

**Program for the International  
Assessment of Adult Competencies  
(PIAAC) Cycle II  
2022 Main Study**

**Appendix A**

**Respondent Outreach Materials**

OMB # 1850-0870 v.11

**Submitted by  
National Center for Education Statistics  
U.S. Department of Education**

**February 2022  
revised May 2022**

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## I. Summary of Respondent Outreach Materials

The materials described below are for use during the efforts of recruiting and contacting households and sampled participants in these households.

Materials include:

1. **Advance Letter**– This letter is sent to all sampled households at the start of data collection to notify the residents (a) that their household has been sampled for the PIAAC 2022 Main Study and (b) that an interviewer will be visiting their house in the near future. Interviewers also carry copies of this letter with them and will give another copy of the letter to the screener respondent if he or she does not remember receiving the letter in the mail.
2. **Recruitment Postcard** -- A reminder postcard mailed after the advance letter targeted nonrespondents.
3. **Follow-up Letter** (to accompany the paper screener questionnaire, see *Appendix B*).
4. **PIAAC Study Brochure** This brochure is given to the sampled respondent and serves as the informed consent for the study.
5. **Doorknob Notification** - This notification can be left behind to notify respondents that an interviewer has visited. It may also be used by interviewers at video doorbells to provide brief information about the study.
6. **Informational Fliers** Three informational fliers for interviewers to address specific respondent questions or concerns.
7. **Household Refusal Letter - Locked Building** - A letter sent to sampled households if the household resides within a locked building or community and the interviewer is unable to enter the building or community when attempting to contact the sampled household for screening.
8. **Household Refusal Letter - No Selling** - A letter sent to sampled households who will not open the door when initially approached by interviewer because they are suspicious about the reason for the interviewer's visit.

9. **Household Refusal Letter - Refusal After Initial Contact** - A letter sent to sampled households who refuse to participate when initially approached by interviewer.
10. **Household Refusal Letter - Too Busy** - A letter sent to sampled households who refuse to participate when initially approached by interviewer because they are too busy.
11. **Tribal Communications Recruitment Letter** - A letter sent to leaders of Tribal Nations with households have been sampled.

i. **Advance Letter**



**PIAAC** Program for the International  
Assessment of Adult Competencies

Date

Hello,

We are inviting you and others in your household to be in a study. The study is called the Program for the International Assessment of Adult Competencies, or PIAAC. Information from the study will help national, state, and local groups build and improve education, skills training programs and job training programs.

PIAAC is taking place in 32 countries around the world. In the United States, the U.S. Department of Education is running the study.

**As a thank you, everyone who completes the study gets \$100.**

To see if you or others in your home are eligible to be in the study, we need you to answer a few questions:

1. Call 1-855-917-1999 to speak to the study representative, Alex Scott, and set up a time for a staff person from the study to come to your home. It is a free call.
2. A staff person from the study will visit your home to talk to you about the study and ask you these questions in person. If you are eligible for the study, they will set up a time for you to answer the study questions. You may complete the study in a public location such as a local library, if you choose.

To learn more about PIAAC, please visit our website at <https://nces.ed.gov/surveys/piaac/>

Thank you for helping. You are very important and unique to the PIAAC study!

Sincerely,

Peggy Carr, Ph.D.  
Commissioner  
U.S. Department of Education's National Center of Education Statistics

The National Center for Education Statistics within the U.S. Department of Education is authorized to conduct this study under the Education Sciences Reform Act of 2002 (ESRA 2002; 20 U.S.C. § 9543). All of the information you provide may be used only for statistical purposes and may not be disclosed, or used, in identifiable form for any other purpose except as required by law (20 U.S.C. §9573 and 6 U.S.C. §151). Individuals are never identified in any reports. All reported statistics refer to the U.S. as a whole or to national subgroups.

