

## **1 Attachment A: ACS Internet Test Letters and Postcards**

Where it applies, the bold condition titles and dates will be removed from the top of the letters and postcards for the testing sessions. The participants will not see these titles. The letters and postcards will be formatted to reflect the layout of the current ACS production materials and the Administrative and Customer Services Division (ACSD) may also make some design changes that will not affect the text of the letters or postcard.

## 1.1 Production



**Figure 1.** Production: Pre-Notice Letter



**UNITED STATES DEPARTMENT OF COMMERCE**  
**Economics and Statistics Administration**  
**U.S. Census Bureau**  
Washington, DC 20233-0001  
OFFICE OF THE DIRECTOR

Dear Resident:

I recently sent a letter to your household about the American Community Survey. Enclosed is a questionnaire and information about the survey. Please complete the questionnaire and mail it back as soon as possible in the postage-paid envelope.

This survey collects critical up-to-date information used to meet the needs of communities across the United States. For example, results from this survey are used to decide where new schools, hospitals, and fire stations are needed. This information also helps communities plan for the kinds of emergency situations that might affect you and your neighbors, such as floods and other natural disasters.

The U.S. Census Bureau chose your address, not you personally, as part of a randomly selected sample. You are required by U.S. law to respond to this survey. The Census Bureau is required by U.S. law to keep your answers confidential. The enclosed brochure answers frequently asked questions about the survey.

If you need help filling out the questionnaire, please use the enclosed guide or call our toll-free number (1-800-354-7271).

Thank you.

Sincerely,

Robert M. Groves  
Director

Enclosures

ACS-13(L)ISM (7-2009)

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*Helping You Make Informed Decisions*

[www.census.gov](http://www.census.gov)

**Figure 2.** Production: Introductory Letter



**UNITED STATES DEPARTMENT OF COMMERCE**  
Economics and Statistics Administration  
**U.S. Census Bureau**  
Washington, DC 20233-0001  
OFFICE OF THE DIRECTOR

Dear Resident:

A few days ago, you should have received an American Community Survey questionnaire. If you have already mailed it back, thank you. If you have not, please send it soon.

Local and national leaders use the information from this survey for planning schools, hospitals, roads, and other community needs.

If you need help filling out the questionnaire or have questions, please call our toll-free number (1-800-354-7271).

Sincerely,

Robert M. Groves  
Director

ACS-20S (8-2009)

**Figure 3.** Production: Reminder Postcard



**UNITED STATES DEPARTMENT OF COMMERCE**  
**Economics and Statistics Administration**  
**U.S. Census Bureau**  
Washington, DC 20233-0001  
OFFICE OF THE DIRECTOR

Dear Resident:

About three weeks ago, the U.S. Census Bureau sent an American Community Survey questionnaire to your address. I asked you to help us with this very important survey by completing it and mailing it back. But, we have not received it yet.

If you have already mailed your questionnaire, thank you very much. If you have not mailed the questionnaire, please send it soon. I have included another questionnaire with this letter. This survey is so important that a Census Bureau representative may attempt to contact you by telephone or personal visit if we do not receive your questionnaire.

The information collected in this survey will help decide where new schools, hospitals, and fire stations are needed. The information also is used to develop programs to reduce traffic congestion, provide job training, and plan for the healthcare needs of the elderly.

The Census Bureau chose your address, not you personally, as part of a randomly selected sample. You are required by U.S. law to respond to this survey. The Census Bureau is required by U.S. law to keep your answers confidential. The enclosed brochure answers frequently asked questions about the survey.

If you need help filling out the questionnaire, please use the enclosed guide or call our toll-free number (1-800-354-7271).

Thank you.

Sincerely,

Robert M. Groves  
Director

Enclosures

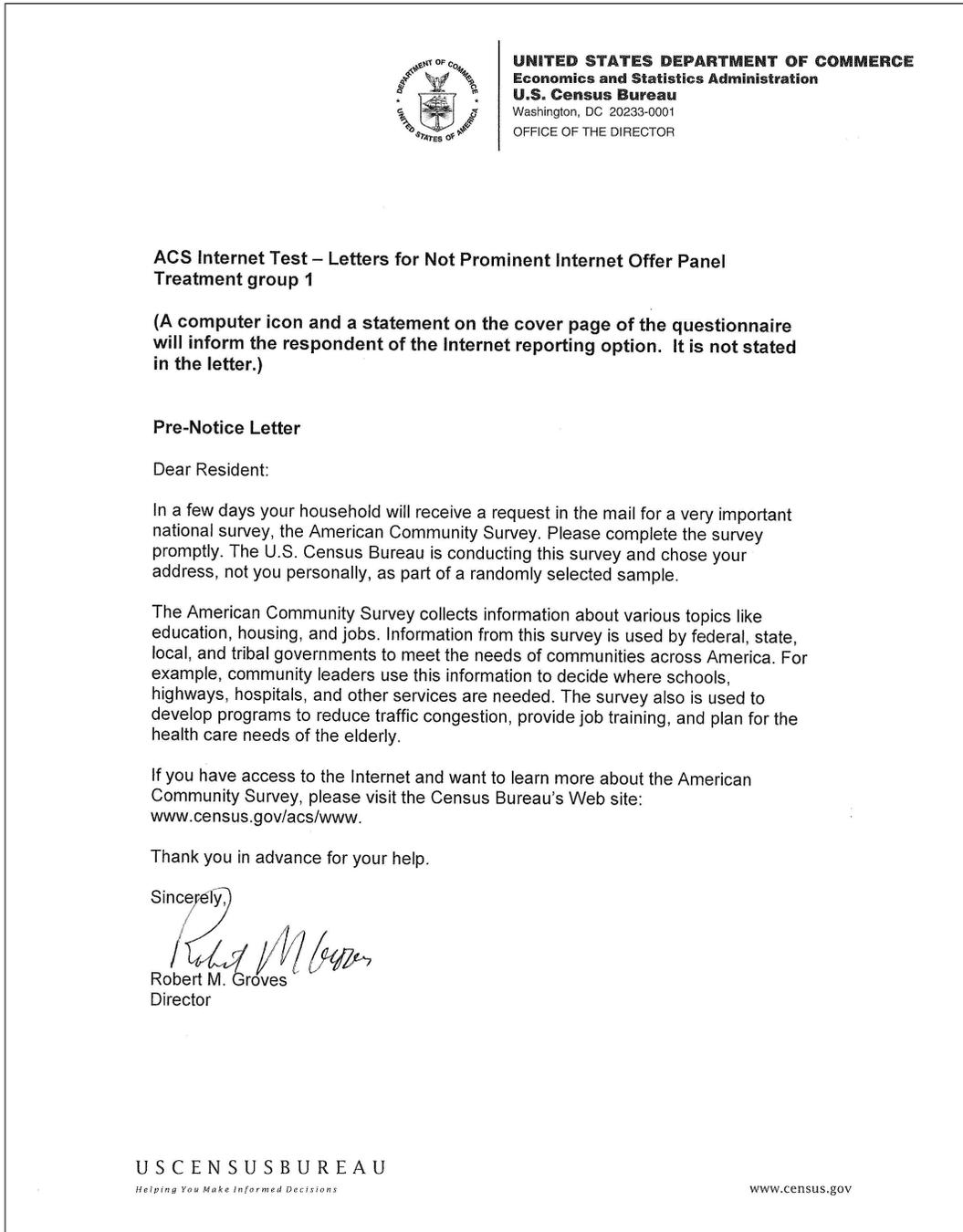
ACS-14(L)ISM (7-2009)

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**Figure 4.** Production: Replacement Letter

## 1.2 Not Prominent Internet Offer



**Figure 5.** Not Prominent: Pre-Notice Letter



**UNITED STATES DEPARTMENT OF COMMERCE**  
**Economics and Statistics Administration**  
**U.S. Census Bureau**  
Washington, DC 20233-0001  
OFFICE OF THE DIRECTOR

Dear Resident:

The U.S. Census Bureau recently sent a letter to your household about the American Community Survey. Enclosed is a questionnaire and information about the survey. Please complete the survey and return it as soon as possible.

This survey collects critical up-to-date information used to meet the needs of communities across the United States. For example, results from this survey are used to decide where new schools, hospitals, and fire stations are needed. This information also helps communities plan for the kinds of emergency situations that might affect you and your neighbors, such as floods and other natural disasters.

The U.S. Census Bureau chose your address, not you personally, as part of a randomly selected sample. You are required by U.S. law to respond to this survey. The Census Bureau is required by U.S. law to keep your answers confidential. The enclosed brochure answers frequently asked questions about the survey.

If you need help completing the survey, please call our toll-free number (1-800-354-7271).

Thank you.

Sincerely,

Robert M. Groves  
Director

Enclosures

ACS-13(LX)NIO (1-2010)

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[www.census.gov](http://www.census.gov)

**Figure 6.** Not Prominent: Introductory Letter



UNITED STATES DEPARTMENT OF COMMERCE  
Economics and Statistics Administration  
U.S. Census Bureau  
Washington, DC 20233-0001  
OFFICE OF THE DIRECTOR

Dear Resident:

A few days ago, you should have received an American Community Survey questionnaire. If you have already responded, thank you. If you have not, please complete the survey soon.

Local and national leaders use the information from this survey for planning schools, hospitals, roads, and other community needs.

If you need help completing the survey or have questions, please call our toll-free number (1-800-354-7271).

Sincerely,

  
Robert M. Groves  
Director

ACS 2010/NOV10 (11-2010)

Figure 7. Not Prominent: Reminder Postcard



**UNITED STATES DEPARTMENT OF COMMERCE**  
**Economics and Statistics Administration**  
**U.S. Census Bureau**  
Washington, DC 20233-0001  
OFFICE OF THE DIRECTOR

Dear Resident:

About three weeks ago, the U.S. Census Bureau sent a request to complete the American Community Survey to your address. We asked you to help us with this very important survey. But we have not received your response yet.

