

**APPENDIX G**

**2023 NSCG**  
**Contact Strategy**

| <b>Data Collection Phase</b>                      | Web<br>(DEFAULT & Bridge Panel)   | Mail Preference  | CATI Preference<br>(& unmailable cases)   |
|---|---|--|---|
| <b>Invitation Phase</b><br>(Weeks 1-4)            | <u>Week 0</u><br>Prenotice letter. New sample only (NSCG-0W)<br><br><u>Week 1</u><br>Web invite letter (NSCG-1W(N))<br><br><u>Week 2</u><br>Perforated reminder (NSCG-2W)   | <u>Week 1</u><br>Web invite letter (NSCG-1W(N))<br><br><u>Week 2</u><br>Perforated reminder (NSCG-2W)  | <u>Week 1</u><br>Web invite letter (NSCG-1W(N))<br><br><u>Week 2</u><br>Perforated reminder (NSCG-2W) |
| <b>Reminder Phase</b><br>(Weeks 5-7)              | <u>Week 5</u><br>Web invite, ACS style (NSCG-5W)<br>Reminder email (1A/B)<br><br><u>Week 6</u><br>Reminder postcard (NSCG-6W)<br>Reminder email (1A/B)<br><br><u>Week 7</u><br>Email reminder   | <u>Week 5</u><br>Mail invite and Questionnaire (NSCG-5WQ)<br>Reminder email (1A/B)<br><br><u>Week 6</u><br>Reminder postcard (NSCG-6W)<br>Reminder email (1A/B)<br><br><u>Week 7</u><br>Email reminder | <u>Week 3</u><br>Automated phone call<br><br><u>Weeks 4-12</u><br>Telephone calls                     |
| <b>Additional Mode Phase</b><br>(Weeks 8-11)      | <u>Week 8</u><br>Web/Mail invite letter and questionnaire (NSCG-8W)<br><br><u>Week 11</u><br>Email reminder (2A/B)  | <u>Week 8</u><br>Web/Mail invite letter and questionnaire (NSCG-8W)<br><br><u>Week 11</u><br>Email reminder (2A/B)   |   |
| <b>Telephone Follow-up Phase</b><br>(Weeks 12-22) | <u>Week 12</u><br>Pressure-sealed Web invite (NSCG-12W)<br>Reminder email (1A/B)<br><br><u>Week 12 – Week 22</u><br>NRFU Telephone calls<br><br><u>Week 13</u><br>Email reminder<br><br><u>Week 16</u><br>Web invite with letter-size white envelope (NSCG-16W). New sample and bridge panel only.<br><br><u>Week 18</u><br>PRIORITY Web invite letter (NSCG-18W) or Web invite letter and questionnaire (NSCG-18W(Q)). Returning sample only.<br><br><u>Week 19</u><br>Email reminder<br><br><u>Week 20</u><br>PRIORITY Web invite letter and questionnaire (NSCG-20W(Q)). New sample and bridge panel |  |   |

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|---|--|
|   | only.  |
| <b>Final Contact Phase</b><br>(Weeks 23-26) | <u>Week 23</u><br>Web invite letter (NSCG-23W)<br><br><u>Week 24</u><br>Last chance email (3A/B) |

*(1) Incentivized cases will receive slight variations of the weeks 1 and 2 letters that include wording regarding the debit card incentive. The incentivized cases will receive the NSCG-1W(NI) or NSCG-1W(OI) letter at week 1 and the NSCG-2W(I) letter at week two.*

*(2) Note that emails only go out to returning sample persons who have given us an email address.*

*(3) The bridge panel cases will not receive a questionnaire at weeks 8 and 20 and will not receive NRFU telephone calls during weeks 12-22.*

*(4) Based on 2021 NSCG counts, it is estimated that approximately 90.4% of cases will start in Web, 7.1% will start in Mail Preference, and 2.5% will start in CATI Preference.*