

Attachment A:

Example Research Questions:

Phase 1 (Opt-in)

- 1) Will the same content that maximizes survey response in a postal mailing work as effectively in an email?
 - a) how the data are used
 - b) survey due date
 - c) cost savings associated with a self-response
 - d) Can we personalize with physical address on an email? Name?
 - e) Telling respondents topic of survey - demos vs. attitude questions?
 - f) Research study vs. census test vs. actual census?
- 2) How should content of emails be formatted?
 - a) Content
 - i) Present all information in same format
 - ii) Call to action at top; details at bottom - small print
 - iii) Call to action at top; present supplemental information as links
 - b) Graphics
 - i) Very small graphics vs. larger graphics
 - ii) Commerce seal vs. Census Logo
 - iii) Stationary vs. no stationary
- 3) What should the subject line be?
 - a) Authority subject line
 - b) Topic
- 4) Does the day of the week the email is sent or the time of day the email is sent have an effect on the click-through rates?
 - a) Day of week
 - b) Time of day
- 5) How should participants navigate to the form?
 - a) Full URL
 - b) Clickable text
 - c) No hyperlink - instructions only
 - d) If we have a hyperlink - presence or absence of alternative navigational instructions
- 6) How would bilingual materials be implemented in email vs. postal mail? In the same way, or in different ways?
 - a) Bottom of message - links for different languages
 - b) Targeted messages
- 7) How should reminders be designed in an email context? Should those messages be the same as postal or different? Should the timing be the same or different?
 - a) Messages in reminders
 - b) Subject line of reminders
 - c) Timing of reminders
 - d) Potentially customized based on viewed or not viewed indicator

Phase 2 (Cold-Contact) and Phase 3 (Field Test)

- 8) Validating most promising Phase 1 findings.
- 9) Will the same content that maximizes survey response in a postal mailing work as effectively in an email?
 - a) mandatory nature of the survey request
 - b) possible in-person visit by an interviewer
- 10) Generally, do people have privacy or confidentiality concerns related to email?
 - a) For those who received a link by email, but do not click on it, was the reason for non-response privacy related or not?
 - b) Does this differ by content of message?
 - c) Does this differ by format/characteristics of message? (e.g., subject/sender of an email; graphics in email or not)
 - d) Does it differ by demographic group?
 - e) Does it differ by geography (urban, rural, suburban)?
- 11) For those who have privacy or confidentiality concerns, was the primary concern that:
 - a) The Census Bureau should not contact them in this way
 - b) They thought the message was not legitimate
 - c) They didn't think the internet was a secure method of response
 - d) Something else?
- 12) Does an electronic cold-contact method (email) need a paper mailing in advance to legitimize it?
 - a) Does this differ by demographic group?
 - b) Does this differ by geography (urban, rural, suburban)?
 - c) Does a letter vs. postcard make a difference?

