8/3/I7

NOTE TO THE REVIEWER OF: OMB CLEARANCE 1220-0141
           "Cognitive and Psychological Research"

FROM: Robin Kaplan
          Office of Survey Methods Research

SUBJECT: Submission of Materials for Testing of
          Occupational Employment Statistics (OES)
          envelopes and mailing materials

Please accept the enclosed materials for approval under the OMB clearance package 1220-0141 "Cognitive and Psychological Research." In accordance with our agreement with OMB, we are submitting a brief description of the study.

The total estimated respondent burden for this study is 213 hours.

If there are any questions regarding this project, please contact Robin Kaplan at 202-691-7383.

## I.	Introduction

The design and administration of mail survey materials such as envelopes, advance letters, and survey response requests is crucial to maintain high response rates in a climate where survey response is declining (Dillman, 1991; Miller, 2017). Best practices for sending mail materials include having the organization logo printed on the mailing to increase legitimacy, sending multiple mailings with a different look and appeal, and using color to make the envelope stand out from other pieces of mail, such as junk mail or marketing materials (Dillman et al., 2014). However, much of this research was conducted with household respondents rather than with business respondents for establishment surveys. Establishment respondents may have different concerns than household respondents that affect their decision to participate in a survey, including the authority of the survey requestor, the benefit the business will receive from participating, and having the time and resources to respond (Snijkers et al., 2013). But establishment survey response remains less well-researched than the household side. Thus, it is critical that BLS research the best practices for ensuring our mailing materials reach and motivate our respondents.

The Occupational Employment Statistics (OES) program at BLS collects data from establishments on their employment and wage estimates. OES is interested in conducting research to increase response rates for their surveys by improving their mailing materials, such as their envelopes, advance letters, and brochures (see Attachment A for samples of the mock-ups of these materials to be tested). To get this feedback, we plan to recruit establishment respondents from a variety of industries to get feedback on OES mailing materials. To supplement these data, we will also conduct an online survey that will be e-mailed to members of listservs for HR and payroll professionals (e.g., the American Payroll Association and Society for Human Resource Management) who represent likely OES respondents, individuals signed up to receive OES email updates, and posted on the OES website. We hope to use the results to provide guidance on how to improve response rates and motivate establishment respondents more generally throughout the BLS.

## II.	Methodology

This study will use a multi-prong approach (online surveys and TryMyUI surveys) to collect the necessary information in the most time and cost-efficient way possible.

1. Online data collection of HR / Payroll Professionals

We will conduct an online survey consisting of members of organizations that consist of former or potential OES respondents (e.g., individuals who work in human resources subscribed and belong to the American Payroll Association). An online survey will allow us to get better representation of OES survey respondents around the country. The online survey should take approximately 10 minutes to complete and will focus on getting feedback on different mail materials, envelopes, and gather information about what motivates them to respond to surveys like OES. The email solicitation is included in Attachment B and the survey is included in Attachment C.

2. Online data collection – Amazon's Mechanical Turk

We also plan to conduct an online survey with participants recruited via Amazon.com's Mechanical Turk panel. Although participants from this panel may not necessarily be former OES respondents, we can use a screener to identify participants who work in Human Resources or who are business owners, and thus make up potential and/or former OES respondents. We will use a brief screener asking for participants' occupation, size of their business, and industry. We will then recontact participants who are eligible to participate in the survey with a link to the online instrument See Attachment D for the screener questions and online survey and, Attachment E for the e-mail invitation for those eligible to participate, and Attachment F for the MTurk Survey.

3. TryMyUI Data Collection

TryMyUI participants, screened to ensure they are a business owner or work in an office environment, will be shown versions of the OES mail materials and asked a series of follow-up questions to determine their reactions to these materials. The TryMyUI protocol is included in Attachment G.

III.   Participants and Burden

1. Online data collection of HR Professionals

The number of responses will depend on how many people voluntarily decide to participate in the survey, we estimate the survey will reach approximately 10,000 people and approximately 5% of them will decide to participate, for a total of 500 responses. No burden is associated with e-mail recruitment, as only those interested in participating will click the link to complete the survey. The online survey is expected to take 10 minutes to complete.

2. Online data collection – Amazon's Mechanical Turk

We will screen approximately 1000 participants on Amazon.com's Mechanical Turk, expecting that approximately 24% will be eligible to complete the survey.   The screening questions are expected to take 5 minutes. The survey is expected to take 10 minutes to complete.

