

OMB Non-Substantive Change Request

Department: Commerce

Agency: U.S. Census Bureau

Title: Census Military Panel (CMP)

OMB Control Number: 0607-1027

The U.S. Census Bureau requests a non-substantive change to the currently approved CMP Information Collection Request. The Census Bureau received clearance on August 31, 2023. We request approval for this change in time for the Sample Replenishment operation, which begins February 19, 2025 and ends March 19, 2025.

Background and Justification

The Census Military Panel is a national survey panel by the U.S. Census Bureau (Census) and the U.S. Department of Defense (DOD) consisting of active-duty service members and spouses of active-duty service members that have agreed to be contacted and invited to participate. The ultimate goal for the Military Panel project is to recruit at least 2,000 panel members (1,000 service members and 1,000 spouses) including panelists recruited in the pilot and randomly selected directly from military administrative data.

We updated the Recruitment instrument to include the SPD15 race question and digital incentive contact information questions. We also updated the Respondent Contact materials to include the digital incentive distribution email. Replenishment cases will be randomly assigned to the digital incentive treatment or the cash incentive treatment.

Data Collection

The following non-substantive changes will be made to the Recruitment instrument.

1. **Race_sp** - Added to Demographics section of the instrument:

What is your race and/or ethnicity?

Select all that apply.

- AMERICAN INDIAN OR ALASKA NATIVE** For example, Navajo Nation, Blackfeet Tribe of the Blackfeet Indian Reservation of Montana, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, Aztec, Maya, etc.
- ASIAN** For example, Chinese, Asian Indian, Filipino, Vietnamese, Korean, Japanese, etc.
- BLACK OR AFRICAN AMERICAN** For example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.

- **HISPANIC OR LATINO** For example, Mexican, Puerto Rican, Salvadoran, Cuban, Dominican, Guatemalan, etc.
 - **MIDDLE EASTERN OR NORTH AFRICAN** For example, Lebanese, Iranian, Egyptian, Syrian, Iraqi, Israeli, etc.
 - **NATIVE HAWAIIAN OR PACIFIC ISLANDER** For example, Native Hawaiian, Samoan, Chamorro, Tongan, Fijian, Marshallese, etc.
 - **WHITE** For example, English, German, Irish, Italian, Polish, Scottish, etc.
2. INCENT_INTRO, INCENT1, INCENT2 – Added questions to confirm email for digital incentive distribution:

INCENT_INTRO Thank you for answering our questions. You will receive \$20 for completing this survey.

INCENT1 [If TREATMENT = 1 and (CON2 or CON6_2 not BLANK)] Within two weeks of survey closing, you will receive an email containing a link to redeem your \$20 at a variety of vendors.

The email we have on file is [CON2 or CON6_2]. Is this the email to which you would like us to send your electronic gift card?

- Yes
- No

INCENT2 [If TREATMENT = 1 and [INCENT1 =2] What is the email address where we should send your incentive?

3. INCENT3 – Adjusted universe to only ask for non-digital incentive universe or if no email provided for digital incentive

INCENT3. [IF TREATMENT = 2 or (INCENT1 = 2 and INCENT2 is BLANK)]

The address we have on file is:

[ADDRESS]

Is this the address to which we should mail your payment?

Yes

No

Respondent Communication

The following email template was added to the Part A, Attachment C Respondent Contact Info document. This email template will be used to distribute the digital incentives.

DIGITAL INCENTIVE EMAIL

Thank you for your recent enrollment in the Census Military Panel! 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!

\$20

Recipient's Choice

[Access Gift Card Here]

Available until [EXP_DATE]

[FAQs Link]

Thank you in advance for your continuing participation in the Census Military Panel. As a member of the Panel, you will continue to be invited to participate in upcoming surveys. You will be eligible for \$10 incentive after completing the next survey.

Sincerely,
The Census Military Panel Team

Burden

There is no change in respondent burden hours associated with this request.