If you have already completed the survey, thank you very much. If you have not, please complete it soon. We have included another questionnaire with this letter.

This survey is so important that a Census Bureau representative may attempt to contact you by telephone or personal visit if we do not receive your response.

The information collected in this survey will help decide where new schools, hospitals, and fire stations are needed. The information also is used to develop programs to reduce traffic congestion, provide job training, and plan for the health care needs of the elderly.

The Census Bureau chose your address, not you personally, as part of a randomly selected sample. You are required by U.S. law to respond to this survey. The Census Bureau is required by U.S. law to keep your answers confidential. The enclosed brochure answers frequently asked questions about the survey.

If you need help completing the survey, please use the enclosed guide or call our toll-free number (1-800-354-7271).

Thank you.

Sincerely,

Robert M. Groves  
Director

Enclosures

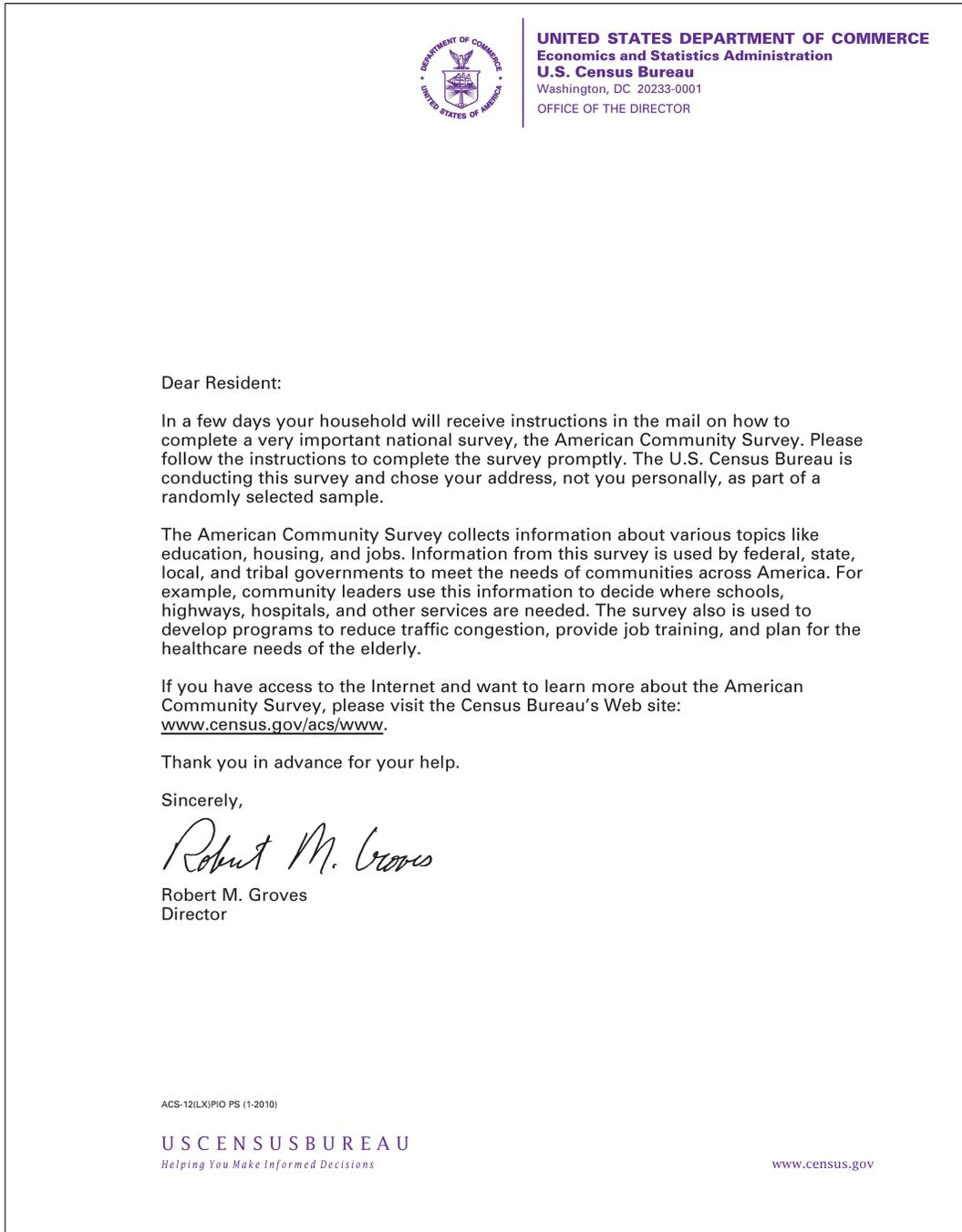
ACS-14(LX)NIO (1-2010)

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[www.census.gov](http://www.census.gov)

**Figure 8.** Not Prominent: Replacement Letter

### 1.3 Prominent Internet Offer (Choice)



**Figure 9.** Prominent: Pre-Notice Letter



**UNITED STATES DEPARTMENT OF COMMERCE**  
**Economics and Statistics Administration**  
**U.S. Census Bureau**  
Washington, DC 20233-0001  
OFFICE OF THE DIRECTOR

**ACS Internet Test – Letters for Prominent Internet Offer Panel  
Treatment group 2**

**Introductory Letter (Initial mailing package)**

Dear Resident:

The U.S. Census Bureau recently sent a letter to your household about the American Community Survey. There are two ways to complete this survey. Please choose **ONLY** one.

**Option 1:** Go to [www.respond.census.gov/acs](http://www.respond.census.gov/acs), and use the access code on your questionnaire to complete the survey online.

**Option 2:** Fill out and mail back the enclosed questionnaire.

This survey collects critical up-to-date information used to meet the needs of communities across the United States. For example, results from this survey are used to decide where new schools, hospitals, and fire stations are needed. This information also helps communities plan for the kinds of emergency situations that might affect you and your neighbors, such as floods and other natural disasters.

The Census Bureau chose your address, not you personally, as part of a randomly selected sample. You are required by U.S. law to respond to this survey. The Census Bureau is required by U.S. law to keep your answers confidential. The enclosed brochure answers frequently asked questions about the survey.

If you need help completing the survey, please use the enclosed guide or call our toll-free number (1-800-354-7271).

Thank you.

Sincerely,

Robert M. Groves  
Director

Enclosures

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[www.census.gov](http://www.census.gov)

**Figure 10.** Prominent: Introductory Letter



UNITED STATES DEPARTMENT OF COMMERCE  
Economics and Statistics Administration  
U.S. Census Bureau  
Washington, DC 20233-0001  
OFFICE OF THE DIRECTOR

Dear Resident:

A few days ago, you should have received an American Community Survey questionnaire. If you have already responded, thank you. If you have not, please complete the survey soon.

Local and national leaders use the information from this survey for planning schools, hospitals, roads, and other community needs.

If you need help completing the survey or have questions, please call our toll-free number (1-800-354-7271).

Sincerely,

A handwritten signature in black ink that reads "Robert M. Groves".

Robert M. Groves  
Director

ACS 2010XN10 (1-2010)

Figure 11. Prominent: Reminder Postcard



**UNITED STATES DEPARTMENT OF COMMERCE**  
**Economics and Statistics Administration**  
**U.S. Census Bureau**  
Washington, DC 20233-0001  
OFFICE OF THE DIRECTOR

Dear Resident:

About three weeks ago, the U.S. Census Bureau sent a request to complete the American Community Survey to your address. We asked you to help us with this very important survey by completing and mailing back the questionnaire or providing your information online. But we have not received your response yet.

If you have already completed the survey, thank you very much. If you have not, please complete the survey soon using ONE of the following two options.

- Option 1:** Fill out and mail the enclosed questionnaire.
- Option 2:** Go to [www.respond.census.gov/acs](http://www.respond.census.gov/acs) and complete the survey online.

This survey is so important that a Census Bureau representative may attempt to contact you by telephone or personal visit if we do not receive your response.

The information collected in this survey will help decide where new schools, hospitals, and fire stations are needed. The information also is used to develop programs to reduce traffic congestion, provide job training, and plan for the health care needs of the elderly.

The Census Bureau chose your address, not you personally, as part of a randomly selected sample. You are required by U.S. law to respond to this survey. The Census Bureau is required by U.S. law to keep your answers confidential. The enclosed brochure answers frequently asked questions about the survey.

If you need help completing the survey, please use the enclosed guide or call our toll-free number (1-800-354-7271).

Thank you.