3. TryMyUI Data Collection

Up to 15 TryMyUI participants will be recruited from their online panel. As part of the participant selection, we will require that the participants be 21 or older, living in the U.S., have at least a high school diploma, and work full-time in an office environment as business owner, administrative assistant, or human resources employee. The survey is expected to last 20 minutes.

The burden hours for all prongs of this research are shown in Table 1 below.

Table 1. Estimated Burden Hours

	# of Participants Screened	Minutes per participant for Screening	Total Screening Burden	Maximum number of Participants	Minutes per participant for data collection	Total Collection Burden (hrs)	Total Burden (Screening + Collection)
1. Online data collection of HR professionals	10000	0	0	500	10	84	84 hours
2. MTurk data collection	1000	5	84	240	10	40	124 hours
3. TryMyUI data collection	15	0	0	15	20	5	5 hours
						Total Burden	213 hours

IV. Payment to Participants

1. Online data collection: Respondents who complete the survey through listservs of human resources professional associations will not receive compensation; the survey is voluntary.
2. MTurk participants: Participants who complete the screener will receive $0.10 for completing it, a similar rate for other studies. Participants who are eligible for the full survey will receive $1.00 for completing the survey, a typical amount for similar tasks. The estimated total for MTurk participants is $340.
3. Participants who complete the study from the TryMyUI platform will receive $10 for participating in the study, a standard rate for TryMyUI studies. The estimated total for TryMyUI participant fees is $150.

VI. Data Confidentiality

No pledge of confidentiality will be given.

The following notification will be given to respondents for the SurveyMonkey instrument:

This survey is being administered by SurveyMonkey.com and resides on a server outside of the BLS domain. Since the BLS cannot guarantee the protection of survey responses, we advise against including any sensitive or personal information.

The following notification will be given to the MTurk and TryMyUi participants:

This survey is being administered on a server outside of the BLS domain. Since the BLS cannot guarantee the protection of survey responses, we advise against including any sensitive or personal information.

References

Dillman, D. A. (1991). The design and administration of mail surveys. *Annual review of sociology*, *17*(1), 225-249.

Dillman, D. A., Smyth, J. D., & Christian, L. M. (2014). Internet, phone, mail, and mixed-mode surveys: the tailored design method. John Wiley & Sons.

Miller, P. V. (2017). Is There a Future for Surveys?. *Public Opinion Quarterly*, *81*(S1), 205-212.

Snijkers, G., Haraldsen, G., Jones, J., & Willimack, D. (2013). Designing and conducting business surveys (Vol. 568). John Wiley & Sons.

List of Attachments

Attachment A: Envelopes and Forms

Attachment B: Email to listserv respondents

Attachment C: Online Survey for Human Resources Professionals

Attachment D: OES Online Survey for MTurk participants - Screener

Attachment E: Email to MTurk Eligible Participants

Attachment F: OES Online Survey for MTurk

Attachment G: OES Online Survey for TryMyUI participants

Attachment B: Email to listserv respondents

Hello,

The U.S. Bureau of Labor Statistics (BLS) is reaching out to ask for your help to participate in a one-time survey about the Occupational Employment Statistics (OES) report.

We are looking for feedback from professionals like you about our survey and the letters we used to tell people about it. This research is important to ensure that we can provide the best data and most relevant data possible about vital wage and employment information, as well as employment demands in your industry and location.

We are conducting an online survey that will take less than 10 minutes to complete. Please select the link below to participate in this important survey:

[insert link]

Please contact Robin Kaplan at Kaplan.Robin@bls.gov if you have any questions about this survey.

Thank you!

Attachment C: Online Survey for Human Resources Professionals

We would like to hear your opinions about the Bureau of Labor Statistics Occupational Employment Statistics (OES) survey. Your participation in this survey will help us improve the statistics we provide. Your participation in this survey is voluntary. We estimate that it will take you 10 minutes to complete this survey. We are collecting this information under OMB Number 1220-0141 and expires April 30, 2018.

We appreciate your time and help. Thank you!

Click **Next** below to begin.

This survey is being administered by SurveyMonkey.com and resides on a server outside of the BLS domain. Since the BLS cannot guarantee the protection of survey responses, we advise against including any sensitive or personal information.

- Page break -

Are you currently employed:
- o Full time
- o Part time
- o Unemployed
- o Student
- o Retired

Have you worked in an office setting in the past 12 months?
- o Yes
- o No

(If unemployed or retired AND haven't worked in an office setting in the past 12 months, skip to end of survey)

At the business in which you work, who is responsible for completing or responding to surveys? (for example, government surveys, state surveys, safety and health reports, etc).

