

APPENDIX G

2025 NSCG Data Collection Contact Strategy

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

- (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.