According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number. The valid OMB control number for this voluntary survey is 1850-0870. The time required to complete this survey is estimated to take up to two hours, including the time to review instructions, gather the data needed, and complete and review the PIAAC Cycle II questionnaire and exercise. If you have any comments concerning the accuracy of the time estimate, suggestions for improving this survey, or any comments or concerns regarding this survey, please write directly to: PIAAC, National Center for Education Statistics, Potomac Center Plaza, 550 12th Street, SW, Washington, DC 20202. Approval expires MM/DD/YYYY.

ii. Post-Card

## Understanding Adult Skills in the United States



**PIAAC** Program for the International  
Assessment of Adult Competencies

1600 Research Boulevard  
WB 42F  
Rockville, MD 20850

**Your household has been selected to participate in the Program for the International Assessment of Adult Competencies. Anyone selected in your household to participate would receive \$100 upon completing the study.**

**Please contact us today to schedule a visit from a study representative!  
1-855-917-1999  
<https://nces.ed.gov/surveys/piaac/>**

Photos are for illustrative purposes only. Any person depicted in the photos is a model .

iii. Follow-up Letter



**PIAAC** Program for the International  
Assessment of Adult Competencies

Date

Hello,

We have tried to reach you to invite you and others in your household to be in a study. The study is called the Program for the International Assessment of Adult Competencies, or PIAAC. Information from the study will help national, state, and local groups build and improve education, skills training programs and job training programs.

PIAAC is taking place in 32 countries around the world. In the United States, the U.S. Department of Education is running the study. To learn more about PIAAC, please visit our website at <https://nces.ed.gov/surveys/piaac/>.

To see if you or others in your home are eligible to be in the study, we need you to answer a few questions. Since we have not been able to reach you at home, we are enclosing a short questionnaire. Please take a few minutes to complete the eligibility questions and return it to us in the postage-paid envelope.

If you or another member of your household is eligible to participate in PIAAC, one of our professional interviewers will contact you about how you can participate in PIAAC. If you have questions about the study you can speak to a PIAAC study representative by calling toll-free 1-855-917-1999.

**As a thank you, everyone who completes the study gets \$100.**

Thank you for helping. You are very important and unique to the PIAAC study!

Sincerely,

Peggy Carr, Ph.D.  
Commissioner  
U.S. Department of Education's National Center of Education Statistics

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iv. Respondent Brochure

**How will I recognize the PIAAC staff member?**

The staff member who visits you will be carrying a study photo identification issued by the National Center for Education Statistics.

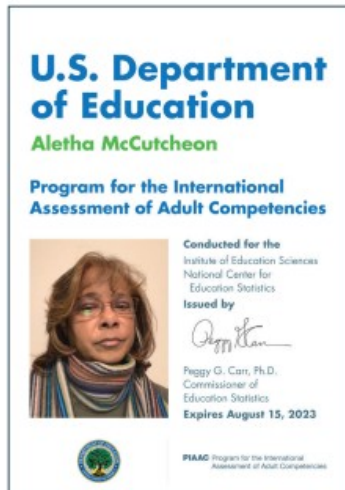
**To learn more about the study and explore U.S. results**

Call 1-855-917-1999

Visit <https://nces.ed.gov/surveys/piaac/>

Thank you for taking part in this important study.

The National Center for Education Statistics is authorized to conduct this study under the Education Sciences Reform Act of 2002 (ESRA 2002, 20 U.S.C. §9543). All of the information you provide may only be used for statistical purposes and may not be disclosed, or used, in identifiable form for any other purpose except as required by law (20 U.S.C. §9573 and 6 U.S.C. §151).



Thank you in advance for participating in this important study.

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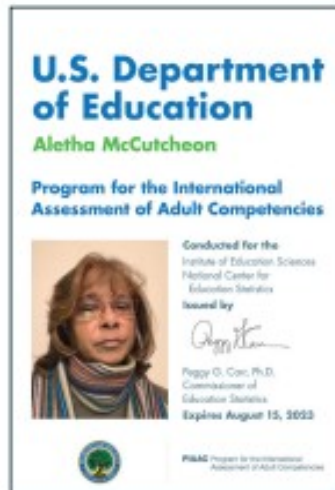
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Call 1-855-917-1999

Visit <https://nces.ed.gov/surveys/piaac/>

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Thank you in advance for participating in this important study.

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**Learn about PIAAC and join our study!**

The Program for the International Assessment of Adult Competencies (PIAAC) is a survey of adult skills. PIAAC has been looking at adult skills and problem solving, and asking people ages 16 to 74 about their work and schooling, since 2011.



Other countries are also doing the study. In the United States, the study is run by The National Center for Education Statistics, a part of U.S. Department of Education.

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**Your participation is important!**

We need good information about adults' reading, math, and computer skills so that everyone can get the education and training for the work skills they will need.

For example:

- A nonprofit used PIAAC results to offer free digital literacy courses for teachers to better meet the needs of their students.
- Other nonprofits use PIAAC results to work with state and local groups to create adult education and workforce programs.