- o I am always responsible for completing or assisting with surveys for my business
- o I am sometimes responsible for completing or assisting with surveys for my business
- o Someone else is response for completing or assisting with surveys for my business
- o Don't know/don't recall

Have you or anyone in your business participated in a survey for the federal government before?
- o Yes
- o No
- o Don't know/don't recall

(If yes), Please describe what information the survey(s) asked for: _____

-- page break –

We are looking for feedback on envelopes and brochures that are sent to companies asking them to complete our government survey.

Imagine that you are a busy administrative assistant for a business in Alabama and receive a stack of postal mail each day. On the next few pages, you will be asked to imagine you received the following envelopes at your desk.

-- page break --

[insert envelope 1]

How visually appealing do you find this envelope?
- o   Not at all visually appealing
- o   Slightly visually appealing
- o   Moderately visually appealing
- o   Very visually appealing
- o   Extremely visually appealing

How likely or unlikely would you be to open this envelope?
- o   Not at all likely
- o   Slightly likely
- o   Moderately likely
- o   Very likely
- o   Extremely likely

What were your overall reactions to this envelope?

_____

-- page break --

[insert envelope 2]

How visually appealing do you find this envelope?
- o   Not at all visually appealing
- o   Slightly visually appealing
- o   Moderately visually appealing
- o   Very visually appealing
- o   Extremely visually appealing

How likely or unlikely would you be to open this envelope?
- o   Not at all likely
- o   Slightly likely
- o   Moderately likely
- o   Very likely
- o   Extremely likely

What were your overall reactions to this envelope?

_____

-- page break --

 [insert envelope 3]

How visually appealing do you find this envelope?
- o   Not at all visually appealing
- o   Slightly visually appealing
- o   Moderately visually appealing
- o   Very visually appealing
- o   Extremely visually appealing

How likely or unlikely would you be to open this envelope?
- o   Not at all likely
- o   Slightly likely
- o   Moderately likely
- o   Very likely
- o   Extremely likely

What were your overall reactions to this envelope?

_____

-- page break –

[insert envelope 4]

How visually appealing do you find this envelope?
- o   Not at all visually appealing
- o   Slightly visually appealing
- o   Moderately visually appealing
- o   Very visually appealing
- o   Extremely visually appealing

How likely or unlikely would you be to open this envelope?
- o   Not at all likely
- o   Slightly likely
- o   Moderately likely
- o   Very likely
- o   Extremely likely

What were your overall reactions to this envelope?

_____

-- page break –

[insert picture of smaller versions of all 4 envelopes]

Please rank the envelopes in order from your most to least favorite. (1=most favorite; 4=least favorite)
- Envelope 1
- Envelope 2
- Envelope 3
- Envelope 4

Please rank the envelopes in order from the most to least likely you would be to open each one. (1=most likely; 4=least likely)
- o Envelope 1
- o Envelope 2
- o Envelope 3
- o Envelope 4

Which logo do you prefer to appear on the envelope?
- o [insert DOL logo]
- o [insert BLS logo]

What language do you prefer to appear ABOVE the address window?
- o "Information about submitting data inside"
- o "Official government correspondence"

What language do you prefer to appear TO THE LEFT side of the address window?
- o "Information about submitting data inside"
- o "Official government correspondence"

--page break--

Now we'd like you to imagine you are a busy administrative assistant working for a science company in Colorado. On the next few pages, you will view some brochures telling you more information about participating in the Occupational Employment Statistics report.

--page break—

[insert form 1]

How visually appealing do you find this brochure?

- o Not at all visually appealing
- o Slightly visually appealing
- o Moderately visually appealing
- o Very visually appealing
- o Extremely visually appealing

How interesting is the information on this brochure?
- o Not at all interesting
- o Slightly interesting
- o Moderately interesting
- o Very interesting

o   Extremely interesting

How much do you like the overall look and feel of the brochure?
- Like it a lot
- Like it a little bit
- Don't like it very much
- Don't like it at all

How effective do you think this brochure would be at getting businesses to complete the OES report?
o   Not at all effective
o   Slightly effective
o   Moderately effective
o   Very effective
o   Extremely effective

What were your overall reactions to this brochure? _____

-- page break --

[insert form 2]

How visually appealing do you find this brochure?
o   Not at all visually appealing
o   Slightly visually appealing
o   Moderately visually appealing
o   Very visually appealing
o   Extremely visually appealing

How interesting is the information on this brochure?
o   Not at all interesting
o   Slightly interesting
o   Moderately interesting
o   Very interesting
o   Extremely interesting