Sincerely,

Robert M. Groves  
Director

Enclosures

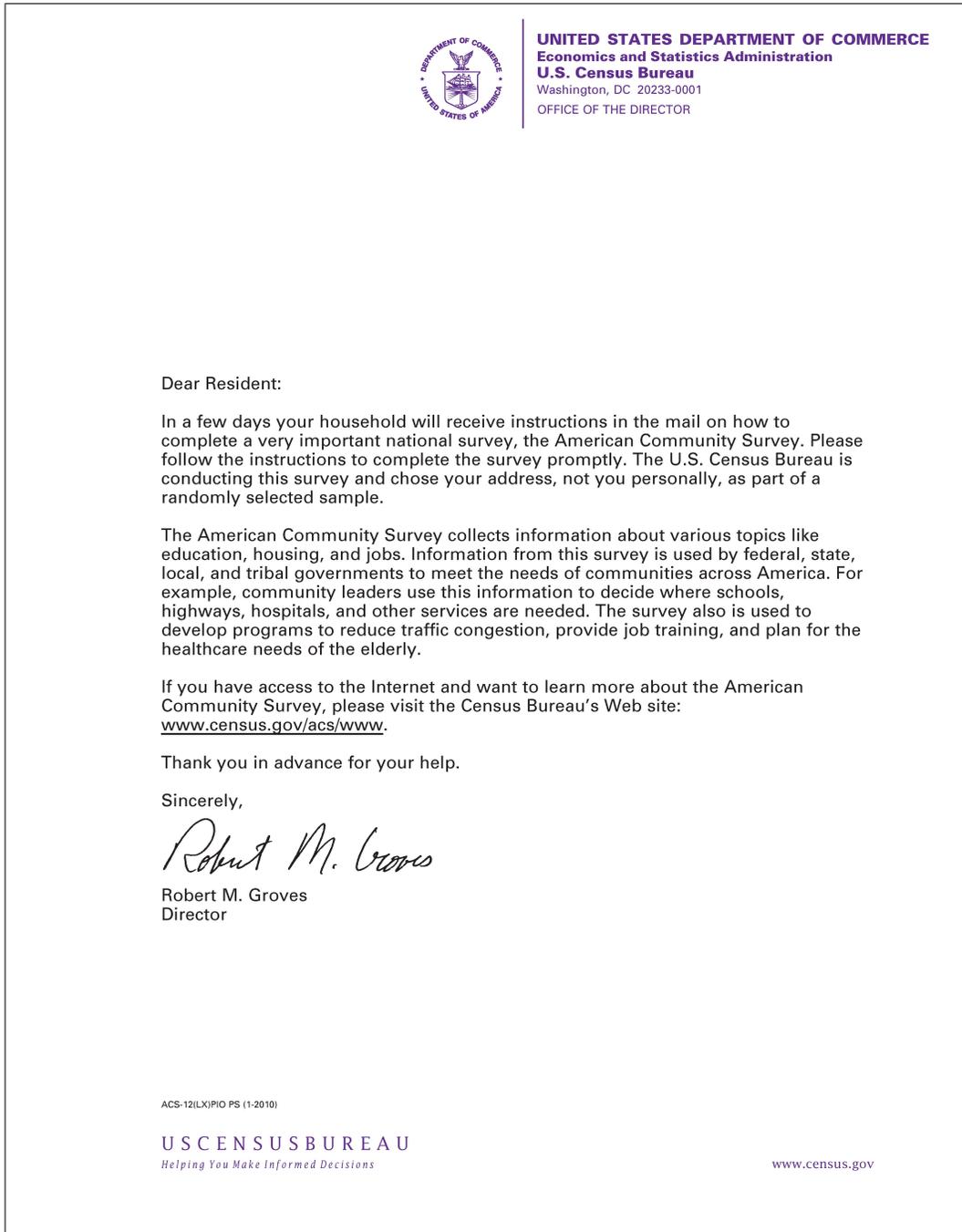
ACS-14(LX)PIO (1-2010)

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[www.census.gov](http://www.census.gov)

**Figure 12.** Prominent: Replacement Letter

## 1.4 Internet Push on a Regular Schedule



**Figure 13.** Internet Push Regular Schedule: Pre-Notice Letter



**UNITED STATES DEPARTMENT OF COMMERCE**  
**Economics and Statistics Administration**  
**U.S. Census Bureau**  
Washington, DC 20233-0001  
OFFICE OF THE DIRECTOR

Dear Resident:

The U.S. Census Bureau recently sent a letter to your household about the American Community Survey. Using the enclosed instructions, please complete the survey online as soon as possible at:

**[www.respond.census.gov/acs](http://www.respond.census.gov/acs)**

The Census Bureau is using the Internet to collect this information in an effort to conserve natural resources, save taxpayers' money, and process your data more efficiently. If you are unable to complete the survey online, there is no need to contact us. We will send you a paper questionnaire in a few weeks.

This survey collects critical up-to-date information used to meet the needs of communities across the United States. For example, results from this survey are used to decide where new schools, hospitals, and fire stations are needed. This information also helps communities plan for the kinds of emergency situations that might affect you and your neighbors, such as floods and other natural disasters.

The Census Bureau chose your address, not you personally, as part of a randomly selected sample. You are required by U.S. law to respond to this survey. The Census Bureau is required by U.S. law to keep your answers confidential. The enclosed brochure answers frequently asked questions about the survey.

If you need help completing the survey, please call our toll-free number (1-800-354-7271).

Thank you.

Sincerely,

Robert M. Groves  
Director

Enclosures

ACS-13(LX)PS (1-2010)

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[www.census.gov](http://www.census.gov)

**Figure 14.** Internet Push Regular Schedule: Introductory Letter



UNITED STATES DEPARTMENT OF COMMERCE  
Economics and Statistics Administration  
U.S. Census Bureau  
Washington, DC 20233-0001  
OFFICE OF THE DIRECTOR

Dear Resident:

A few days ago, you should have received instructions for completing the American Community Survey online. If you have already responded, thank you. If you have not, please do so as soon as possible at **[www.respond.census.gov/acs](http://www.respond.census.gov/acs)**. If we do not receive your response, we will mail you a paper questionnaire in a few weeks.

Local and national leaders use the information from this survey for planning schools, hospitals, roads, and other community needs.

If you need help completing the survey or have questions, please call our toll-free number (1-800-354-7271).

Sincerely,

A handwritten signature in black ink that reads "Robert M. Groves".

Robert M. Groves  
Director

ACS 2010/PSR (1-2010)

Figure 15. Internet Push Regular Schedule: Reminder Postcard



**UNITED STATES DEPARTMENT OF COMMERCE**  
**Economics and Statistics Administration**  
**U.S. Census Bureau**  
Washington, DC 20233-0001  
OFFICE OF THE DIRECTOR

**ACS Internet Test – Letters for Push Panel – Regular Schedule**  
*Treatment group 3*

*ACS-14(LX)PSR Push Panel Regular Schedule Replacement Letter (Second mailing package)*

Dear Resident:

About three weeks ago, the U.S. Census Bureau sent instructions for completing the American Community Survey to your address. We asked you to help us with this very important survey by completing it online. But we have not received your response yet.

If you have already completed the survey, thank you very much. If you have not, please complete the survey soon using ONE of the following two options.

**Option 1:** Go to [www.respond.census.gov/acs](http://www.respond.census.gov/acs) and complete the survey online.

**Option 2:** Fill out and mail back the enclosed questionnaire.

This survey is so important that a Census Bureau representative may attempt to contact you by telephone or personal visit if we do not receive your response.

The information collected in this survey will help decide where new schools, hospitals, and fire stations are needed. The information also is used to develop programs to reduce traffic congestion, provide job training, and plan for the health care needs of the elderly.

The Census Bureau chose your address, not you personally, as part of a randomly selected sample. You are required by U.S. law to respond to this survey. The Census Bureau is required by U.S. law to keep your answers confidential. The enclosed brochure answers frequently asked questions about the survey.

If you need help completing the survey, please use the enclosed guide or call our toll-free number (1-800-354-7271).

Thank you.

Sincerely,

Robert M. Groves  
Director

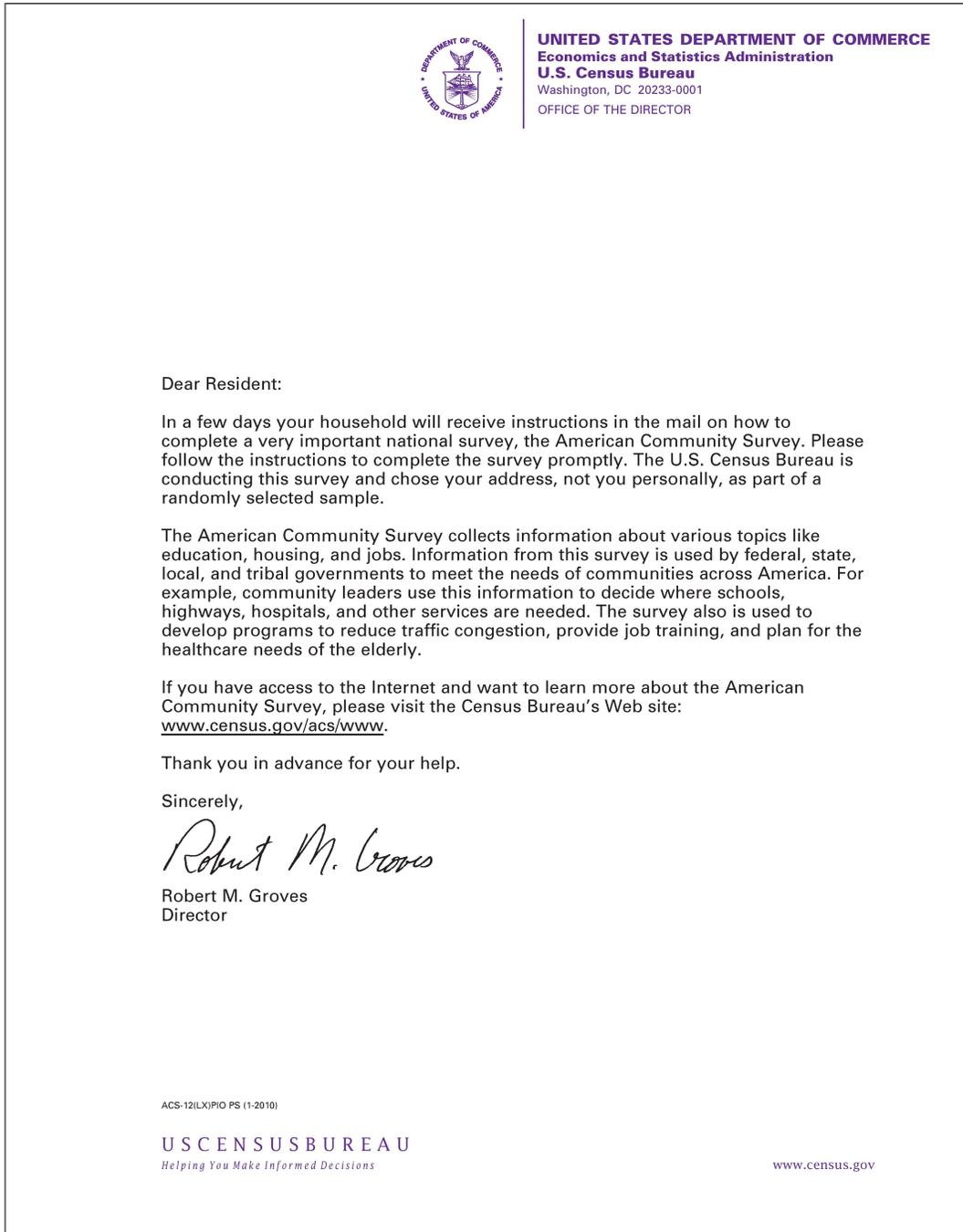
Enclosures

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[www.census.gov](http://www.census.gov)

**Figure 16.** Internet Push Regular Schedule: Replacement Letter

## 1.5 Internet Push on a Modified Schedule



**Figure 17.** Internet Push Modified Schedule: Pre-Notice Letter



**UNITED STATES DEPARTMENT OF COMMERCE**  
**Economics and Statistics Administration**  
**U.S. Census Bureau**  
Washington, DC 20233-0001  
OFFICE OF THE DIRECTOR

Dear Resident:

The U.S. Census Bureau recently sent a letter to your household about the American Community Survey. Using the enclosed instructions, please complete the survey online as soon as possible at:

**[www.respond.census.gov/acs](http://www.respond.census.gov/acs)**

The Census Bureau is using the Internet to collect this information in an effort to conserve natural resources, save taxpayers' money, and process your data more efficiently. If you are unable to complete the survey online, there is no need to contact us. We will send you a paper questionnaire in a few weeks.

