

Name: MIS-1 Advance Letter  
Form Number:

A Message from the Director, U.S. Census Bureau:

Dear Resident,

Your address has been selected to participate in the Current Population Survey. This monthly survey is the source of the Nation's unemployment rate that you may hear about in the news. The U.S. Census Bureau conducts this survey in partnership with the U.S. Bureau of Labor Statistics.

**{If I Incentive Eligible: As a token of our appreciation for completing this survey, use your smartphone or tablet to scan the QR Code below to receive a \$5 digital gift card. }**

The Current Population Survey collects information on employment and earnings of people living in the United States. The results help determine federal funding for veteran's programs, youth activities, food assistance and more. The survey results are also used by the Federal Reserve to set interest rates.

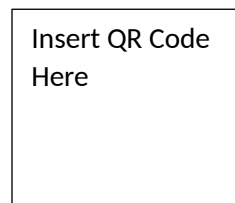
The success of this survey depends on your participation. We cannot substitute another address for yours. Your address is part of a scientifically selected sample of addresses chosen throughout the country. Your answers represent hundreds of other U.S. households.

Answers to frequently asked questions are on the back of this letter. If you have other questions, please visit [census.gov/cps](https://census.gov/cps), or call your Census Bureau Regional Office at **{REGIONAL OFFICE NUMBER}**

You do not need to take any action at this time. A Census Bureau representative will contact you soon to ask your household to complete the survey.

Thank you in advance for participating in this important survey.

**Scan Here to Redeem you \$5:**



If you can not scan enter the following into your web browser: {INCENTIVE 1}

Name: MIS-9 Advance Letter  
Form Number:

A message from the Director of the U.S. Census Bureau:

Thank you for your previous response to the **Current Population Survey**. We created an online version of the survey to make it easier for you to participate. We invite you to respond to this online version of the survey for one month. Your response will help us improve this survey for others like you.

Log into the website below using your email address and your User ID.

**Respond by {CLOSE OUT DATE} at:**  
[website]

If you need help with the survey or have questions, please call {TQA NUMBER}.

Thank you in advance for your prompt response.

Name: MIS-9 Reminder Letter  
Form Number:

A message from the Director of the U.S. Census Bureau:

Earlier this week, we sent you an invitation to complete the **Current Population Survey** online. If you have already completed this survey, thank you very much. Your participation will help us improve the new online version of the Current Population Survey for others like you.

**Respond today at:**

[website]

If you have not yet responded this month, please use your computer, smartphone, or tablet to log into the website and complete the survey today. Log in with your email address and the User ID listed above.

If you need help with the survey or have questions, please call {TQA NUMBER}.

Thank you in advance for your prompt response.

Name: MIS-2+ Advance Letter - Nonrespondent  
Form Number:

A message from the Director of the U.S. Census Bureau:

Last month, you were invited to participate in the **Current Population Survey**, but we did not get a response. We are asking you to participate in this important survey online this month. Your response is essential for the accuracy of the country's unemployment rate that you may hear about in the news. We need to hear from you, even if you are not currently working.

[If incentive case: **{If you respond online by {RECYCLE DATE } you will receive a \$15 digital gift card as a token of our appreciation}**].

Log into the website below using your email address and your User ID. Please make note of the email address you use to complete this month's survey as you will use the same one each month.

|                                                                                                |
|------------------------------------------------------------------------------------------------|
| <p><b>Respond by {RECYCLE DATE} at:</b><br/>[website]</p> <p><b>User ID:</b><br/>{USER ID}</p> |
|------------------------------------------------------------------------------------------------|

If we do not receive your response by the date above, a Census Bureau interviewer will contact you to complete the survey.

If you need help with the survey or have questions, please call [TQA NUMBER].

Thank you in advance for your prompt response.

Name: MIS-2+ Reminder Letter - Nonrespondent  
Form Number:

A message from the Director of the U.S. Census Bureau:

Earlier this week, we sent you an invitation to complete the **Current Population Survey**. If you have already completed the survey for this month, thank you very much. Your continued participation helps ensure the accuracy of the national unemployment rate. Your response helps to measure how the economy and labor force are doing across the country and your community.

A Census Bureau interviewer may have already contacted you. You can complete the survey with the interviewer, or you can respond online.

**Respond today at:**

[website]

**User ID:**

{USER ID}

If you have not yet responded, please use your computer, smartphone, or tablet to log into the website and complete the survey today. To respond online, log in with your email address and the User ID listed above. Please make note of the email address you use to complete this month's survey as you will use the same one each month.

If you need help with the survey or have questions, please call {REGIONAL OFFICE NUMBER}.

Thank you in advance for your prompt response.

Name: MIS-2+ Advance Letter – Respondent  
Form Number:

A message from the Director of the U.S. Census Bureau:

Thank you for your previous response to the **Current Population Survey**. Your response helped us measure the nation's unemployment rate that you may hear about in the news. We are asking you to continue to participate in this important survey. We need to hear from you, even if nothing has changed recently.

