA(E/S)]. These are different versions of the first two letters and postcard you looked at earlier. Please take some time to look them over.**

**J1. What is the first thing you noticed about these mail materials?**

**J2. Did you notice anything that was different from the mail materials you saw earlier?**

**J3. Earlier, you saw mail materials that only gave you the choice to respond online in the first three mailings. These give you a choice between filling out a paper questionnaire or responding to the 2020 Census online [POINT TO THE RESPONSE BOX]. What do you think about that difference?**

**J4. Do you think you would respond to the 2020 Census differently if you received these materials instead of the ones you saw earlier?**

**J5. Overall, which letters and postcards did you like better – the ones you saw first or these? [If needed] Or did you like them about the same?**

**J6. Is there anything you would change about these mail materials if you could?**

**J7. Is there anything else about these mail materials you would like to mention before we move on to the next set of mail materials?**

**EVERYONE CONTINUE.**

**K. EVERY DOOR DIRECT MAILER (D-P-XH):**

We are almost finished. I just have a couple more mail materials to show you.

SET-UP: Imagine that you received this piece of mail at your home on April 1, 2020.  
[HAND R THE EVERY DOOR DIRECT MAILER (D-P-XH)]

**K1. What is the first thing you noticed about this postcard?**

**K2. What do you think is the main point of this postcard? [If needed] What do you think this postcard is trying to get you to do?**

**K3. Does this postcard look like something you would expect to receive from the federal government? Why/why not? [If needed] Does it look like junk mail or mail that is trying to sell you something?**

[RETURN THE PINK AND GREEN HIGHLIGHTER] “Next we are going to repeat the highlighting task you did with the first letter you saw today.”

**K4. With the green highlighter, please highlight anything in the postcard that would make you more likely to respond to the 2020 Census. [If R says nothing would make them more likely to respond, say, “Okay, then please don’t highlight anything.”] [WAIT FOR RESPONDENT TO FINISH HIGHLIGHTING] Why did you choose to highlight that/those?**

**K4a. [If R highlighted nothing] You didn't highlight anything in the postcard. Would you tell me more about that?**

**K5. Next, please use the pink highlighter to mark anything you think some people might find difficult to understand. If you want to mark something in pink that you already highlighted with green, you can underline it. [WAIT FOR RESPONDENT TO FINISH HIGHLIGHTING] Why did you choose to highlight that?**

**K6. On the back of the postcard, there is a sentence about Census Day [POINT TO FIRST SENTENCE]. What do you think about this message? [If needed] What do you think this message means?**

**K7. What about the message right below it, encouraging you to complete the census today?**

**K8. What do you think you would do after receiving this postcard? [If needed] What would you do if you had already responded?**

**K9. [If necessary] After getting this postcard, would you respond to the 2020 Census? Why/why not?**

**K9a. [If R mentioned responding] How would you respond to the census?**

**K10. There are a few images or icons in this postcard [POINT TO ICONS] What do you think about these images?**

**K10a. Which of the images do you like the best or think is the most helpful? [If needed] Which do you like the least?**

**K11. Is there anything you would change about this postcard if you could?**

**K12. Is there anything else about the postcard you would like to mention before we move on to the next set of mail materials?**



**L. Wearable Insert (D-LC1-XC(E/S) AND STICKER SHEET):**

SET-UP: Let's move on to the last mail piece that we'll be looking at today. Imagine that you received this piece of mail at your home and that this is the first piece of mail you have received about the 2020 Census. [HAND R THE MAIL PACKAGE CONTAINING D-LC1-XC(E/S) AND STICKER SHEET)]

**L1. What do you think you would do after receiving this envelope in the mail?**

Now I'd like you to take the envelope and treat it as you would if you received it in the mail. [Let the respondent take as much time looking at the materials as they want before starting the probes]

BY OBSERVATION:

**L2. Does R open the envelope?** \_\_\_ Yes \_\_\_ No

[If R indicates that they wouldn't even open the envelope, note that, then instruct them to open the envelope and look through the materials inside]

