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 <u>Kaplan.Robin@bls.gov</u> 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:

- 0 Full time
- 0 Part time
- 0 Unemployed
- 0 Student
- 0 Retired

Have you worked in an office setting in the past 12 months?

- 0 Yes
- 0 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).

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

Have you or anyone in your business participated in a survey for the federal government before?

- 0 Yes
- 0 No
- 0 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?

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

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

- 0 Not at all likely
- o Slightly likely
- 0 Moderately likely
- 0 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?

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

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

- 0 Not at all likely
- 0 Slightly likely
- o Moderately likely
- 0 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?

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

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

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

What were your overall reactions to this envelope?

-- page break -

[insert envelope 4]

How visually appealing do you find this envelope?

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

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

- 0 Not at all likely
- o Slightly likely
- o Moderately likely
- 0 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)

- 0 Envelope 1
- 0 Envelope 2
- 0 Envelope 3
- 0 Envelope 4

Which logo do you prefer to appear on the envelope?

- 0 [insert DOL logo]
- 0 [insert BLS logo]

What language do you prefer to appear ABOVE the address window?

- 0 "Information about submitting data inside"
- 0 "Official government correspondence"

What language do you prefer to appear TO THE LEFT side of the address window?

- 0 "Information about submitting data inside"
- 0 "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?

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

How interesting is the information on this brochure?

- 0 Not at all interesting
- 0 Slightly interesting
- 0 Moderately interesting
- 0 Very interesting
- 0 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?

- 0 Not at all effective
- 0 Slightly effective
- 0 Moderately effective
- 0 Very effective
- 0 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
- 0 Very visually appealing
- Extremely visually appealing

How interesting is the information on this brochure?

- 0 Not at all interesting
- 0 Slightly interesting
- 0 Moderately interesting
- 0 Very interesting
- 0 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?

- 0 Not at all effective
- 0 Slightly effective
- 0 Moderately effective
- 0 Very effective
- 0 Extremely effective

What were your overall reactions to this brochure?

-- page break –

[insert form 3]

How visually appealing do you find this brochure?

- 0 Not at all visually appealing
- o Slightly visually appealing
- o Moderately visually appealing

- 0 Very visually appealing
- Extremely visually appealing

How interesting is the information on this brochure?

- 0 Not at all interesting
- 0 Slightly interesting
- 0 Moderately interesting
- 0 Very interesting
- 0 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?

- 0 Not at all effective
- 0 Slightly effective
- 0 Moderately effective
- 0 Very effective
- 0 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?

- 0 Human resources/Benefits
- 0 Accountant/CPA/Bookkeeper
- 0 Payroll administrator/specialist
- 0 Assistant Controller/Controller
- 0 Financial administrator
- 0 Administrator, manager
- 0 Teacher
- 0 Professional
- 0 Administrative support, including clerical
- 0 Sales
- 0 Technician
- 0 Protective Services
- 0 Other service
- 0 Machine or transportation operator
- 0 Construction worker, mechanic
- 0 Farming

- 0 Forestry, fishing or grounds keeping
- 0 Armed Forces
- 0 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?

- 0 1-49 employees
- 0 50-99 employees
- 0 100-249 employees
- 0 250-499 employees
- 0 500-999 employees
- 0 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?)

- 0 Yes
- 0 No

Prior to today, have you heard of the Bureau of Labor Statistics (BLS?)

- 0 Yes
- 0 No

Are you currently employed:

- 0 Full time
- 0 Part time
- 0 Unemployed
- 0 Student
- 0 Retired

Have you worked in an office setting in the past 12 months?

- 0 Yes
- 0 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?

- 0 Human resources/Benefits
- 0 Accountant/CPA/Bookkeeper
- 0 Payroll administrator/specialist
- 0 Assistant Controller/Controller
- 0 Financial administrator
- 0 Administrator, manager
- 0 Teacher
- 0 Professional
- 0 Administrative support, including clerical

- 0 Sales
- 0 Technician
- 0 Protective Services
- 0 Other service
- 0 Machine or transportation operator
- 0 Construction worker, mechanic
- 0 Farming
- 0 Forestry, fishing or grounds keeping
- 0 Armed Forces
- 0 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).

