

## 2012 NCT Panel Design

| Panel  | Thursday<br>August 23, 2012 | Thursday<br>August 30, 2012  | Tuesday<br>September 4, 2012 | Friday<br>September 14, 2012*  | Friday<br>September 21,<br>2012*   |
|--|-----------------------------|--|------------------------------|--|--|
| 1) <b>Advance Letter</b><br>(n=13,334)   | Advance letter              | Letter + Internet<br>instructions                                      | Reminder postcard            |  | Mail questionnaire<br>(w/choice)   |
| 2) <b>Absence of Advance<br/>Letter</b><br>(n=13,334)  |                             | Letter + Internet<br>instructions                                      | Reminder postcard            |  | Mail questionnaire<br>(w/choice)   |
| 3) <b>2<sup>nd</sup> Reminder prior to<br/>questionnaire</b><br>(n=13,333)   |                             | Letter + Internet<br>instructions                                      | Reminder postcard            | 2 <sup>nd</sup> Reminder Postcard<br>(blue)  | Mail questionnaire<br>(w/choice)   |
| 4) <b>Accelerated Q followed<br/>by 2<sup>nd</sup> reminder</b><br>(n=13,333)                                      |                             | Letter + Internet<br>instructions                                      | Reminder postcard            | Accelerated Mail<br>questionnaire<br>(w/choice)  | 2 <sup>nd</sup> Reminder Postcard<br>(blue)  |
| 5) <b>Telephone number at<br/>initial contact, accelerated<br/>Q, and 2<sup>nd</sup> reminder</b><br>(n=13,333)    |                             | Letter + Internet<br>instructions <b>with<br/>telephone<br/>number</b> | Reminder postcard            | Accelerated Mail<br>questionnaire<br>(w/choice)  | 2 <sup>nd</sup> Reminder Postcard<br>(blue)  |
| 6) <b>Accelerated Q, content<br/>tailored to<br/>nonrespondents, and 2<sup>nd</sup><br/>Reminder</b><br>(n=13,333) |                             | Letter + Internet<br>instructions                                      | Reminder postcard            | Accelerated Mail<br>questionnaire<br>(w/choice) <b>with<br/>content tailored to<br/>nonrespondents</b> | 2 <sup>nd</sup> Reminder Postcard<br>(blue) <b>with content<br/>tailored to<br/>nonrespondents</b> |

\*These mailings were targeted to nonrespondents.