This survey collects critical up-to-date information used to meet the needs of communities across the United States. For example, results from this survey are used to decide where new schools, hospitals, and fire stations are needed. This information also helps communities plan for the kinds of emergency situations that might affect you and your neighbors, such as floods and other natural disasters.

The Census Bureau chose your address, not you personally, as part of a randomly selected sample. You are required by U.S. law to respond to this survey. The Census Bureau is required by U.S. law to keep your answers confidential. The enclosed brochure answers frequently asked questions about the survey.

If you need help completing the survey, please call our toll-free number (1-800-354-7271).

Thank you.

Sincerely,

Robert M. Groves  
Director

Enclosures

ACS-13(LX)PS (1-2010)

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[www.census.gov](http://www.census.gov)

**Figure 18.** Internet Push Modified Schedule: Introductory Letter



**UNITED STATES DEPARTMENT OF COMMERCE**  
**Economics and Statistics Administration**  
**U.S. Census Bureau**  
Washington, DC 20233-0001  
OFFICE OF THE DIRECTOR

Dear Resident:

About two weeks ago, the U.S. Census Bureau sent instructions for completing the American Community Survey to your address. We asked you to help us with this very important survey by completing it online. But we have not received your response yet.

If you have already completed the survey, thank you very much. If you have not, please fill out and mail back the enclosed questionnaire as soon as possible. If you would prefer to complete the survey online, you may do so at **[www.respond.census.gov/acs](http://www.respond.census.gov/acs)**.

This survey is so important that a Census Bureau representative may attempt to contact you by telephone or personal visit if we do not receive your response.

The information collected in this survey will help decide where new schools, hospitals, and fire stations are needed. The information also is used to develop programs to reduce traffic congestion, provide job training, and plan for the health care needs of the elderly.

The Census Bureau chose your address, not you personally, as part of a randomly selected sample. You are required by the U.S. law to respond to this survey. The Census Bureau is required by U.S. law to keep your answers confidential. The enclosed brochure answers frequently asked questions about the survey.

If you need help completing the survey, please use the enclosed guide or call our toll free number (1-800-354-7271).

Thank you.

Sincerely,

Robert M. Groves  
Director

Enclosures

ACS-14(LX)PSM (1-2010)

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[www.census.gov](http://www.census.gov)

**Figure 19.** Internet Push Modified Schedule: Replacement Letter



UNITED STATES DEPARTMENT OF COMMERCE  
Economics and Statistics Administration  
U.S. Census Bureau  
Washington, DC 20233-0001  
OFFICE OF THE DIRECTOR

Dear Resident:

Over the last few weeks, we asked your household to complete the American Community Survey. If you have already responded, thank you. If you have not, please fill out the paper questionnaire and mail it back soon or complete the survey online at [www.respond.census.gov/acs](http://www.respond.census.gov/acs).

Local and national leaders use the information from this survey for planning schools, hospitals, roads, and other community needs.

If you need help completing the survey or have questions, please call our toll-free number (1-800-354-7271).

Sincerely,

A handwritten signature in black ink that reads "Robert M. Groves".

Robert M. Groves  
Director

ACS-2010XPSM (1-2010)

Figure 20. Internet Push Modified Schedule: Reminder Postcard

## 2 Attachment B: ACS Internet Screen Shots

These are the screen shots of the ACS Internet Instrument in their current form along with the help text that is associated with them.