How much do you like the overall look and feel of the brochure?
- Like it a lot
- Like it a little bit
- Don't like it very much
- Don't like it at all

How effective do you think this brochure would be at getting businesses to complete the OES report?
o   Not at all effective
o   Slightly effective
o   Moderately effective
o   Very effective
o   Extremely effective

What were your overall reactions to this brochure? _____

-- page break –

   [insert form 3]

How visually appealing do you find this brochure?
- o   Not at all visually appealing
- o   Slightly visually appealing
- o   Moderately visually appealing
- o   Very visually appealing
- o   Extremely visually appealing

How interesting is the information on this brochure?
- o   Not at all interesting
- o   Slightly interesting
- o   Moderately interesting
- o   Very interesting
- o   Extremely interesting

How much do you like the overall look and feel of the brochure?
- Like it a lot
- Like it a little bit
- Don't like it very much
- Don't like it at all

How effective do you think this brochure would be at getting businesses to complete the OES report?
- o   Not at all effective
- o   Slightly effective
- o   Moderately effective
- o   Very effective
- o   Extremely effective

What were your overall reactions to this brochure? _____

-- page break –

[insert image with 3 smaller versions of the dynamic forms, labeled]

Please rank your most to least favorite of the three brochures based on overall look and layout (1=most favorite; 3=least favorite).
- brochure 1
- brochure 2
- brochure 3
   Please explain (optional): _____

Please rank the brochures from the most to least visually appealing (1=most visually appealing; 3=least visually appealing).
- brochure 1

- brochure 2
- brochure 3
  Please explain (optional): _____

Please rank the brochures from the most to least likely to motivate businesses to participate in the OES report (1=most likely; 3=least likely).
- brochure 1
- brochure 2
- brochure 3
  Please explain (optional): _____

Now we'd like to get your feedback on the individual features of these brochures.
Please rank your most to least favorite title (1=most favorite; 3=least favorite).
- So why should you participate in the OES report?
- Why should you participate in the OES report?
- Occupational Employment Statistics
  Please explain (optional): _____

Please rank the following information from the most to least persuasive reasons to participate in the OES report (1=most persuasive, 7=least persuasive)
- Majority of respondents only take 30 minutes to complete the report
- By spending 30 minutes you provide valuable information
- Your information is vital to produce statistics
- Wage and employment data are available for 800 occupations
- You can see wage and employment data for all 50 states
- Data are available on a smaller and more personal level
- Help students and job seekers
  Please explain (optional): _____

Please rank the following information from the most to least interesting (1=most interesting, 4=least interesting)
- Average wage by occupation, a map
- Occupation employment counts by educational requirement, a table
- Occupations with largest employment, a table
- The occupations and industries (for example, IT, Science, Medicine) with the largest employment within a geographic location, a table
  Please explain (optional): _____

-- page break –

What is or was your occupation?
- o Human resources/Benefits
- o Accountant/CPA/Bookkeeper
- o Payroll administrator/specialist
- o Assistant Controller/Controller
- o Financial administrator
- o Administrator, manager

- o   Teacher
- o   Professional
- o   Administrative support, including clerical
- o   Sales
- o   Technician
- o   Protective Services
- o   Other service
- o   Machine or transportation operator
- o   Construction worker, mechanic
- o   Farming
- o   Forestry, fishing or grounds keeping
- o   Armed Forces
- o   Other, specify:_____

In what state is your business located?
[Dropdown of states]

Which category best describes the size of the business in which you work or worked?
- o   1-49 employees
- o   50-99 employees
- o   100-249 employees
- o   250-499 employees
- o   500-999 employees
- o   1,000 or more employees

-- page break --

Thank you for your feedback!
Please provide any additional feedback you have on the OES report, envelope, forms, or how to increase participation in the OES report: _____

Attachment D: OES Online Survey for MTurk participants - Screener

Please answer the following questions about yourself. Your answers will be used to determine if you are eligible for a follow-up survey. You will receive a message via the email address associated with your Mechanical Turk account with a link to the follow-up survey if you are eligible.

Your participation in this survey is voluntary. We estimate that it will take you 5 minutes to complete this survey. We are collecting this information under OMB Number 1220-0141 and expires April 30, 2018.
We appreciate your time and help. Thank you!

Click **Next** below to begin.

