

Attachment A:

**Example Research Questions:**

Phase 1 (Opt-in)

- 1) Will the same content that maximizes survey response in a postal mailing work as effectively in an email?
  - a) how the data are used
  - b) survey due date
  - c) cost savings associated with a self-response
  - d) Can we personalize with physical address on an email? Name?
  - e) Telling respondents topic of survey – demos vs. attitude questions?
  - f) Research study vs. census test vs. actual census?
- 2) How should content of emails be formatted?
  - a) Content
    - i) Present all information in same format
    - ii) Call to action at top; details at bottom – small print
    - iii) Call to action at top; present supplemental information as links
  - b) Graphics
    - i) Very small graphics vs. larger graphics
    - ii) Commerce seal vs. Census Logo
    - iii) Stationary vs. no stationary
- 3) What should the subject line be?
  - a) Authority subject line
  - b) Topic
- 4) Does the day of the week the email is sent or the time of day the email is sent have an effect on the click-through rates?
  - a) Day of week
  - b) Time of day
- 5) How should participants navigate to the form?
  - a) Full URL
  - b) Clickable text
  - c) No hyperlink – instructions only
  - d) If we have a hyperlink – presence or absence of alternative navigational instructions
- 6) How would bilingual materials be implemented in email vs. postal mail? In the same way, or in different ways?
  - a) Bottom of message – links for different languages
  - b) Targeted messages
- 7) How should reminders be designed in an email context? Should those messages be the same as postal or different? Should the timing be the same or different?
  - a) Messages in reminders

- b) Subject line of reminders
- c) Timing of reminders
- d) Potentially customized based on viewed or not viewed indicator

Phase 2 (Cold-Contact) and Phase 3 (Field Test)

- 8) Validating most promising Phase 1 findings.
- 9) Will the same content that maximizes survey response in a postal mailing work as effectively in an email?
  - a) mandatory nature of the survey request
  - b) possible in-person visit by an interviewer
- 10) Generally, do people have privacy or confidentiality concerns related to email?
  - a) For those who received a link by email, but do not click on it, was the reason for non-response privacy related or not?
  - b) Does this differ by content of message?
  - c) Does this differ by format/characteristics of message? (e.g., subject/sender of an email; graphics in email or not)
  - d) Does it differ by demographic group?
  - e) Does it differ by geography (urban, rural, suburban)?

- 11) For those who have privacy or confidentiality concerns, was the primary concern that:
  - a) The Census Bureau should not contact them in this way
  - b) They thought the message was not legitimate
  - c) They didn't think the internet was a secure method of response
  - d) Something else?
- 12) Does an electronic cold-contact method (email) need a paper mailing in advance to legitimize it?
  - a) Does this differ by demographic group?
  - b) Does this differ by geography (urban, rural, suburban)?
  - c) Does a letter vs. postcard make a difference?