### 2.1 Welcome and Login Screens

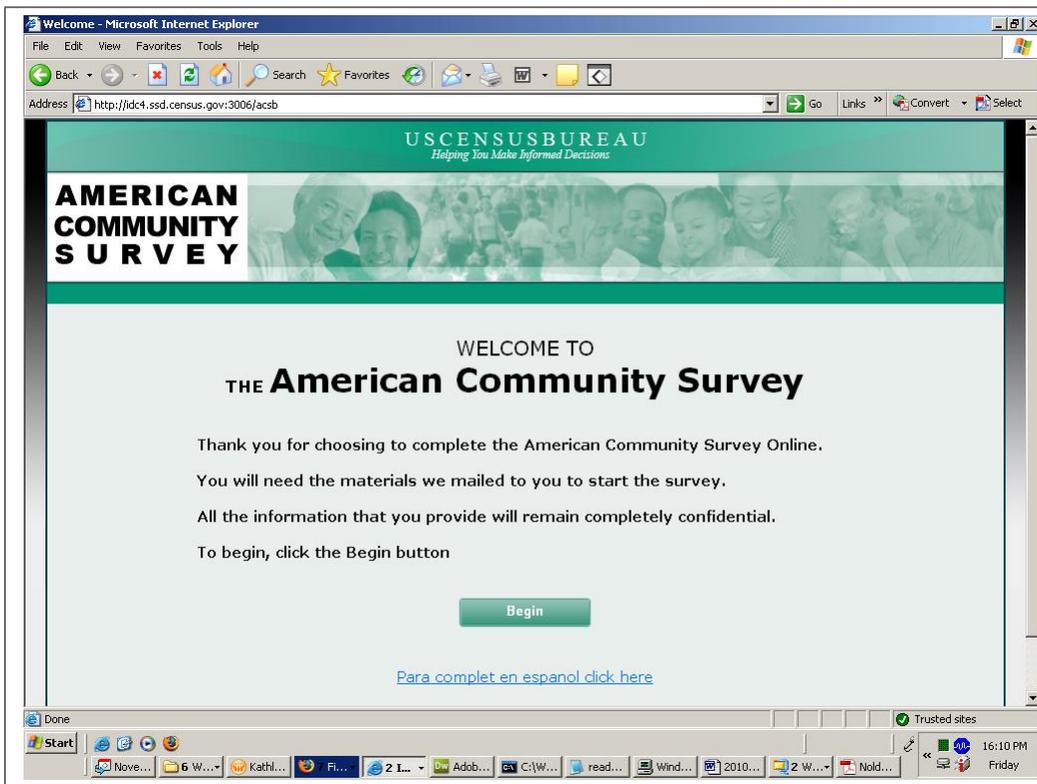


Figure 21. Welcome Screen

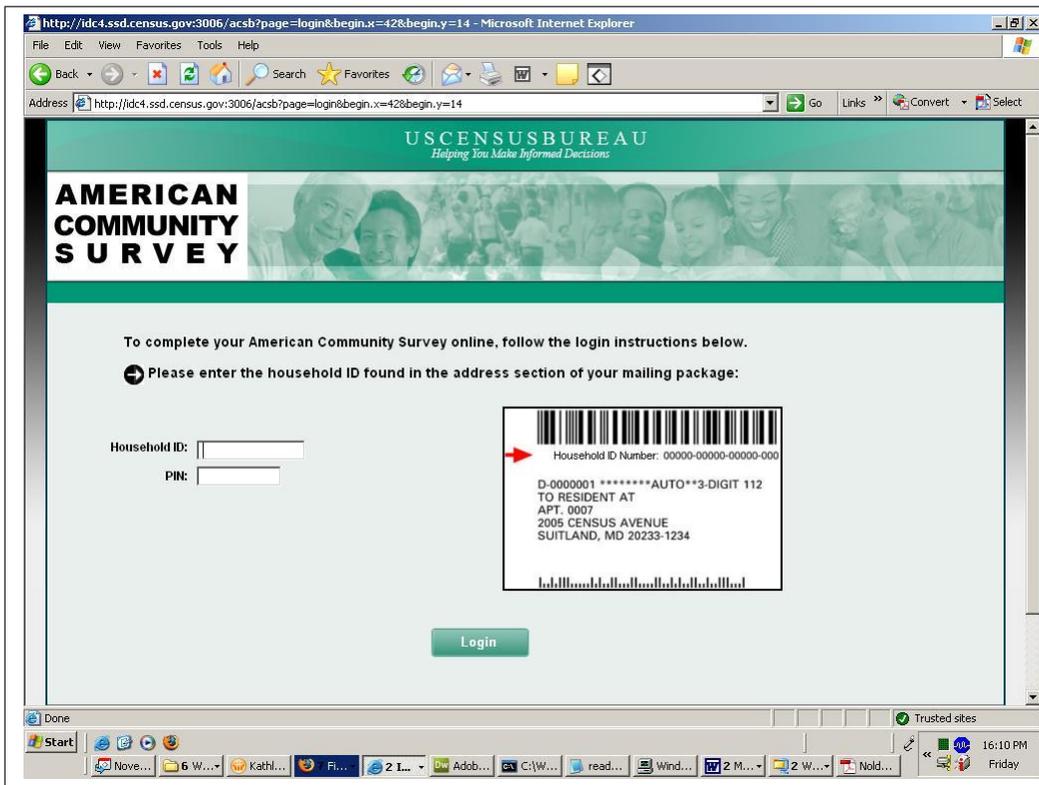


Figure 22. Login Screen

## 2.2 Address Verification Screens

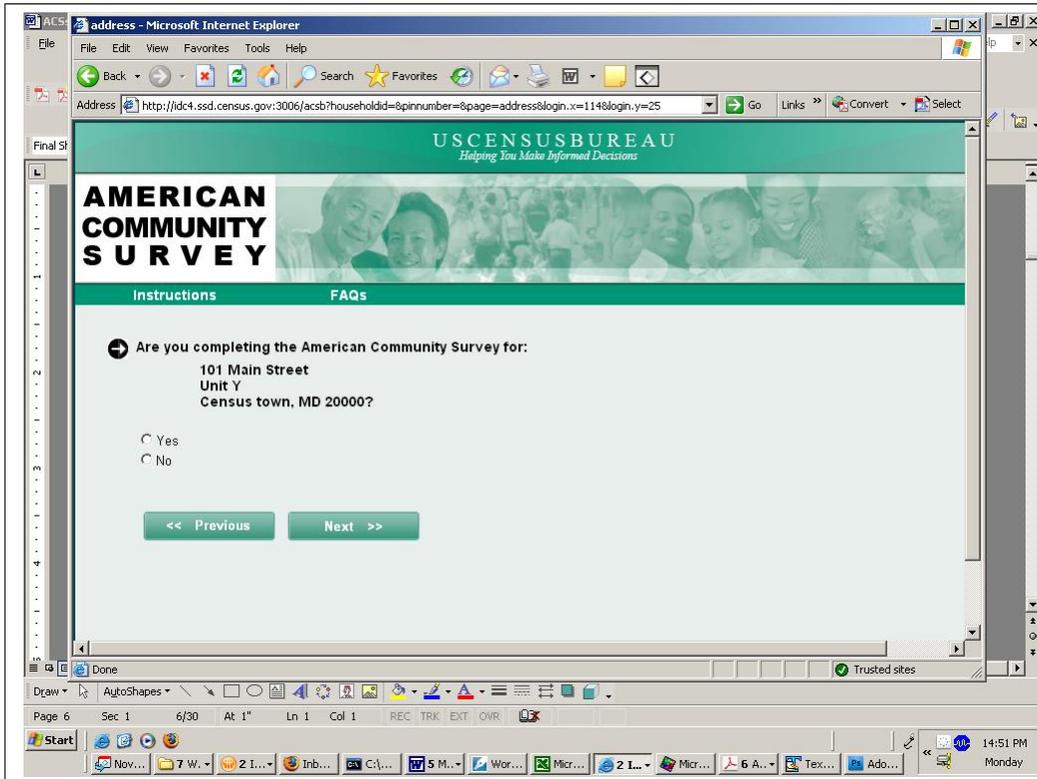


Figure 23. Address Verification

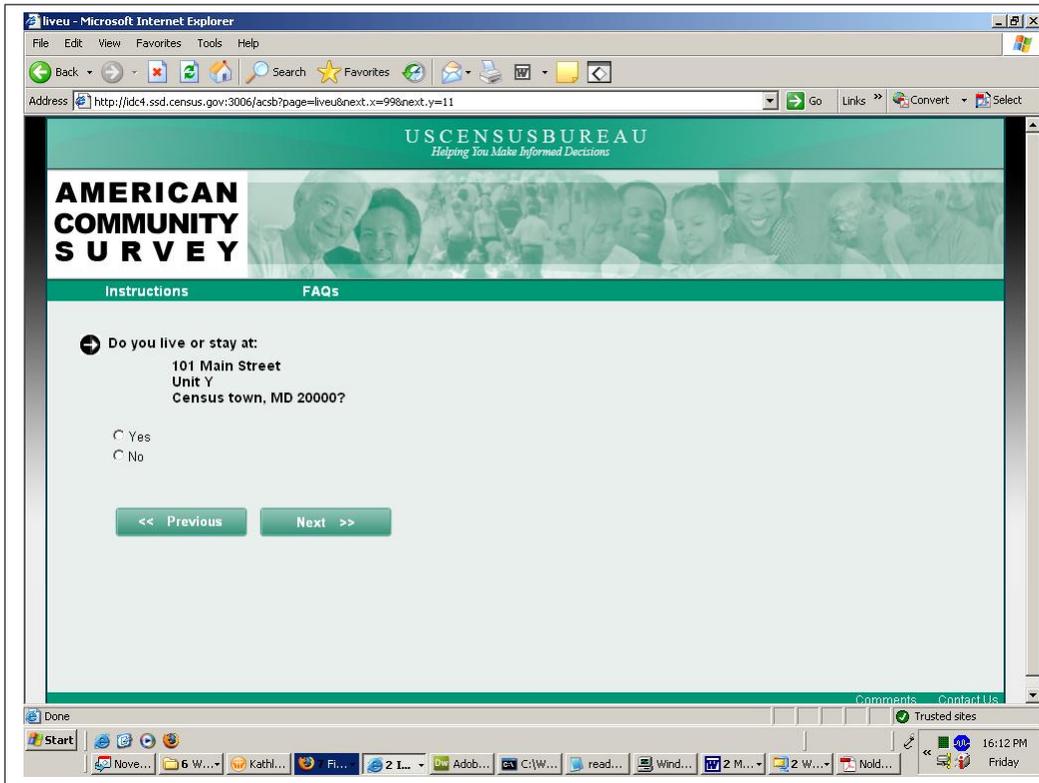


Figure 24. Address Verification 2

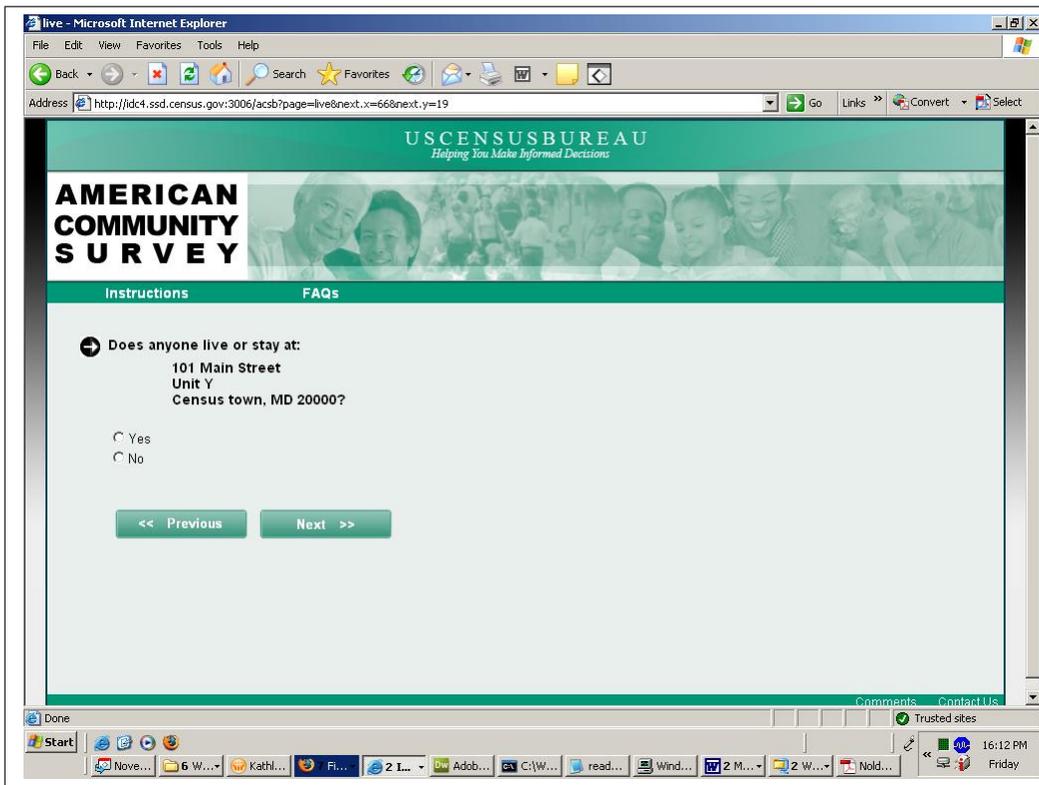


Figure 25. Address Verification 3

## 2.3 Roster Check

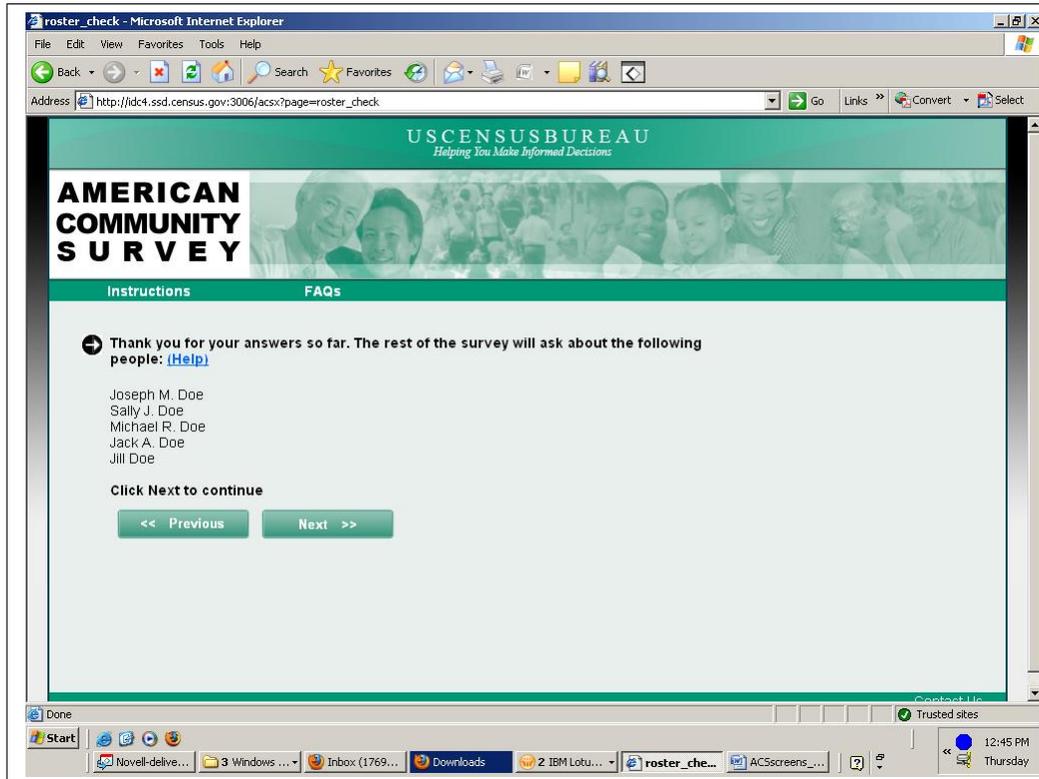


Figure 26. Roster Check

## 2.4 Sex

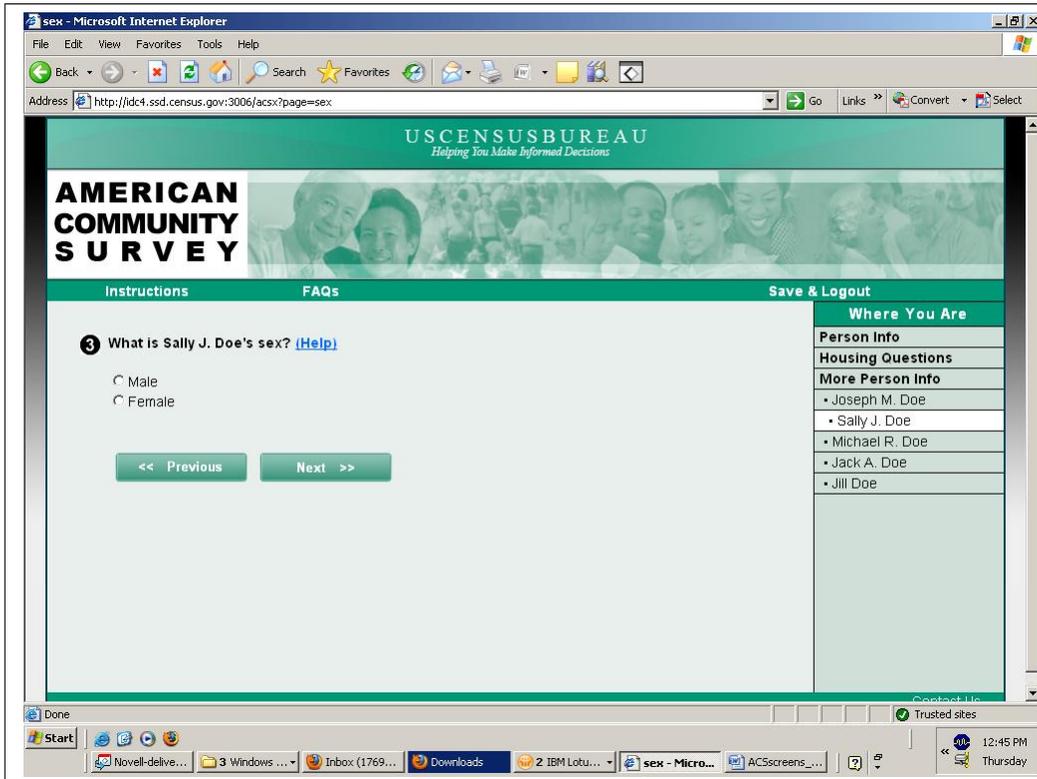


Figure 27. Sex

## 2.5 Age and Birthday

dateofbirth - Microsoft Internet Explorer

Address  Go Links >> Convert Select

USCENSUSBUREAU  
Helping You Make Informed Decisions

# AMERICAN COMMUNITY SURVEY

Instructions FAQs Save & Logout

**4** What is Sally J. Doe's date of birth and what is Sally J. Doe's age? Please report babies as age 0 when the child is less than 1 year old. [\(Help\)](#)

MM DD YYYY  
 /  /

Verify or enter correct age.  
Age (in years)

<< Previous Next >>

**Where You Are**

**Person Info**

**Housing Questions**

**More Person Info**

- Joseph M. Doe
- Sally J. Doe
- Michael R. Doe
- Jack A. Doe
- Jill Doe

Done Trusted sites

Start

Novell-delive... 3 Windows ... Inbox (1769... Downloads 2 IBM Lotu... dateofbirth... ACSscreens\_... 12:45 PM Thursday

Figure 28. Age and Birthday

## 2.6 Hispanic Origin

The screenshot shows a web browser window titled "hispanic - Microsoft Internet Explorer". The address bar contains the URL "http://idc4.ssd.census.gov:3006/acsc?page=hispanic". The page header features the "USCENSUSBUREAU" logo and the tagline "Helping You Make Informed Decisions". Below the header is a banner for the "AMERICAN COMMUNITY SURVEY" with a photo of a diverse group of people. The main content area is titled "Instructions" and "FAQs" and contains the question: "5 Is Sally J. Doe of Hispanic, Latino, or Spanish origin? (Help)". The question is followed by a list of radio button options: "No, not of Hispanic, Latino, or Spanish origin", "Yes, Mexican, Mexican Am., Chicano", "Yes, Puerto Rican", "Yes, Cuban", and "Yes, another Hispanic, Latino, or Spanish origin - Enter origin, for example, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on." Below the options is an empty text input field. At the bottom of the question area are two buttons: "<< Previous" and "Next >>". On the right side of the page, there is a "Save & Logout" section and a "Where You Are" sidebar. The sidebar includes sections for "Person Info", "Housing Questions", and "More Person Info", with a list of names: Joseph M. Doe, Sally J. Doe, Michael R. Doe, Jack A. Doe, and Jill Doe. The browser's taskbar at the bottom shows the Start button, several open applications, and the system clock displaying "12:46 PM Thursday".

Figure 29. Hispanic Origin

