

OMB Non-Substantive Change Request

Department: Commerce

Agency: U.S. Census Bureau

Title: Census Military Panel (CMP)

OMB Control Number: 0607-1027

The U.S. Census Bureau requests a non-substantive change to the currently approved CMP Information Collection Request. The Census Bureau received clearance on August 31, 2023. We request approval for this change in time for the Sample Replenishment operation, which begins February 19, 2025 and ends March 19, 2025.

Background and Justification

The Census Military Panel is a national survey panel by the U.S. Census Bureau (Census) and the U.S. Department of Defense (DOD) consisting of active-duty service members and spouses of active-duty service members that have agreed to be contacted and invited to participate. The ultimate goal for the Military Panel project is to recruit at least 2,000 panel members (1,000 service members and 1,000 spouses) including panelists recruited in the pilot and randomly selected directly from military administrative data.

We updated the Recruitment instrument to include the SPD15 race question and digital incentive contact information questions. Replenishment cases will be randomly assigned to the digital incentive treatment or the cash incentive treatment.

Data Collection

The following non-substantive changes will be made to the Recruitment instrument.

1. **Race_sp** - Added to Demographics section of the instrument:

What is your race and/or ethnicity?

Select all that apply.

- AMERICAN INDIAN OR ALASKA NATIVE** *For example, Navajo Nation, Blackfeet Tribe of the Blackfeet Indian Reservation of Montana, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, Aztec, Maya, etc.*
- ASIAN** *For example, Chinese, Asian Indian, Filipino, Vietnamese, Korean, Japanese, etc.*
- BLACK OR AFRICAN AMERICAN** *For example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.*

- HISPANIC OR LATINO** For example, Mexican, Puerto Rican, Salvadoran, Cuban, Dominican, Guatemalan, etc.
 - MIDDLE EASTERN OR NORTH AFRICAN** For example, Lebanese, Iranian, Egyptian, Syrian, Iraqi, Israeli, etc.
 - NATIVE HAWAIIAN OR PACIFIC ISLANDER** For example, Native Hawaiian, Samoan, Chamorro, Tongan, Fijian, Marshallese, etc.
 - WHITE** For example, English, German, Irish, Italian, Polish, Scottish, etc.
2. INCENT_INTRO, INCENT1, INCENT2 – Added questions to confirm email for digital incentive distribution:

INCENT_INTRO Thank you for answering our questions. You will receive \$20 for completing this survey.

INCENT1 [If TREATMENT = 1 and (CON2 or CON6_2 not BLANK)] Within two weeks of survey closing, you will receive an email containing a link to redeem your \$20 at a variety of vendors.

The email we have on file is [CON2 or CON6_2]. Is this the email to which you would like us to send your electronic gift card?

- Yes
- No

INCENT2 [If TREATMENT = 1 and [INCENT1 =2]] What is the email address where we should send your incentive?

3. INCENT3 – Adjusted universe to only ask for non-digital incentive universe or if no email provided for digital incentive

INCENT3. [IF TREATMENT = 2 or (INCENT1 = 2 and INCENT2 is BLANK)]

The address we have on file is:

[ADDRESS]

Is this the address to which we should mail your payment?

- Yes

No

Burden

There is no change in respondent burden hours associated with this request.

CMP TOPICAL SURVEY EMAIL INVITATION

SUBJECT: Census Military Panel Survey Available! Earn \$10.

Dear [FNAME],

Thank you for your continuing participation in the Census Military Panel. A survey is now available for you to complete. **The final date to complete the survey is [DATE].** As a token of our appreciation, **you will receive \$10 for completing the survey.** Your responses will inform Department of Defense policies for the well-being of military members and their families.

Please complete the survey using the PIN and link below.

PIN: {fill with external data reference}

LINK: {Add anonymous survey link}

Alternatively, you may complete the survey over the phone by calling 1-888-329-5895.

As a member of the Census Military Panel, you will be invited to participate in another survey in two months. You may be eligible for another \$10 incentive after completing the next survey.

If you have any questions, please contact us at addp.military.panel@census.gov.

Thank you,

The Census Military Panel Team

CMP TOPICAL SURVEY REMINDER EMAIL

Subject: Reminder: Census Military Panel Survey

Dear [FNAME],

A few days ago, you should have received an email invitation for a survey for the Census Military Panel. If you have already responded, **thank you!** If not, please use the link below to complete the short survey.

The final date to complete the survey is [DATE]. As a token of our appreciation, **you will receive \$10 for completing the survey.**

Please complete the survey using the PIN and link below.

PIN: {fill with external data reference}

LINK: {Add anonymous survey link}

Alternatively, you may complete the survey over the phone by calling 1-888-329-5895.

Thank you in advance for your continuing participation in the Census Military Panel survey. As a member of the Census Military Panel, you will be invited to participate in another survey in two months. You will be eligible for another \$10 incentive after completing the next survey.

Your responses will inform Department of Defense policies for the well-being of military members and their families. If you have any questions, please contact us at addp.military.panel@census.gov.

Thank you,

The Census Military Panel Team

CMP TOPICAL SURVEY FINAL REMINDER EMAIL

Subject: Last Chance for the Census Military Panel Survey and \$10

Dear [FNAME],

A few days ago, you should have received an email invitation for a survey for the Census Military Panel. This is your last chance to participate in this month's short survey. If you have already responded, thank you. If not, please use the link below to complete the survey.

The final date to complete the survey is [DATE]. As a token of our appreciation, you will receive \$10 for completing the survey.

Please complete the survey using the PIN and link below.

PIN: {fill with external data reference}

LINK: {Add anonymous survey link}

Alternatively, you may complete the survey over the phone by calling 1-888-329-5895.

Thank you in advance for your continuing participation in the Census Military Panel survey. As a member of the Census Military Panel, you will be invited to participate in another survey in two months. You will be eligible for another \$10 incentive after completing the next survey.

Your responses will inform Department of Defense policies for the well-being of military members and their families. If you have any questions, please contact us at addp.military.panel@census.gov.

Thank you,

The Census Military Panel Team

CMP TOPICAL SURVEY TEXT MESSAGE INVITATION AND REMINDERS

1. Initial invite:

Your Census Military Survey is available now. Respond to earn \$10. Login with PIN: {Insert external data reference} {Insert anonymous link}

2. Reminder 1:

Official Census Bureau request: Please answer Census Military Panel survey. Login with PIN: {Insert external data reference} {Insert anonymous link}

3. Reminder 2:

REMINDER: Please answer Census Military Panel survey and earn \$10. Login with PIN: {Insert external data reference} {Insert anonymous link}

4. Final Reminder:

REMINDER: Time is running out to complete the Census Military Panel survey. Login with PIN: {Insert external data reference} {Insert anonymous link}