This survey is being administered on a server outside of the BLS domain. Since the BLS cannot guarantee the protection of survey responses, we advise against including any sensitive or personal information.
-- page break –

What is your Mechanical Turk Worker ID?: _____
- ▪ (We will use this to contact you if you are eligible for a follow-up survey)

Prior to today, have you heard of the Department of Labor (DOL?)
- o Yes
- o No

Prior to today, have you heard of the Bureau of Labor Statistics (BLS?)
- o Yes
- o No

Are you currently employed:
- o Full time
- o Part time
- o Unemployed
- o Student
- o Retired

Have you worked in an office setting in the past 12 months?
- o Yes
- o No

(If unemployed or retired AND haven't worked in an office setting in the past 12 months, will be screened out of being eligible for the full survey)

What is or was your occupation?
- o Human resources/Benefits
- o Accountant/CPA/Bookkeeper
- o Payroll administrator/specialist
- o Assistant Controller/Controller
- o Financial administrator
- o Administrator, manager
- o Teacher
- o Professional
- o Administrative support, including clerical
- o Sales
- o Technician
- o Protective Services
- o Other service
- o Machine or transportation operator
- o Construction worker, mechanic
- o Farming
- o Forestry, fishing or grounds keeping
- o Armed Forces
- o Other, specify:_____

(Participants who worked in Human resources/Benefits; Accountant/CPA/Bookkeeper; Payroll administrator/specialist; Assistant Controller/Controller; Financial administrator; Administrator, manager, or Administrative support, including clerical will be eligible for the full survey.

At the business in which you work, who is responsible for completing with responding to surveys? (for example, government surveys, state surveys, safety and health reports, etc).
- o I am always responsible for completing or assisting with surveys for my business
- o I am sometimes responsible for completing or assisting with surveys for my business
- o Someone else is response for completing or assisting with surveys for my business
- o Don't know

In what state is your business located? [Dropdown of states]

Which category best describes the size of the organization in which you work or worked?
- o 1-49 employees
- o 50-99 employees
- o 100-249 employees
- o 250-499 employees
- o 500-999 employees
- o 1,000 or more employees

Attachment E: Email to MTurk Eligible Participants

Note: Participants who provided their MTurk ID number in the screener, and who meet the study criteria, will be eligible to participate in the full survey. Eligible participants will receive an email notification via Mechanical Turk inviting them to complete the full survey. They will receive this email notification approximately one week after they completed the screener, and will have a total of 5 days to complete the full survey.

The email will read:

Hello,

We are contacting you because about one week ago, you completed a survey about using your Mechanical Turk account for the Bureau of Labor Statistics (BLS). We are inviting you to participate in a follow-up survey. The survey will take about 10 minutes to complete and you will receive $1.00 for your participation. You will have 5 days to complete the survey.

If you are interested in completing this follow-up survey, please select the link below to take the survey now:

[insert link]

Attachment F: OES Online Survey for MTurk

We would like to hear your opinions about the Bureau of Labor Statistics Occupational Employment Statistics (OES) survey. Your participation in this survey will help us improve the statistics we provide.

Your participation in this survey is voluntary. We estimate that it will take you 10 minutes to complete this survey. We are collecting this information under OMB Number 1220-0141 and expires April 30, 2018.
We appreciate your time and help. Thank you!

Click *Next* below to begin.

This survey is being administered on a server outside of the BLS domain. Since the BLS cannot guarantee the protection of survey responses, we advise against including any sensitive or personal information.
-- page break –

What is your Mechanical Turk Worker ID?: _____
- ▪ (We are requesting this to match your responses from the previous survey)

Have you or anyone in your business participated in a survey for the federal government before?
- o Yes
- o No
- o Don't know/don't recall

(If yes), Please describe what information the survey(s) asked for: _____

-- page break --
We are looking for feedback on envelopes and brochures that are sent to companies asking them to complete our government survey.

Imagine that you are a busy administrative assistant for a business in Alabama and receive a stack of postal mail each day. On the next few pages, you will be asked to imagine you received the following envelopes at your desk.

-- page break --

[insert envelope 1]

How visually appealing do you find this envelope?
- o Not at all visually appealing

- o Slightly visually appealing
- o Moderately visually appealing
- o Very visually appealing
- o Extremely visually appealing

How likely or unlikely would you be to open this envelope?
- o Not at all likely
- o Slightly likely
- o Moderately likely
- o Very likely
- o Extremely likely

What were your overall reactions to this envelope?

_____

-- page break --

[insert envelope 2]

How visually appealing do you find this envelope?
- o Not at all visually appealing
- o Slightly visually appealing
- o Moderately visually appealing
- o Very visually appealing
- o Extremely visually appealing

How likely or unlikely would you be to open this envelope?
- o Not at all likely
- o Slightly likely
- o Moderately likely
- o Very likely
- o Extremely likely

What were your overall reactions to this envelope?