## 2.7 Race

The screenshot shows a Microsoft Internet Explorer browser window displaying a web form titled "race - Microsoft Internet Explorer". The address bar shows the URL: <http://id4.ssd.census.gov:3006/acsx?page=race>. The main content area features a question: "6 Sally J. Doe's race? You may select 1 or more races. For this survey, Hispanic origins are not races. (Help)". Below the question is a list of race categories with checkboxes and text input fields:

- White
- Black, African Am., or Negro
- American Indian or Alaska Native - Enter the name of the enrolled or principal tribe
- Asian Indian
- Chinese
- Filipino
- Japanese
- Korean
- Vietnamese
- Other Asian - Enter race, for example Hmong, Laotian, Thai, Pakistani, Cambodian, and so on
- Hawaiian
- Guamanian or Chamorro
- Samoan
- Other Pacific Islander - Enter race, for example Fijian, Tongan, and so on
- Some other race - Enter race

At the bottom of the form are two buttons: "<< Previous" and "Next >>". On the right side, there is a sidebar titled "Where You Are" with a list of "More Person Info" including: Joseph M. Doe, Sally J. Doe, Michael R. Doe, Jack A. Doe, and Jill Doe. The browser's taskbar at the bottom shows the Start button, several open applications, and the system clock displaying 12:46 PM on Thursday.

Figure 30. Race

## 2.8 Type of Unit

The screenshot shows a web browser window titled "typeofunit - Microsoft Internet Explorer". The address bar shows the URL: <http://idc4.ssd.census.gov:3006/acscx?page=typeofunit>. The page content includes a header for the "AMERICAN COMMUNITY SURVEY" and navigation links for "Instructions", "FAQs", and "Save & Logout".

The main content area contains the following instructions and question:

**➔ Please answer the following questions about the house, apartment, or mobile home at:**  
[fill house number and street number]  
[fill apartment number]  
[fill city], [fill state], [fill ZIP Code]

**1 Which best describes this building?** *Include all apartments, flats, etc, even if vacant.* [\(Help\)](#)

- A mobile home
- A one-family house detached from any other house
- A one-family house attached to one or more houses
- A building with 2 apartments
- A building with 3 or 4 apartments
- A building with 5 to 9 apartments
- A building with 10 to 19 apartments
- A building with 20 to 49 apartments
- A building with 50 or more apartments
- Boat, RV, van, etc.

Navigation buttons: "<< Previous" and "Next >>".

On the right side, there is a sidebar with the following sections:

- Where You Are**
- Person Info**
- Housing Questions**
- More Person Info**
  - Joseph M. Doe
  - Sally J. Doe
  - Michael R. Doe
  - Jack A. Doe
  - Jill Doe

At the bottom right of the sidebar, there is a "Contact Us" link.

The Windows taskbar at the bottom shows the Start button, several open applications (Novell-delive..., 3 Windows..., Inbox (1769...), Downloads, 2 IBM Lotu..., typeofunit..., ACSscreens...), and the system tray with the time 12:46 PM on Thursday.