**L3. Which materials does R look at?**

- \_\_\_\_\_ Questionnaire
- \_\_\_\_\_ Letter
- \_\_\_\_\_ FAQs
- \_\_\_\_\_ Language Assistance Sheet
- \_\_\_\_\_ Business Reply Envelope
- \_\_\_\_\_ Sticker Sheet

**L3a.** Note unsolicited comments R makes about the sticker sheet, questionnaire or other materials (except the letter) here, if any:

**L4. [LOOKED AT NOTHING - If R did not look at anything inside the envelope] I noticed that you didn't look at anything inside the envelope. Can you tell me why?**

[If R did not look at the letter at all, say "Please take a look at the letter that was in the envelope."]

STANDARD PROBES (when R indicates he/she is done looking through the materials and reading the letter):

**There were several items in the envelope, but I want to focus on the letter [POINT TO THE LETTER IF NECESSARY].**

**K5. What is the first thing you noticed about this letter?**

**K6. Toward the end of the letter, there is a sentence that mentions a 2020 Census sticker [POINT TO THE SENTENCE ABOUT THE STICKER]. What do you think about this message? [If needed] How do you feel about the Census Bureau sending a sticker in this mailing?**

**K7. What do you think you would do after receiving this letter?**

**K8. [If necessary] After getting this letter, would you respond to the 2020 Census? Why/why not?**

**K8a. [If R mentioned responding] How would you respond to the census?**

**Next I want to look at the sticker sheet that was included with the letter [POINT TO THE STICKER SHEET IF NECESSARY].**

**K9. Did you notice the sticker sheet when you were first looking through these mail materials?**

**K10. What is the first thing you noticed about these stickers?**

**K11. What do you think about these stickers?**

**K12. Do these stickers look like something you would expect to receive from the federal government? Why/why not?**

**K13. [If needed] Would you wear one of these stickers if you received them? Do you think anyone else in your household might? Why/why not?**

**K14. What would you do if you saw someone else in your community wearing one of these stickers?**

**K15. Do you think getting these stickers would have any impact on your feelings about the Census Bureau or the 2020 Census? [If needed] How so?**

**K16. Is there anything you would change about these stickers if you could?**

**K17. Is there anything else about the stickers you would like to mention before we move on to the next set of mail materials?**

## SECTION VII. DEBRIEFING

I just have a few more questions for you.

**DB1.** In general, would you say you were likely or not very likely to read these materials if they came in the mail to you?

**DB2.** [If they don't mention it then ask] How is the mail usually handled in your household? [If necessary] Who usually gets the mail from the mailbox? Who usually opens the mail in your household?

**DB2a.** [If not mentioned already] How often do you look at your mail?

**DB2b.** [If not mentioned already] When [you/the person who usually handles the mail] comes across mail that requires you to do something, like respond to a survey or pay a bill, what do you usually do with it?

**DB2c.** [If necessary] How long does it usually take you to follow up on it?

**DB3.** Did the messages in the letters bring up any issues in your mind that some people might find sensitive or uncomfortable?

**DB4.** [If necessary] How did you feel about the number and types of communications you'd receive to ask you to complete the 2020 Census?

**DB4a.** Was there a specific piece of mail that stood out and convinced you to respond to the census? [If necessary] Which piece? Why did that piece convince you to respond?

**DB4b.** Thinking of all of them together, were there any mailings that you thought were not necessary?

**DB5.** Was there anything else that we haven't talked about that you would like to mention?

**Thank you for participating in this study. Your feedback has been very helpful.**

**[TURN OFF TAPE RECORDER AND GIVE INCENTIVE; HAVE R SIGN THE PAYMENT VOUCHER]**

**Here is your money for helping me today. I need you to sign this payment voucher so the government knows that I gave you the money.**

[To be completed by interviewer immediately after interview]:

1. What were your general impressions of this respondent and interview?
  
2. Is there anything you would like us to know about this interview for the analysis?