[If incentive case: **{If you respond online by {RECYCLE DATE} you will receive a \$15 digital gift card as a token of our appreciation.}**]

**Respond by {RECYCLE DATE} at:**  
[website]

If we do not receive your response by the date above, a Census Bureau interviewer will contact you to complete the survey.

Please log into the website using the email address you used to complete your prior survey. You may also get an email or text invitation with this same link.

If you need help with the survey or have questions, please call [TQA NUMBER].

Thank you in advance for your prompt response.

Name: MIS-2+ Reminder Letter – Respondent  
Form Number:

A message from the Director of the U.S. Census Bureau:

Earlier this week, we sent you several invitations to complete the **Current Population Survey** online. If you have already completed the survey for this month, thank you very much. Your response helps to measure how the economy and labor force are doing across the country and your community.

A Census Bureau interviewer may have already contacted you. You can complete the survey with the interviewer, or you can respond quickly online.

**Respond today at:**

[website]

If you have not yet responded this month, please use your computer, smartphone, or tablet to log into the website using the email address you used to complete your prior survey and complete the survey today. You may also get an email or text invitation with this same link.

If you need help with the survey or have questions, please call [Regional OFFICE NUMBER].

Thank you in advance for your prompt response.

Name: POSTCARD - Notice of Visit – Web Eligible  
Form Number:

Front of postcard:

Same as current Notice of Visit.

Back of postcard:

We need your response to the **Current Population Survey** as soon as possible so your responses can be included in the employment statistics for this month.

**The survey closes on \_\_\_\_\_.** Until then, you can still respond online. You will not be able to respond after this date.

**Respond at:**

[website]

User ID: \_\_\_\_\_

**If you do not respond online, I will contact you again in-person or by phone.** During an in-person visit I will present a photo ID that displays my name, a Department of Commerce watermark, and an expiration date. Please reach out to do interview in person or on phone.

Name: \_\_\_\_\_

Phone: \_\_\_\_\_



Name: BACK OF LETTER – Should be the back of ALL Advance Letters.

## FAQs

### What is the Current Population Survey?

The Current Population Survey is the primary source of monthly labor force statistics. It is used to keep the Nation informed of the economic and social wellbeing of its people. This survey measures how the economy and labor force are doing across the country and in your community. It asks questions about employment, and in certain months includes questions about education, health, family income, housing, and other important subjects.

### How was I selected?

The U.S. Census Bureau chose your address, not you personally, to participate in this survey. We select about 60,000 addresses across the United States to interview each month. This ensures that the survey represents all kinds of households across the country. This is why your participation is so important. Your address and your household represent thousands of other addresses and people.

**How long will this take?** On average, this survey takes 10 to 15 minutes. [You will be contacted for four consecutive months and may be contacted for additional monthly surveys later this year]. This type of interview schedule ensures high-quality statistics while reducing the burden on respondents. We will work with you to schedule interviews at the best times for you. Interviews can be over the phone or in person at the location of your choosing. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: [dsc.cps@census.gov](mailto:dsc.cps@census.gov); use "Demo Survey Comments 0607-XXXX" as the subject.

**How was I selected?** The Census Bureau is required by law to protect your information. The Census Bureau is not permitted to publicly release your responses in a way that could identify you or your household. Per the Federal Cybersecurity Enhancement Act of 2015, your data are protected from cybersecurity risks through screening of the systems that transmit your data. Federal law protects your privacy and keeps your answers confidential (Title 13, United States Code, Section 9). Title 13, United States Code, Sections 8(b), 141, and 182; and Title 29, United States Code, Section 2 authorize the collection of most of the information we request in this survey. The information provided to us may only be shared with other Census Bureau staff for the work-related purposes as identified in the Privacy Act System of Record Notice COMMERCE/Census-3, Demographic Survey Collection (Census Bureau Sampling Frame). In some months, the survey may contain questions authorized under laws other than those cited; further information concerning the authority for any particular portion of the survey can be obtained from the representative who contacts your household or by contacting the Census Bureau at XXXXX. Your voluntary participation in this survey is important. This collection has been approved by the Office of Management and Budget (OMB Number: 0607-XXXX). Without this number, we could not conduct this survey.

## Emails –

### E1. Day 1 email (Convenient way to start, reference to mailing)

From: U.S. Census Bureau

Subject line: Respond by [Recycle Date] to the U.S. Census Bureau

Contents:

Thank you for your previous response to the **Current Population Survey**. Your response helped us measure the country's unemployment rate that you may hear about in the news. This month, respond online instead of waiting for an interviewer to contact you. We need to hear from you, even if nothing has changed.

**Please complete this survey by [Recycle Date]** by clicking the link below or pasting the URL into your web browser. [If incentive group: {**If you respond online by this date, you will receive a \$15 digital gift card as a token of our appreciation.**}]

Log into the website using your email address.

**Survey:** {website}

You may also get a letter and text invitation with this same link.