Figure 31. Type of Unit

## 2.9 Property Value

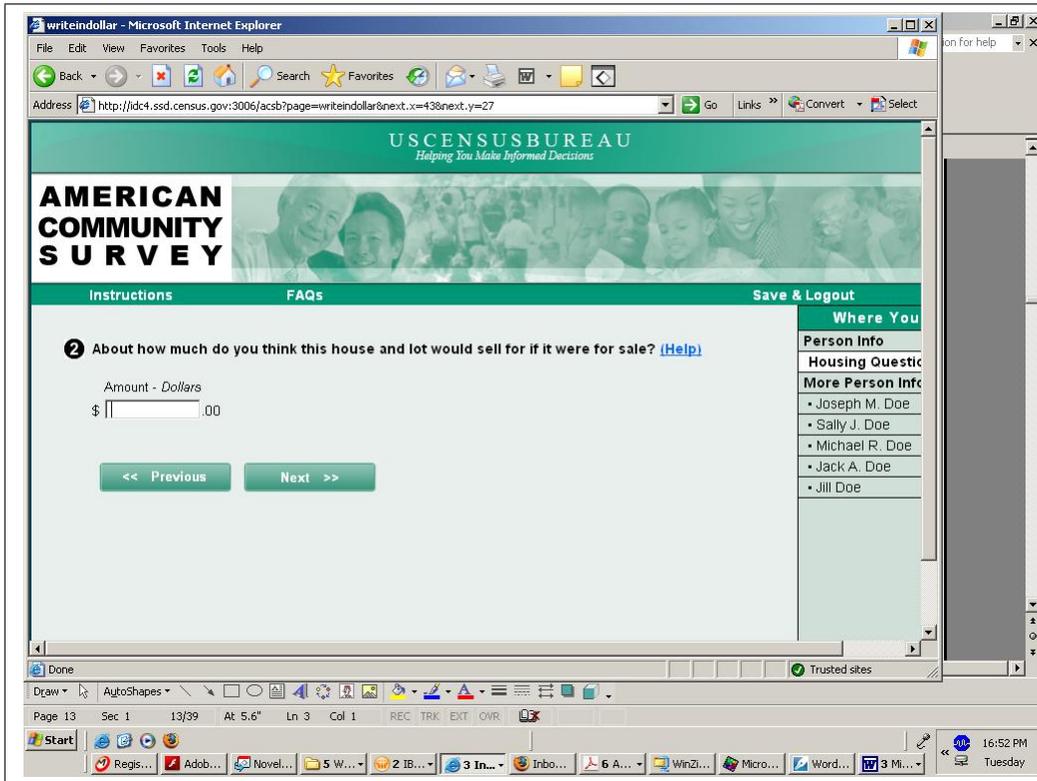


Figure 32. Property Value

## 2.10 Place of Birth

The screenshot shows a Microsoft Internet Explorer browser window displaying the USCensusBureau website. The page title is "placeofbirth - Microsoft Internet Explorer". The address bar shows the URL: <http://id4.ssd.census.gov:3006/acsx?page=placeofbirth>. The website header includes the USCensusBureau logo and the tagline "Helping You Make Informed Decisions". The main heading is "AMERICAN COMMUNITY SURVEY".

The page is divided into three main sections: "Instructions", "FAQs", and "Save & Logout". The "Instructions" section contains the following text:

➔ The following questions refer to Sally J. Doe. [Skip this person for now](#)

7 Where was Sally J. Doe born? ([Help](#))

In the United States - *Select name of state*  
State Name

Outside the United States - *Enter name of foreign country, or Puerto Rico, Guam, etc.*

Navigation buttons: << Previous, Next >>

The "Save & Logout" section contains a "Where You Are" sidebar with the following content:

**Where You Are**

**Person Info**

**Housing Questions**

**More Person Info**

- Joseph M. Doe
- Sally J. Doe
- Michael R. Doe
- Jack A. Doe
- Jill Doe

The Windows taskbar at the bottom shows the Start button, several open applications (Novell-del..., 3 Windo..., 2 Firefox, 2 IBM Lo..., 2 Inter..., ACSscre..., Te'nicCe..., Race - Paint), and the system tray with the time 13:12 PM on Thursday.

Figure 33. Place of Birth

## 2.11 Highest Degree

highestlevel - Microsoft Internet Explorer

Address <http://idc4.ssd.census.gov:3006/acscx?page=highestlevel>

**11 What is the highest degree or level of school Sally J. Doe has COMPLETED?** *If currently enrolled, select the previous grade or highest degree received.* [\(Help\)](#)

**NO SCHOOLING COMPLETED**

No schooling completed

**NURSERY OR PRESCHOOL THROUGH GRADE 12**

Nursery School

Kindergarten

Grade 1 through 11  
Specify grade 1-11

12th grade - **NO DIPLOMA**

**HIGH SCHOOL GRADUATE**

Regular high school diploma

GED or alternative credential

**COLLEGE OR SOME COLLEGE**

Some college credits, but less than 1 year of college credit

1 or more years of college credit, no degree

Associate's degree (for example: AA, AS)

Bachelor's degree (for example: BA, BS)

**AFTER BACHELOR'S DEGREE**

Master's degree (for example: MA, MS, MEng, MEd, MSW, MBA)

Professional degree beyond a bachelor's degree (for example: MD, DDS, DVM, LLB, JD)

Doctorate degree (for example: PhD, EdD)

<< Previous      Next >>

**Where You Are**

**Person Info**

**Housing Questions**

**More Person Info**

- Joseph M. Doe
- Sally J. Doe
- Michael R. Doe
- Jack A. Doe
- Jill Doe

Done

Trusted sites

Start

Novell-delive... 3 Windows ... Inbox (1769... Downloads 2 IBM Lotu... highestleve... ACSscreens\_...

12:47 PM Thursday

Figure 34. Highest Degree

## 2.12 Ancestry/Ethnic Origin

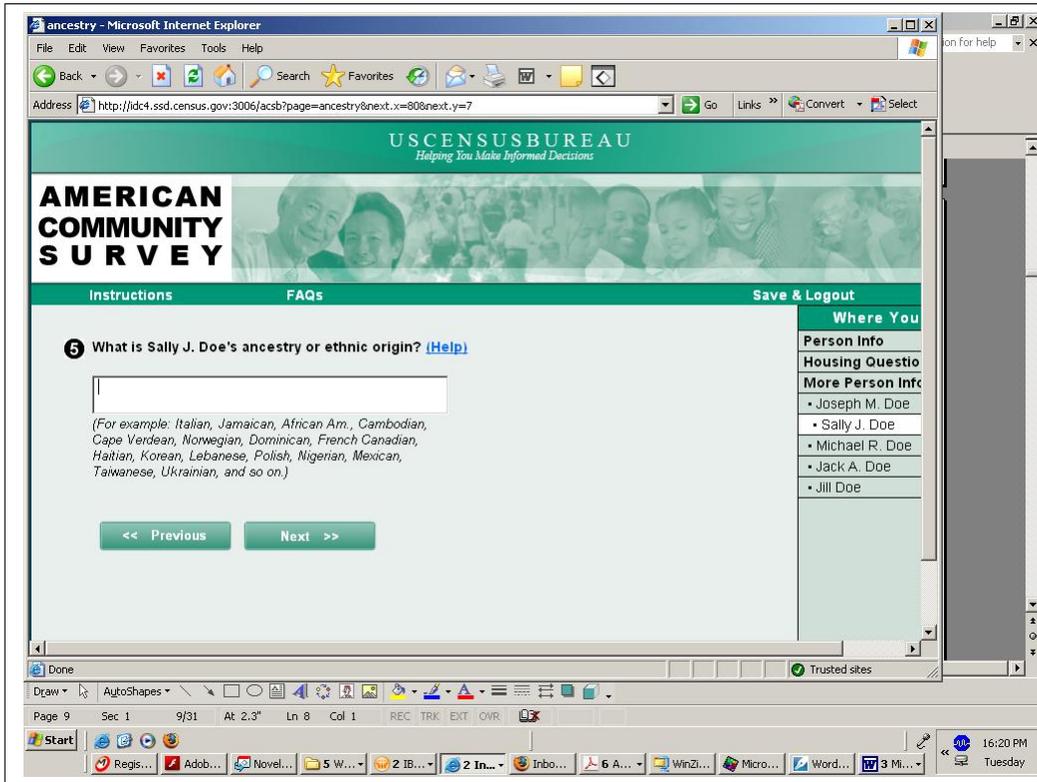


Figure 35. Ancestry/Ethnic Origin

## 2.13 Language at Home/What Language?

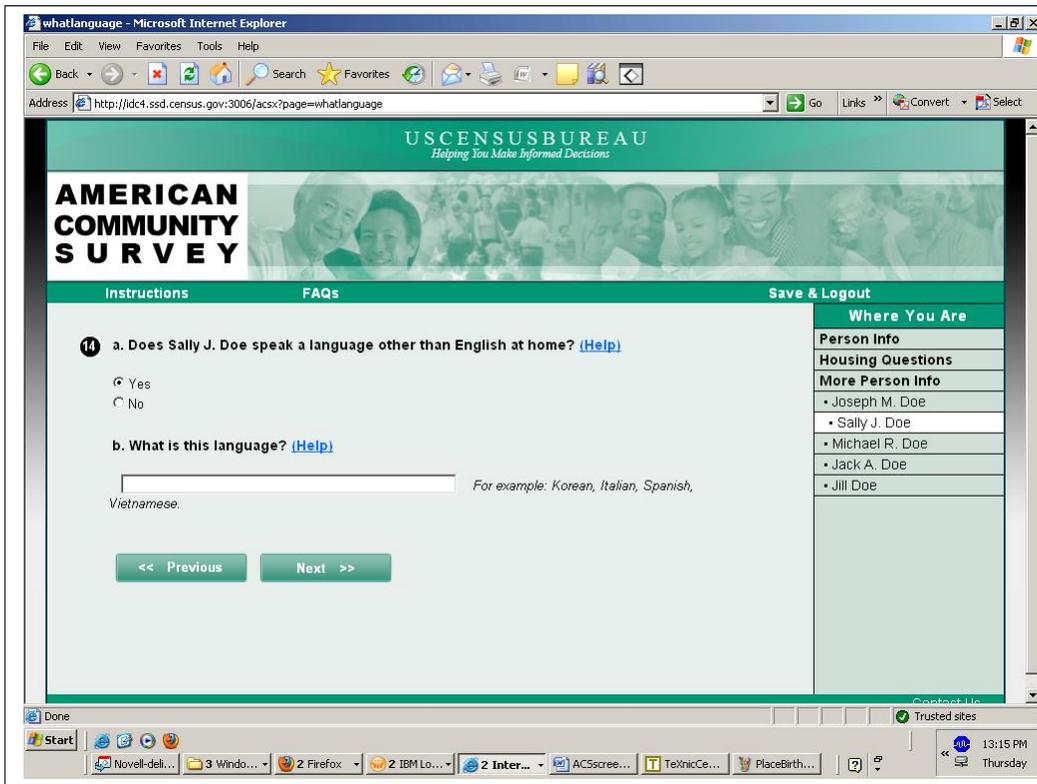


Figure 36. Language at Home/What Language?

