**APPENDIX G**

**2025 NSCG Data Collection**

**Contact Strategy**

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| **Data Collection Phase** | **Contact Type** |
| **Invitation Phase** (Weeks 1-4) | Week 0  Prenotice letter. New sample only. (CG-0W-N)  Week 1  Web invite letter (CG-1W-N; CG-1W-O)  Week 2  Perforated reminder (CG-2W)  Week 3  Automated phone call  Reminder text message |
| **Reminder Phase** (Weeks 5-7) | Week 5  Web invite, ACS style (CG-5W)  Reminder email  Week 6  Reminder postcard (CG-6W)  Reminder email (1A/B)  Reminder text message  Week 7  Reminder email |
| **Additional Follow-up**  **Phase** (Weeks 8-22) | Week 8  Web invite letter and questionnaire. (CG-8W-NQ, CG-8W-OQ)  Week 9  Automated phone call  Week 11  Reminder email  Week 12  Pressure-sealed Web invite (CG-12W)  Reminder email  Week 13  Reminder email  Week 14  Automated phone call    Week 16  Web invite with letter-size white envelope. New sample only. (CG-16W)  Week 18  Web invite letter and questionnaire. Returning sample only. (CG-18W-Q)  Week 19  Reminder email  Week 20  Web invite letter and questionnaire. New sample only. (CG-20W-Q)  Week 21  Automated phone call |
| **Final**  **Contact Phase** (Weeks 23-24) | Week 23  Perforated invite letter (CG-23W)    Week 24  Last chance email |

*(1) Incentivized cases will receive slight variations of the weeks 1 and 2 letters that include wording regarding the incentive.*

*(2) Emails are sent to returning sample persons who have given us an email address in previous rounds of the survey.*

*(3) “Plain language” versions of each invitation letter will be sent every week except for week 18.*

*(4) Text message reminders are sent only to respondents who have opted in to receiving texts from the Census Bureau. See Appendix H for more information.*