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**Study participants represent adults ages 16-74 in the United States**

We want to ensure study participants reflect the many types of people in the United States. To do the study, we randomly choose addresses. Then we contact people who live there.

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**Is my information safe?**

PIAAC takes every precaution to protect participants' identities. All results are reported as a whole or aggregated in groups—your individual information will never be revealed in any reports.

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**Let's see if you are eligible!**

We need to see if you or someone in your home is eligible for the study.

A staff person from the study will visit your home to ask a few questions. The staff person will have a photo ID card from the National Center for Education Statistics.

- It takes less than 10 minutes to determine eligibility.

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**Can I answer the study questions online?**

Everyone who participates needs to complete the study in the exact same way to keep the results consistent. Study participants come from 32 countries, and some may not have internet. So the study can't be done online and a staff member must conduct the study.

- The study can be completed at home or at a public location.

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**How much time will it take?**

The study takes about two hours.

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**Why should I participate?**

- You will get \$100.00 as a thank you.
- You can't be replaced by anyone!
- You will help us get a good picture of people's skills in the United States.

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**What happens if I am eligible?**

If you are eligible, congratulations! A staff person from the study will ask you to:

- Answer questions about your schooling, work, use of computers, and some other questions.
- Do some tasks using a tablet. These may be about everyday activities like reading the expiration date on a can of food, using a map, or using a bus schedule.
- We hope you will complete the study but it is voluntary and you can end at any time.




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**I haven't been in school in years, and I don't work. I don't think I can help.**

The success of the study depends upon including everyone selected to participate, no matter what their work situation, education or abilities.

v. Doorknob Notification

**U.S. Department of Education**  
**Aletha McCutcheon**  
Program for the International Assessment of Adult Competencies

Conducted for the  
Institute of Education Sciences  
National Center for  
Education Statistics  
Issued by  
  
Peggy G. Carr, Ph.D.  
Commissioner of  
Education Statistics  
Expires August 15, 2023

 PIAAC Program for the International Assessment of Adult Competencies

**Toll Free Number:  
855-917-1999**  
<https://nces.ed.gov/surveys/piaac/participant/>

My name is [FI NAME].  
We are not selling anything.

**I PROMISE.**

You should have received a letter from us.  
Please, I just need 5 minutes of your time to see if anyone in your household qualifies for this important study.

Participants who complete the study will receive \$100 VISA Gift Card.

Can you help me?  
Thank you for your time.

**HAVE A NICE DAY!**



**PIAAC** Program for the International Assessment of Adult Competencies

vi. Informational Fliers

# Why is Your Participation in the PIAAC Study Important?

## You influence and improve education and training programs.

Education and training programs are key to preparing adults in the U.S. to compete in today's modern global economy. By participating in this study, you help the U.S. Department of Education develop policies and programs to help America grow and prosper in the 21st Century.

- Education and training programs cannot be improved without first knowing how adults use their skills and knowledge.
- Adults need skills outside work. Modern technology requires skills to manage everyday tasks, such as online shopping, managing health care, and career planning. You help identify those skill needs.

## You represent thousands of other adults in the U.S.

- Interviewing every adult in America would be very expensive and it would take too much time. You were selected to participate and will represent the skills and training of thousands of other adults.

## What will you do in the PIAAC Study?

- You will answer questions about your background work, and experiences.
- You will also complete a series of tasks on a tablet that represent common everyday activities important in daily life. You will do some reading and you will get to do some problem solving activities.
- You will be contributing to the success of the American workforce of the future. Others who have taken part found the study experience to be worthwhile and interesting.

## Thank you for participating in this important study.

The National Center for Education Statistics, part of the U.S. Department of Education, Institute of Education Sciences, is authorized to conduct this study under the Education Sciences Reform Act of 2002 (ESRA 2002; 20 U.S.C. § 9543). All of the information you provide may be used only for statistical purposes and may not be disclosed, or used, in identifiable form for any other purpose except as required by law (20 U.S.C. §9573 and 6 U.S.C. §151). Individuals are never identified in any reports. All reported statistics refer to the U.S. as a whole or to national subgroups.

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**PIAAC** Program for the International Assessment of Adult Competencies



# Complete Your Interview Receive \$100

Your participation in the PIAAC study is that important.

