

CONTENT TEST INFORMATION PAGE
For
Form Design Evaluation

Treatment Panels

Layout of 100% items	Content	Form Page Length	Comparisons
Matrix	Test content	28	A
Sequential persons	Test content	28	A, B
Matrix <i>(production form or the current ACS form included in the methods panel as a separate mail sample)</i>	Current content	24	B

Research Questions & Evaluation Measures (under consideration):

No.	Research Questions	Evaluation Measures
1.	Holding form length constant, does the form layout (i.e., a matrix or grid design versus a sequential person design) impact overall response and item missing data rates for the items directly impacted by the form layout, the 100% items?	Comparison A: Compare response rate and item missing data rates for the 100% questions between the ACS grid approach and the sequential person approach
2.	Does an increase in form length resulting from the combination of the new, test content and the sequential person design for the 100% items impact the overall unit response to the ACS?	Comparison B: Compare response rates of the complete test form (sequential person approach for 100% plus new test content) to the current ACS form
3.	Does the longer overall form length negatively impact the item missing data rates for the sample data?	Comparison B: Compare item missing data rates and form completeness rates between the complete test form and the current ACS for the same month
4.	How much of a monthly and annual cost increase results from a longer form	Calculate cost increase based on cost of mailing package and printing costs
5.	Can we make other changes to the mailing package to diminish the cost increase resulting from a longer form without impacting response rates or data quality?	Compare response rates, item missing data rates, and form completeness rates between modified (less expensive) mailing package, complete test package and current ACS for the same month

Selection Criteria (under consideration):

Research Q	Criteria
1	Sequential person design, unless impact to response is dramatic (increase CATI, CAPI and overall costs too much)
2	Complete test design, unless impact to response is dramatic (increase CATI, CAPI and overall costs too much)
3	Item missing data rates coupled with other data quality indicators will determine on a question by question basis how and whether we reduce the form length
4	Informational purposes only
5	Depends on change to the mailing package, but can assume will only implement if there is no significant impact to response rates and other data quality measures.