All information that you provide is strictly confidential and protected by U.S. law.

If you need assistance, please call [TQA NUMBER]. Thank you in advance for your prompt response.

## E2. Day 2 email (Employment stats, appeal to NILF)

From: U.S. Census Bureau

Subject line: Complete the Current Population Survey online

Contents:

Your response to the **Current Population Survey** makes it the leading source of information about employment, earnings, and related topics for the United States. We need to hear from you, even if you are not currently working. [If incentive group: **{Respond online by [Recycle Date] to receive a \$15 digital gift card.}**] If you have already completed the survey this month, thank you for your response.

**Survey:** [website]

Please click the link above or paste the URL into your web browser. Log into the website using your email address.

### E3. Day 3 email (Last chance before interviewer, link to CPS site)

From: U.S. Census Bureau

Subject line: The Census Bureau needs your help

Contents:

Hello <<Name>>,

Respond to the Currently Population Survey online by [RECYCLE DATE] or a Census Bureau interviewer will contact you to complete the survey. [If incentive group: **{If you complete the survey online by this date, you will receive a \$15 digital gift card.** Responding online by this date will save taxpayers the cost of sending an interviewer to your home.}] Please click the link below or paste the URL into your web browser. If you have already completed the survey this month, thank you for your response.

**RESPOND BY [RECYCLE DATE] at:**

**Survey: {Website}**

Please click the link above or paste the URL into your web browser Log into the website using your email address.

If you need assistance, please call us at [TQA NUMBER].

Wondering how responses from this survey are used to benefit economic and social wellbeing? You can learn more at <https://www.census.gov/programs-surveys/cps/information-for-respondents.html>.

E4. Day 4 email (Reminder of previous participation, appeal to saving gov't money, FR visits)

From: U.S. Census Bureau

Subject line:

Contents:

Hello [RESPONDENT NAME],

Your continued participation in the Current Population Survey is needed so our employment and unemployment numbers include you.

Our interviewers will begin visiting households that have not yet completed their survey online. You can respond online now to reduce costs to the government from additional interviewer visits to your home.

**RESPOND TODAY at:**

**Survey: {Website}**

Please click the link above or paste the URL into your web browser Log into the website using your email address. [if incentive group: **{Respond online today and you will receive a \$15 digital gift card as a token of our appreciation.}**]

If you need assistance, please call us at [TQA NUMBER].

Wondering how responses from this survey are used to benefit economic and social wellbeing? You can learn more at <https://www.census.gov/programs-surveys/cps/information-for-respondents.html>.

## E5. Day 5 email (Mode choice and privacy reminder)

From: U.S. Census Bureau

Subject line: Respond online or by telephone to this Census Bureau Survey

Contents:

A message from the Director of the U.S. Census Bureau:

Time is running out for you to share your experiences by completing the **Current Population Survey**. The monthly unemployment rate you may have seen in the news comes from this survey. If you have already completed the survey this month, thank you. Please choose one of the following ways to respond today:

- **Online:** Click on {Website} or paste this URL into your web browser on your computer, smartphone, or tablet. Login using your email
- **By phone:** Please call [TQA NUMBER]

A Census Bureau interviewer may have already contacted you. You can complete the survey with the interviewer, or you can respond online.

All information that you provide is strictly confidential and protected by U.S. law.

## Incentive Email

From: U.S. Census Bureau

Subject line: Thank you from the Current Population Survey

Contents:

Thank you for completing the Current Population Survey. We appreciate your response to this important study. Here is a token of our appreciation for your participation. You will have access to various options to choose from. Enjoy!

[INCENTIVE 1 or INCENTIVE 2]

Available until EXP\_DATE

FAQs - {Incentive Site FAQ}

[If not Last Month of Data Collection: Thank you in advance for your continuing participation in Current Population Survey. As a member of the survey, you will continue to be invited to participate. You will be eligible for another incentive after completing the next survey.]

## Text Messages

### TX1. Day 1 text (To the point- how to get started)

Hello, this is a message about the Current Population Survey. Please answer questions about your employment at {Website}. [If incentive group: {Complete online by [RECYCLE DATE] to earn \$15.}] If you have already completed this month's survey, thank you. Reply HELP for more info or STOP to cancel.

HELP text: For more information about the Current Population Survey, visit [census.gov/programs-surveys/cps/information-for-respondents.html](https://census.gov/programs-surveys/cps/information-for-respondents.html) or Call [TQA NUMBER]

### TX3. Day 3 text (Limited time, federal funding, ref. earlier contact)

We contacted you previously about the Current Population Survey at {website}. Time is running out for you to respond. You will help determine federal funding for programs in your community. [If incentive group: {Respond online by [RECYCLE DATE] to earn \$15.}] Reply HELP for more info or STOP to cancel.

HELP text: For more information about the Current Population Survey, visit [census.gov/programs-surveys/cps/information-for-respondents.html](https://census.gov/programs-surveys/cps/information-for-respondents.html) or Call [TQA NUMBER]