

Monthly Continuing Cooperation (CPI, Separate Qs, Vertical Scale)

Introduction

The Bureau of Labor Statistics, a statistical agency in the U.S. Department of Labor, produces the Consumer Price Index (or CPI), which is the primary measure of inflation in the U.S.

One of the key inputs into the CPI is the cost of rental housing. Renters who participate in this survey are asked every 6 months to report the rent that they are paying, along with a few other questions about their housing (the questions take about 5 minutes to answer).

The Bureau of Labor Statistics sends letters to renters who participate in the survey reminding them that the survey will be coming and encouraging them to participate.

We would like you to help us improve one of these letters. We are trying to identify more effective language, more persuasive arguments, and more effective formatting.

Your task is to read the letter, and then answer a few short questions about it. There are no right or wrong answers to the questions we will be asking. We want your opinions.

Click Next below when you are ready to begin.

This voluntary study is being conducted under OMB Number 1220-0141. The current expiration date is April 30, 2018. Without this currently approved number, we could not conduct this survey. We estimate it will take 5 minutes to complete this survey. This survey is being administered by surveymonkey.com and resides on a server outside of the BLS Domain. The BLS cannot guarantee the protection of survey responses and advises against the inclusion of sensitive personal information in any response.

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Letter Sent to Participants

The letter that is sent to renters who are already participating in the survey is shown below. Read it to yourself, and then move to the next page when you are ready to continue.

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General Reactions

1. What is your general reaction to this letter? How convincing or persuasive would you say it is?

- Very persuasive
- Persuasive
- Somewhat persuasive
- A little persuasive
- Not at all persuasive

2. Was there anything in the letter that was confusing, or which did not make sense?

- Yes – if yes, please describe in the box below
- No

What was confusing?

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Confidentiality Pledge

3. How carefully did you read the confidentiality pledge that appears on the bottom of the letter?

- Very carefully
- Carefully
- Somewhat carefully
- A little carefully
- Not at all carefully

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Ratings of Importance

The letter describes several uses of the Consumer Price Index. Please rate the importance of each use that appears on the following pages.

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Social Security

4. How important is adjusting Social Security payments?

- Very important
- Important
- Somewhat important
- A little important
- Not at all important

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Retirement Payments

5. How important is adjusting retirement payments?

- Very important
- Important
- Somewhat important
- A little important
- Not at all important

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School Lunch Programs

6. How important is adjusting the cost of school lunch programs?

- Very important
- Important
- Somewhat important
- A little important
- Not at all important

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Food Stamp Programs

7. How important is adjusting food stamp benefits?

- Very important
- Important
- Somewhat important
- A little important
- Not at all important

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Other Uses

8. Some other uses for the Consumer Price Index that were not mentioned in the letter are shown in the table below. Please rate how important you think each of these uses is.

	Very important	Important	Somewhat important	A little important	Not at all important
Used by the government to set interest rates	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Used by businesses to determine worker pay increases	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To "deflate" or account for the impact of inflation, for example, to adjust the spending power of the dollar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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Persuasiveness of Examples

9. The letter mentions several reasons why the renter should respond promptly by phone or fax when called in six months. Please rate how persuasive each of these reasons is to you.

	Very persuasive	Persuasive	Somewhat persuasive	A little persuasive	Not at all persuasive
Makes government more efficient	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Collection costs drop significantly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
A prompt response saves taxpayer dollars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
There will be a lower carbon footprint	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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10. What is your gender?

- Male
- Female

11. What is your age?

- 18-21
- 22-30
- 31-40
- 41-50
- 51-60
- 61+

12. What is your highest level of education?

- Less than high school
- High school graduate/GED
- Some college
- Associate's degree
- College graduate (B.A., B.S. etc.)
- Some post-college education or training
- Master's degree or Ph.D.
- Professional degree (e.g., law, medicine, etc.)

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Any comments?

13. Thank you for your help. Any additional comments are welcome. Click **Done** to exit the survey.

I have no additional comments

Additional Comments