People like you represent the U.S. workforce. We need good information about people's reading, math and computer skills so that everyone can get the education and training for the work skills they need.

You were selected to represent the skills and training of thousands of other adults.

## What will you do?

- Complete your interview with one of our study representatives.
- You will do some reading and you will get to do some interactive problem solving.
- We will also ask about different skills you have used on the job.

## To receive your \$100, do the following:

- Contact us at 1-855-917-1999 to schedule an appointment for a time that works best for you.
- Complete your interview with our field representative.

All information will be kept confidential, and participation is voluntary.

## Thank you for participating in this important study.

The National Center for Education Statistics, part of the U.S. Department of Education, Institute of Education Sciences, is authorized to conduct this study under the Education Sciences Reform Act of 2002 (ESRA 2002; 20 U.S.C. § 9543). All of the information you provide may be used only for statistical purposes and may not be disclosed, or used, in identifiable form for any other purpose except as required by law (20 U.S.C. §9573 and 6 U.S.C. §151). Individuals are never identified in any reports. All reported statistics refer to the U.S. as a whole or to national subgroups.

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**PIAAC** Program for the International  
Assessment of Adult Competencies



# How Has Your Education Affected Your Daily Life?

**That is one of the many things we learn from the PIAAC Study.**

To compete in the world economy, the U.S. must have a knowledgeable and skilled workforce. Information from this study has shown that a strong skill set and experience help you succeed in the workforce and enjoy greater lifelong well-being.

- Your education and experiences are important to understand how adults in the United States are doing compared to adults in other countries.
- This is your chance to help policymakers plan education and training programs based on your skills, education, and experiences.

## What makes you important to the PIAAC Study?

Interviewing every adult in America would be very expensive and it would take too much time. You were selected to participate and will represent the skills and training of thousands of other adults.

- Your participation will help determine how adults apply skills and knowledge they learn through education and training.

## What will you be asked to do in the PIAAC Study?

The PIAAC Study is the first to measure what skills adults use to be successful in the workplace and everyday life, such as communication, information gathering, problem solving and more.

- You will have an opportunity to share your educational experiences and different skills you have used.
- The study involves some reading and some problem solving activities.
- You will get a rare opportunity to see what information the U.S. Department of Education uses to build programs that help America grow and prosper in the 21st Century.

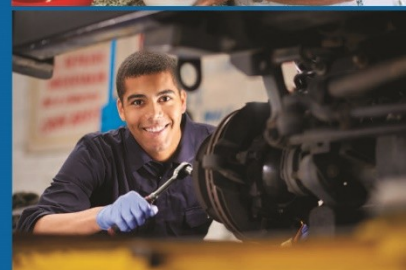
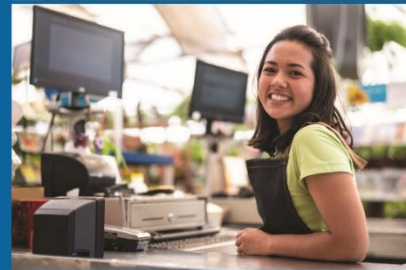
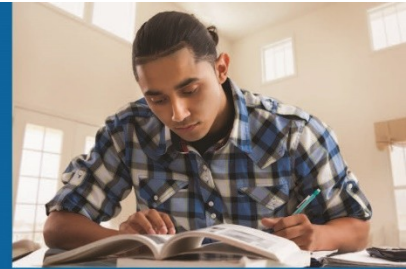
## Thank you for participating in this important study.

The National Center for Education Statistics, part of the U.S. Department of Education, Institute of Education Sciences, is authorized to conduct this study under the Education Sciences Reform Act of 2002 (ESRA 2002; 20 U.S.C. § 9543). All of the information you provide may be used only for statistical purposes and may not be disclosed, or used, in identifiable form for any other purpose except as required by law (20 U.S.C. §9573 and 6 U.S.C. §151). Individuals are never identified in any reports. All reported statistics refer to the U.S. as a whole or to national subgroups.

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**PIAAC** Program for the International Assessment of Adult Competencies





vii. Household Refusal Letter – Locked Building



**PIAAC** Program for the International  
Assessment of Adult Competencies

[date]

Dear Sir or Madam:

Recently your household should have received a letter like this one, from the National Center for Education Statistics (NCES), explaining that it has been selected to participate in an important international study called the Program for the International Assessment of Adult Competencies. We sent one of our field representatives to contact your household, but without success.