_____

-- page break --

[insert envelope 3]

How visually appealing do you find this envelope?
- o Not at all visually appealing
- o Slightly visually appealing
- o Moderately visually appealing
- o Very visually appealing
- o Extremely visually appealing

How likely or unlikely would you be to open this envelope?
- o   Not at all likely
- o   Slightly likely
- o   Moderately likely
- o   Very likely
- o   Extremely likely

What were your overall reactions to this envelope?

_____

-- page break –

[insert envelope 4]

How visually appealing do you find this envelope?
- o   Not at all visually appealing
- o   Slightly visually appealing
- o   Moderately visually appealing
- o   Very visually appealing
- o   Extremely visually appealing

How likely or unlikely would you be to open this envelope?
- o   Not at all likely
- o   Slightly likely
- o   Moderately likely
- o   Very likely
- o   Extremely likely

What were your overall reactions to this envelope?

_____

-- page break –

[insert picture of smaller versions of all 4 envelopes]

Please rank the envelopes in order from your most to least favorite. (1=most favorite; 4=least favorite)
- • Envelope 1
- • Envelope 2
- • Envelope 3
- • Envelope 4

Please rank the envelopes in order from the most to least likely you would be to open each one. (1=most likely; 4=least likely)
- o   Envelope 1
- o   Envelope 2
- o   Envelope 3
- o   Envelope 4

Which logo do you prefer to appear on the envelope?
- o [insert DOL logo]
- o [insert BLS logo]

What language do you prefer to appear ABOVE the address window?
- o "Information about submitting data inside"
- o "Official government correspondence"

What language do you prefer to appear TO THE LEFT side of the address window?
- o "Information about submitting data inside"
- o "Official government correspondence"

--page break--

Now we'd like you to imagine you are a busy administrative assistant working for a science company in Colorado. On the next few pages, you will view some brochures telling you more information about participating in the Occupational Employment Statistics report.

--page break—

[insert form 1]

How visually appealing do you find this brochure?

- o Not at all visually appealing
- o Slightly visually appealing
- o Moderately visually appealing
- o Very visually appealing
- o Extremely visually appealing

How interesting is the information on this brochure?
- o Not at all interesting
- o Slightly interesting
- o Moderately interesting
- o Very interesting
- o Extremely interesting

How much do you like the overall look and feel of the brochure?
- • Like it a lot
- • Like it a little bit
- • Don't like it very much
- • Don't like it at all

How effective do you think this brochure would be at getting businesses to complete the OES report?
- o Not at all effective
- o Slightly effective
- o Moderately effective
- o Very effective

o   Extremely effective

What were your overall reactions to this brochure? _____

-- page break --

     [insert form 2]

How visually appealing do you find this brochure?
- o   Not at all visually appealing
- o   Slightly visually appealing
- o   Moderately visually appealing
- o   Very visually appealing
- o   Extremely visually appealing

How interesting is the information on this brochure?
- o   Not at all interesting
- o   Slightly interesting
- o   Moderately interesting
- o   Very interesting
- o   Extremely interesting

How much do you like the overall look and feel of the brochure?
- •   Like it a lot
- •   Like it a little bit
- •   Don't like it very much
- •   Don't like it at all

How effective do you think this brochure would be at getting businesses to complete the OES report?
- o   Not at all effective
- o   Slightly effective
- o   Moderately effective
- o   Very effective
- o   Extremely effective

What were your overall reactions to this brochure? _____

-- page break –

     [insert form 3]

How visually appealing do you find this brochure?
- o   Not at all visually appealing
- o   Slightly visually appealing
- o   Moderately visually appealing
- o   Very visually appealing
- o   Extremely visually appealing

How interesting is the information on this brochure?
- o   Not at all interesting
- o   Slightly interesting
- o   Moderately interesting
- o   Very interesting
- o   Extremely interesting

How much do you like the overall look and feel of the brochure?
- Like it a lot
- Like it a little bit
- Don't like it very much
- Don't like it at all

How effective do you think this brochure would be at getting businesses to complete the OES report?
- o   Not at all effective
- o   Slightly effective
- o   Moderately effective
- o   Very effective
- o   Extremely effective

What were your overall reactions to this brochure? _____

-- page break –

[insert image with 3 smaller versions of the dynamic forms, labeled]

Please rank your most to least favorite of the three brochures based on overall look and layout (1=most favorite; 3=least favorite).
- brochure 1
- brochure 2
- brochure 3
  Please explain (optional): _____

Please rank the brochures from the most to least visually appealing (1=most visually appealing; 3=least visually appealing).
- brochure 1
- brochure 2
- brochure 3
  Please explain (optional): _____

Please rank the brochures from the most to least likely to motivate businesses to participate in the OES report (1=most likely; 3=least likely).
- brochure 1
- brochure 2
- brochure 3
  Please explain (optional): _____

Now we'd like to get your feedback on the individual features of these brochures.
Please rank your most to least favorite title (1=most favorite; 3=least favorite).