- 0 I am always responsible for completing or assisting with surveys for my business
- 0 I am sometimes responsible for completing or assisting with surveys for my business
- 0 Someone else is response for completing or assisting with surveys for my business
- 0 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?

- 0 1-49 employees
- 0 50-99 employees
- 0 100-249 employees
- 0 250-499 employees
- 0 500-999 employees
- 0 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]

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?

- 0 Yes
- 0 No
- 0 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?

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

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

- 0 Not at all likely
- o Slightly likely
- o Moderately likely
- 0 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?

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

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

- 0 Not at all likely
- 0 Slightly likely
- o Moderately likely
- 0 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?

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

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

- 0 Not at all likely
- o Slightly likely
- 0 Moderately likely
- 0 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?

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

o Extremely visually appealing

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

- 0 Not at all likely
- o Slightly likely
- 0 Moderately likely
- 0 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)

- 0 Envelope 1
- 0 Envelope 2
- 0 Envelope 3
- 0 Envelope 4

Which logo do you prefer to appear on the envelope?

- 0 [insert DOL logo]
- 0 [insert BLS logo]

What language do you prefer to appear ABOVE the address window?

- 0 "Information about submitting data inside"
- 0 "Official government correspondence"

What language do you prefer to appear TO THE LEFT side of the address window?

- 0 "Information about submitting data inside"
- 0 "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?

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

How interesting is the information on this brochure?

- 0 Not at all interesting
- 0 Slightly interesting
- 0 Moderately interesting
- 0 Very interesting
- 0 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?

- 0 Not at all effective
- 0 Slightly effective
- 0 Moderately effective
- 0 Very effective
- 0 Extremely effective

What were your overall reactions to this brochure?

-- page break --

[insert form 2]

How visually appealing do you find this brochure?

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

How interesting is the information on this brochure?

- 0 Not at all interesting
- 0 Slightly interesting
- 0 Moderately interesting
- 0 Very interesting
- 0 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?

- 0 Not at all effective
- 0 Slightly effective
- 0 Moderately effective
- 0 Very effective
- 0 Extremely effective

What were your overall reactions to this brochure?

-- page break –

[insert form 3]

How visually appealing do you find this brochure?

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

How interesting is the information on this brochure?

- 0 Not at all interesting
- 0 Slightly interesting
- 0 Moderately interesting
- 0 Very interesting
- 0 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?

- 0 Not at all effective
- 0 Slightly effective
- 0 Moderately effective
- 0 Very effective
- 0 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 --

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: ______

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?

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

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

- 0 Not at all likely
- 0 Slightly likely
- o Moderately likely
- 0 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?

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

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

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

What were your overall reactions to this envelope?

--page break--

[insert envelope 3]

How visually appealing do you find this envelope?

0 Not at all visually appealing

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

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

- 0 Not at all likely
- 0 Slightly likely
- o Moderately likely
- 0 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?

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

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

- 0 Not at all likely
- o Slightly likely
- o Moderately likely
- 0 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)

- 0 Envelope 1
- 0 Envelope 2
- 0 Envelope 3
- 0 Envelope 4

Which logo do you prefer to appear on the envelope?

- 0 [insert DOL logo]
- 0 [insert BLS logo]

What language do you prefer to appear ABOVE the address window?

- 0 "Information about submitting data inside"
- 0 "Official government correspondence"

What language do you prefer to appear TO THE LEFT side of the address window?

- 0 "Information about submitting data inside"
- 0 "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?

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

How interesting is the information on this brochure?

- 0 Not at all interesting
- 0 Slightly interesting
- 0 Moderately interesting
- 0 Very interesting
- 0 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?

- 0 Not at all effective
- 0 Slightly effective
- 0 Moderately effective
- 0 Very effective
- 0 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?

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

How interesting is the information on this brochure?

- 0 Not at all interesting
- 0 Slightly interesting
- 0 Moderately interesting
- 0 Very interesting
- 0 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?

- 0 Not at all effective
- 0 Slightly effective

- 0 Moderately effective
- 0 Very effective
- 0 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?

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

How interesting is the information on this brochure?

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- 0 Slightly interesting
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- 0 Not at all effective
- 0 Slightly effective
- 0 Moderately effective
- 0 Very effective
- 0 Extremely effective

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)

- 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): _____

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