This study is designed to tell us what skills adults in the United States have and how those skills relate to their employment and education. This information will help us develop educational and training programs to prepare our workforce to meet the challenges of the 21<sup>st</sup> century.

Since we cannot conduct an interview in every household in this country, we use scientific methods to randomly select addresses throughout the United States, and your household has been selected. Please help us determine if anyone in your household qualifies to participate in the study. If an adult in the household is selected to participate and **completes the study, that person will receive \$100.00 as a thank you.** Participation is entirely voluntary and is a service to the community and the nation.

Please take a moment and call our study's toll-free number (1-855-917-1999) to arrange a time to meet with our field representative.

The National Center for Education Statistics is authorized to conduct this study under the Education Sciences Reform Act of 2002 (ESRA 2002, 20 U.S.C. §9543). All of the information you provide may only be used for statistical purposes and may not be disclosed, or used, in identifiable form for any other purpose except as required by law (20 U.S.C. §9573 and 6 U.S.C. §151). Individuals are never identified in any reports. All reported statistics refer to the U.S. as a whole or to national subgroups.

Thank you very much for your cooperation and your contribution to this important study.

Sincerely,

Peggy G. Carr, Ph.D.  
Commissioner  
National Center of Education Statistics

viii. **Household Refusal Letter – No Selling**

[date]

Dear Sir or Madam,

Recently a field representative contacted your household on behalf of the National Center for Education Statistics (NCES), explaining that your household has been selected to participate in an important international study called the Program for the International Assessment of Adult Competencies. It is understandable that you may have suspicions these days when a stranger knocks on the door. Therefore, as the Commissioner of the National Center of Education Statistics, I want to assure you that this is a legitimate nationwide study conducted by the U.S. Department of Education’s National Center for Education Statistics. **We are NOT advertising or selling anything**, and at no time will we attempt to collect money from you.

This study is designed to tell us what skills adults in the United States have and how those skills relate to their employment and education. This information will help us develop educational and training programs to prepare our workforce to meet the challenges of the 21<sup>st</sup> century.

Since we cannot conduct an interview in every household in this country, we use scientific methods to randomly select addresses throughout the United States. Your household has been selected to represent thousands of others across the country. Please help us determine if anyone in your household qualifies to participate in the study. If an adult in the household is selected to participate and **completes the study, that person will receive \$100.00 as a thank you.**

Our field representative will contact your household again shortly to schedule a time to meet with you. Our field representative will be wearing a photo ID badge, will provide you with a brochure describing the study, and can address any concerns or questions you may have. Please help us complete this study. If you still have questions, please call our toll-free number (1-855-917-1999). Your participation is entirely voluntary and is a service to your community and the nation.

The National Center for Education Statistics is authorized to conduct this study under the Education Sciences Reform Act of 2002 (ESRA 2002, 20 U.S.C. §9543). All of the information you provide may only be used for statistical purposes and may not be disclosed, or used, in identifiable form for any other purpose except as required by law (20 U.S.C. §9573 and 6 U.S.C. §151). Individuals are never identified in any reports. All reported statistics refer to the U.S. as a whole or to national subgroups.

Thank you very much for your cooperation and your contribution to this important study.

Sincerely,

Peggy G. Carr, Ph.D.  
Commissioner  
National Center of Education Statistics

ix. **Household Refusal Letter – Refusal After Initial Contact**

[date]

Dear [RESPONDENT NAME, SIR OR MADAM],

Recently one of our field representatives contacted you about representing the United States in the international study called Program for the International Assessment of Adult Competencies, which is being conducted by the U.S. Department of Education’s National Center for Education Statistics. You were reluctant to begin the study, so I am writing to give you more information and ask for your help.

This study is designed to tell us what skills adults in the United States have and how those skills relate to their employment and education. This information will help us develop educational and training programs to prepare our workforce to meet the challenges of the 21<sup>st</sup> century.

Contacting every adult in the United States is very expensive and difficult. Therefore, we have used statistical methods to randomly select several thousand adults who can represent the entire nation. If you do not participate, adults like you across the country will not be accurately represented in this study.