- So why should you participate in the OES report?
- Why should <u>you</u> participate in the OES report?
- Occupational Employment Statistics
  Please explain (optional): _____

Please rank the following information from the most to least persuasive reasons to participate in the OES report (1=most persuasive, 7=least persuasive)

- Majority of respondents only take 30 minutes to complete the report
- By spending 30 minutes you provide valuable information
- Your information is vital to produce statistics
- Wage and employment data are available for 800 occupations
- You can see wage and employment data for all 50 states
- Data are available on a smaller and more personal level
- Help students and job seekers
  Please explain (optional): _____

Please rank the following information from the most to least interesting (1=most interesting, 4=least interesting)

- Average wage by occupation, a map
- Occupation employment counts by educational requirement, a table
- Occupations with largest employment, a table
- The occupations and industries (for example, IT, Science, Medicine) with the largest employment within a geographic location, a table
  Please explain (optional): _____

-- page break --

Thank you for your feedback!

Please provide any additional feedback you have on the OES report, envelope, forms, or how to increase participation in the OES report: _____

Attachment G: OES Online Survey for TryMyUI participants

We are looking for feedback on envelopes and brochures that are sent to companies asking them to complete our government survey.

Your participation in this survey is voluntary. We estimate that it will take you 20 minutes to complete this survey. We are collecting this information under OMB Number 1220-0141 and expires April 30, 2018.

This survey is being administered on a server outside of the BLS domain. Since the BLS cannot guarantee the protection of survey responses, we advise against including any sensitive or personal information.

Imagine that you are a busy administrative assistant for a business in Alabama and receive a stack of postal mail each day. On the next few pages, you will be asked to imagine you received the following envelopes at your desk. Please view each envelope at your own pace, and then we will ask you some follow-up questions about each one. Please explain your answers out loud as you complete the questions.

--page break--
[insert envelope 1]

How visually appealing do you find this envelope?
- o   Not at all visually appealing
- o   Slightly visually appealing
- o   Moderately visually appealing
- o   Very visually appealing
- o   Extremely visually appealing

How likely or unlikely would you be to open this envelope?

- o Not at all likely
- o Slightly likely
- o Moderately likely
- o Very likely
- o Extremely likely

What were your overall reactions to this envelope?

_____

--page break--

[insert envelope 2]

How visually appealing do you find this envelope?
- o Not at all visually appealing
- o Slightly visually appealing
- o Moderately visually appealing
- o Very visually appealing
- o Extremely visually appealing

How likely or unlikely would you be to open this envelope?
- o Not at all likely
- o Slightly likely
- o Moderately likely
- o Very likely
- o Extremely likely

What were your overall reactions to this envelope?

_____

--page break--

[insert envelope 3]

How visually appealing do you find this envelope?
- o Not at all visually appealing
- o Slightly visually appealing
- o Moderately visually appealing
- o Very visually appealing
- o Extremely visually appealing

How likely or unlikely would you be to open this envelope?
- o Not at all likely
- o Slightly likely
- o Moderately likely
- o Very likely
- o Extremely likely

What were your overall reactions to this envelope?

_____

--page break—

[insert envelope 4]

How visually appealing do you find this envelope?
- o Not at all visually appealing
- o Slightly visually appealing
- o Moderately visually appealing
- o Very visually appealing
- o Extremely visually appealing

How likely or unlikely would you be to open this envelope?
- o Not at all likely
- o Slightly likely
- o Moderately likely
- o Very likely
- o Extremely likely

What were your overall reactions to this envelope?

_____

--page break--

[insert picture of smaller versions of all 4 envelopes]

Please rank the envelopes in order from your most to least favorite. (1=most favorite; 4=least favorite)
- Envelope 1
- Envelope 2
- Envelope 3
- Envelope 4

Please rank the envelopes in order from the most to least likely you would be to open each one. (1=most likely; 4=least likely)
- o Envelope 1
- o Envelope 2
- o Envelope 3
- o Envelope 4

Which logo do you prefer to appear on the envelope?
- o [insert DOL logo]
- o [insert BLS logo]

What language do you prefer to appear ABOVE the address window?
- o "Information about submitting data inside"
- o "Official government correspondence"

What language do you prefer to appear TO THE LEFT side of the address window?
- o "Information about submitting data inside"
- o "Official government correspondence"

--page break—

Now we'd like you to imagine you are a busy administrative assistant working for a science company in Colorado. On the next few pages, you will view some brochures telling you more information about participating in the Occupational Employment Statistics report.