I understand that you are very busy and that time can be hard to come by. Your participation is entirely voluntary. But I would not ask you for your time if it were not so important to include every selected adult in the study. **If you complete the study, you will receive \$100.00 as a thank you for your time and participation.**

The National Center for Education Statistics is authorized to conduct this study under the Education Sciences Reform Act of 2002 (ESRA 2002, 20 U.S.C. §9543). All of the information you provide may only be used for statistical purposes and may not be disclosed, or used, in identifiable form for any other purpose except as required by law (20 U.S.C. §9573 and 6 U.S.C. §151). Individuals are never identified in any reports. All reported statistics refer to the U.S. as a whole or to national subgroups.

If you have additional questions, our field representative will be glad to answer them. You may also call the study’s toll free number (1-855-917-1999), or visit the study’s website at <https://nces.ed.gov/surveys/piaac/>

Thank you very much for your cooperation and your contribution to this important study.

Sincerely,

Peggy G. Carr, Ph.D.  
Commissioner  
National Center of Education Statistics

x. **Household Refusal Letter – Too Busy**

[date]

Dear [RESPONDENT NAME],

Recently a field representative contacted you on behalf of the National Center for Education Statistics, explaining that you have been selected to represent the United States in an important international study called the Program for the International Assessment of Adult Competencies. At that time you were unable to begin the study. I am writing now to tell you a little more about why this study is important and why we have contacted you.

This study is designed to tell us what skills adults in the United States have and how those skills relate to their employment and education. This information will help us develop educational and training programs to prepare our workforce to meet the challenges of the 21<sup>st</sup> century.

Your participation is important because you represent thousands of other individuals who are like you across the country. Contacting every adult in the United States is very expensive and difficult. Therefore, we have used statistical methods to randomly select several thousand adults who can represent the entire nation. I understand that you are very busy and that time can be hard to come by. But please see if you can make time for this study because if you do not participate, adults like you who have busy lives will not be accurately represented in this study.

I have taken the liberty of asking our field representative to contact you again shortly to schedule a time to meet with you. Your participation is entirely voluntary and is a service to your community and the nation. **If you complete the study, you will receive \$100.00 as a thank you for your time and participation.**

The National Center for Education Statistics is authorized to conduct this study under the Education Sciences Reform Act of 2002 (ESRA 2002, 20 U.S.C. §9543). All of the information you provide may only be used for statistical purposes and may not be disclosed, or used, in identifiable form for any other purpose except as required by law (20 U.S.C. §9573 and 6 U.S.C. §151). Individuals are never identified in any reports. All reported statistics refer to the U.S. as a whole or to national subgroups.

Thank you very much for your cooperation and your contribution to this important study.

Sincerely,

Peggy G. Carr, Ph.D.  
Commissioner  
National Center of Education Statistics



## xi. Tribal Communications Recruitment Letter

[date]

Dear [Leader NAME],

The National Center for Education Statistics (NCES), part of the U.S. Department of Education, is conducting the Programme for the International Assessment of Adult Competencies (PIAAC), a major study that will collect information about the education, work experiences, and skills of our country's adult population. This information will assist national and local government leaders, educators, and policymakers better understand the skills of the American workforce, to help make important updates to education and social policies.

NCES has contracted with Westat, a research and policy firm, to conduct the data collection for this important international study. Beginning in September, 2022, we plan to collect information from a random sample of approximately 10,000 individuals across the country. This will include persons living on and near your reservation. As a thank you for participating fully in the two hour PIAAC study session, we will offer eligible participants [\$75/ \$100 gift Mastercard].

The PIAAC Study is important for current and future generations of all Americans because the results can help to improve government and nonprofit education policies and programs. For example, the study results may inform approaches to job training and adult education courses to better align adult skills to local jobs. Also, this study takes place in more than 30 nations and results will show how the United States compares to other countries and can better prepare us all for changes in the global economy.

In order to maximize the impact of the study for your membership, we will provide your organization and any interested tribal leaders with a summary of the study results.

A PIAAC staff member will contact you in the next week to provide additional information on the PIAAC Study and answer your questions about it. In the meantime, please feel free to contact Jacquie Hogan, PIAAC Study Director at (301) 610-4967 or [jacquiehogan@westat.com](mailto:jacquiehogan@westat.com); for information, you can also visit the PIAAC Study website: <https://nces.ed.gov/surveys/piaac/>. Once you are fully informed about it, we hope that you will encourage your membership to support and participate in the PIAAC Study.

Thank you for your cooperation in this important national research effort.

Sincerely,

Peggy G. Carr, Ph.D.  
Commissioner  
National Center for Education Statistics (NCES)