Please view each brochure at your own pace, and then we will ask you some follow-up questions. Please think out loud as you answer the follow-up questions.
--page break--

[insert form 1]

How visually appealing do you find this brochure?

- o Not at all visually appealing
- o Slightly visually appealing
- o Moderately visually appealing
- o Very visually appealing
- o Extremely visually appealing

How interesting is the information on this brochure?
- o Not at all interesting
- o Slightly interesting
- o Moderately interesting
- o Very interesting
- o Extremely interesting

How much do you like the overall look and feel of the brochure?
- Like it a lot
- Like it a little bit
- Don't like it very much
- Don't like it at all

How effective do you think this brochure would be at getting businesses to complete the OES report?
- o Not at all effective
- o Slightly effective
- o Moderately effective
- o Very effective
- o Extremely effective

What were your overall reactions to this brochure? _____

-- page break --
Please click ONCE on the words, images, or figures that you find the most persuasive to participate in the OES report.

[insert form 1]

-- page break --

[insert form 2]

How visually appealing do you find this brochure?
- o Not at all visually appealing
- o Slightly visually appealing
- o Moderately visually appealing
- o Very visually appealing
- o Extremely visually appealing

How interesting is the information on this brochure?
- o Not at all interesting
- o Slightly interesting
- o Moderately interesting
- o Very interesting
- o Extremely interesting

How much do you like the overall look and feel of the brochure?
- Like it a lot
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How effective do you think this brochure would be at getting businesses to complete the OES report?
- o Not at all effective
- o Slightly effective
- o Moderately effective
- o Very effective
- o Extremely effective

What were your overall reactions to this brochure? _____

-- page break --

Please click ONCE on the words, images, or figures that you find the most persuasive to participate in the OES report.

[insert form 2]

-- page break --

[insert form 3]

How visually appealing do you find this brochure?
- o Not at all visually appealing
- o Slightly visually appealing

- o   Moderately visually appealing
- o   Very visually appealing
- o   Extremely visually appealing

How interesting is the information on this brochure?
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- o   Extremely interesting

How much do you like the overall look and feel of the brochure?
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- •   Don't like it very much
- •   Don't like it at all

How effective do you think this brochure would be at getting businesses to complete the OES report?
- o   Not at all effective
- o   Slightly effective
- o   Moderately effective
- o   Very effective
- o   Extremely effective

What were your overall reactions to this brochure? _____
-- page break --

Please click ONCE on the words, images, or figures that you find the most persuasive to participate in the OES report.

        [insert form 3]

-- page break –

[insert image with 3 smaller versions of the dynamic forms, labeled]

Please rank your most to least favorite of the three brochures based on overall look and layout (1=most favorite; 3=least favorite).
- •   brochure 1
- •   brochure 2
- •   brochure 3
        Please explain (optional): _____

Please rank the brochures from the most to least visually appealing (1=most visually appealing; 3=least visually appealing).
- •   brochure 1
- •   brochure 2
- •   brochure 3
        Please explain (optional): _____

Please rank the brochures from the most to least likely to motivate businesses to participate in the OES report (1=most likely; 3=least likely).
- brochure 1
- brochure 2
- brochure 3
    Please explain (optional): _____

Now we'd like to get your feedback on the individual features of these brochures.
Please rank your most to least favorite title (1=most favorite; 3=least favorite).
- So why should you participate in the OES report?
- Why should you participate in the OES report?
- Occupational Employment Statistics
    Please explain (optional): _____

Please rank the following information from the most to least persuasive reasons to participate in the OES report (1=most persuasive, 7=least persuasive)
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- Your information is vital to produce statistics
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- You can see wage and employment data for all 50 states
- Data are available on a smaller and more personal level
- Help students and job seekers
    Please explain (optional): _____

Please rank the following information from the most to least interesting (1=most interesting, 4=least interesting)
- Average wage by occupation, a map
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- Occupations with largest employment, a table
- The occupations and industries (for example, IT, Science, Medicine) with the largest employment within a geographic location, a table
    Please explain (optional): _____

-- page break –

Please provide any additional feedback you have on the envelopes, brochures, or how to increase participation in the OES report: _____