## 2.14 Health Insurance

The screenshot shows a Microsoft Internet Explorer browser window displaying a web form titled "coverage3". The address bar shows the URL: <http://idc4.ssd.census.gov:3006/acsb?page=coverage3&next.x=678&next.y=5>. The form has a green header with "Instructions", "FAQs", and "Save & Logout" links. The main content area contains a question: "6 Is Sally J. Doe CURRENTLY covered by any of the following types of health insurance or health coverage plans? Mark 'Yes' or 'No' for EACH type of coverage in items a - h. (Help)". Below the question is a table with two columns: "Yes" and "No", each with a radio button. The rows are:

	Yes	No
a. Insurance through a current or former employer or union (of Sally J. Doe or another family member)	<input type="radio"/>	<input type="radio"/>
b. Insurance purchased directly from an insurance company (by Sally J. Doe or another family member)	<input type="radio"/>	<input type="radio"/>
c. Medicare, for people 65 and older, or people with certain disabilities	<input type="radio"/>	<input type="radio"/>
d. Medicaid, Medical Assistance, or any kind of government-assistance plan for those with low incomes or a disability	<input type="radio"/>	<input type="radio"/>
e. TRICARE or other military health care	<input type="radio"/>	<input type="radio"/>
f. VA (including those who have ever used or enrolled for VA health care)	<input type="radio"/>	<input type="radio"/>
g. Indian Health Service	<input type="radio"/>	<input type="radio"/>
h. Any other type of health insurance or health coverage plan - Specify	<input type="radio"/>	<input type="radio"/>

Below the table is a text input field for specifying other types of health insurance. At the bottom of the form are "Previous" and "Next" buttons. On the right side, there is a sidebar with a "Where You" section containing a list of names: Joseph M. Doe, Sally J. Doe, Michael R. Doe, Jack A. Doe, and Jill Doe. The browser's status bar at the bottom shows the system tray with the time 16:55 PM on Tuesday.

Figure 37. Health Insurance

### **3 Attachment C: General Protocol**

#### **General Introduction**

Please imagine that you have received each of these letters in the mail at home and read them as you would normally read your mail.

Do you have any questions?

*Start the eye-tracking software: Tobii Studio.*

*Hand them each letter in order for their assigned condition*

#### **3.1 Production Panel**

##### **Pre-Notice Letter**

Imagine that you are opening your mail at home and that you received the letter that I am going to show you now. Please read it as you would at home, and remember to think aloud as you go through it. *Give them the Pre-Notice Letter.*

*After they are finished reading the letter:*

What do you think the letter is telling you? Anything else? *Keeping probing with “Anything else?” until the participant says “no.”*

Did you think anything in the letter was confusing?

##### **Introductory Letter**

After a few days, you would receive this in the mail. This letter would be on top of the American Community Survey questionnaire. Please read it as you would at home and remember to think aloud as you go through it.

*After they are finished reading the letter:*

What do you think the letter is telling you? Anything else? *Keeping probing with “Anything else?” until the participant says “no.”*

Based on this letter, how soon did you think that the Census Bureau expects you to complete the survey?

Do you think that is a reasonable amount of time?

Did you think anything in the letter was confusing?

##### **Reminder Postcard**

After a few more days, you would receive this postcard in the mail. Please read it as you would at home and remember to think aloud as you go through it.

*After they are finished reading the postcard:*

What do you think the postcard is telling you? Anything else? *Keeping probing with “Anything else?” until the participant says “no.”*

Based on this postcard, how soon did you think that the Census Bureau expects you to complete the survey?

Do you think that is a reasonable amount of time?

Did you think anything in the postcard was confusing?

### **Replacement Letter**

After a few weeks, you would receive this in the mail if you had not yet responded to the survey. This letter would be on top of another copy of the American Community Survey questionnaire. Please read it as you would at home and remember to think aloud as you go through it.

*After they are finished reading the letter:*

What do you think the letter is telling you? Anything else? *Keeping probing with “Anything else?” until the participant says “no.”*

Based on this letter, how soon did you think that the Census Bureau expects you to complete the survey?

Do you think that is a reasonable amount of time?

Did you think anything in the letter was confusing?

How does the letter say you should complete the survey?

Was there any sentence in the letter that would encourage you to complete the survey?

## **3.2 Not Prominent Internet Offer Panel**

### **Pre-Notice Letter**

Imagine that you are opening your mail at home and that you received the letter that I am going to show you now. Please read it as you would at home, and remember to think aloud as you go through it. *Give them the Pre-Notice Letter.*

*After they are finished reading the letter:*

What do you think the letter is telling you? Anything else? *Keeping probing with “Anything else?” until the participant says “no.”*

Did you think anything in the letter was confusing?

## **Introductory Letter**

After a few days, you would receive this in the mail. This letter would be on top of the American Community Survey questionnaire. Please read it as you would at home and remember to think aloud as you go through it.

*After they are finished reading the letter:*

What do you think the letter is telling you? Anything else? *Keeping probing with “Anything else?” until the participant says “no.”*

Based on this letter, how soon did you think that the Census Bureau expects you to complete the survey?

Do you think that is a reasonable amount of time?

Did you think anything in the letter was confusing?

## **Reminder Postcard**

After a few more days, you would receive this postcard in the mail. Please read it as you would at home and remember to think aloud as you go through it.

*After they are finished reading the postcard:*

What do you think the postcard is telling you? Anything else? *Keeping probing with “Anything else?” until the participant says “no.”*

Based on this postcard, how soon did you think that the Census Bureau expects you to complete the survey?

Do you think that is a reasonable amount of time?

Did you think anything in the postcard was confusing?

## **Replacement Letter**

After a few weeks, you would receive this in the mail if you had not yet responded to the survey. This letter would be on top of another copy of the American Community Survey questionnaire. Please read it as you would at home and remember to think aloud as you go through it.

*After they are finished reading the letter:*

What do you think the letter is telling you? Anything else? *Keeping probing with “Anything else?” until the participant says “no.”*

Based on this letter, how soon did you think that the Census Bureau expects you to complete the survey?

Do you think that is a reasonable amount of time?

Did you think anything in the letter was confusing?

Was there any sentence in the letter that would encourage you to complete the survey and return it?

In your own words, what is a “personal visit?”

How would you feel about an interviewer conducting a personal visit at your home?

Would that sentence encourage you to complete the survey, or would it not affect you? Why or why not?

- **IF YES:** On a scale of 1 to 9 with one being not at all and nine being very strongly, how strongly would that sentence encourage you to complete the survey?

### **3.3 Prominent Internet Offer Panel**

#### **Pre-Notice Letter**

A few days before the American Community Survey form comes in the mail, you would be sent the letter that I am going to show you now. Please read it as you would at home, and remember to think aloud as you go through it. *Give them the Pre-Notice Letter.*

*After they are finished reading the letter:*

What do you think the letter is telling you? Anything else? *Keeping probing with “Anything else?” until the participant says “no.”*

Did you think anything in the letter was confusing?

#### **Introductory Letter**

After a few days, you would receive this in the mail. This letter would be on top of the American Community Survey questionnaire. Please read it as you would at home and remember to think aloud as you go through it.

*After they are finished reading the letter:*

What do you think the letter is telling you? Anything else? *Keeping probing with “Anything else?” until the participant says “no.”*

Based on this letter, how soon did you think that the Census Bureau expects you to complete the survey?

Do you think that is a reasonable amount of time?

Did you think anything in the letter was confusing?

How does this letter say you should complete the ACS? **IF they say by the Internet, probe:** How do you feel about using the Internet to respond to the survey?

### Reminder Postcard

After a few more days, you would receive this postcard in the mail. Please read it as you would at home and remember to think aloud as you go through it.

*After they are finished reading the postcard:*

What do you think the postcard is telling you? Anything else? *Keeping probing with “Anything else?” until the participant says “no.”*

Based on this postcard, how soon did you think that the Census Bureau expects you to complete the survey?

Do you think that is a reasonable amount of time?

Did you think anything in the letter was confusing?

How does this postcard say you should complete the survey?

### Replacement Letter

After a few weeks, you would receive this in the mail if you had not yet responded to the survey. This letter would be on top of another copy of the American Community Survey questionnaire. Please read it as you would at home and remember to think aloud as you go through it.

*After they are finished reading the letter:*

What do you think the letter is telling you? Anything else? *Keeping probing with “Anything else?” until the participant says “no.”*

Based on this letter, how soon did you think that the Census Bureau expects you to complete the survey?

Do you think that is a reasonable amount of time?

Did you think anything in the letter was confusing?

How does this letter say you should complete the ACS? **IF They say by the Internet here and did not say it for the Introductory Letter, probe:** How do you feel about using the Internet to respond to the survey?

Was there any sentence in the letter that would encourage you to complete the survey and return it?

In your own words, what is a “personal visit?”

How would you feel about an interviewer conducting a personal visit at your home?

Would that sentence encourage you to complete the survey, or would it not affect you? Why or why not?

- **IF YES:** On a scale of 1 to 9 with one being not at all and nine being very strongly, how strongly would that sentence encourage you to complete the survey?

### 3.4 Internet Push Regular Schedule

#### Pre-Notice Letter

Imagine that you are opening your mail at home and that you received the letter that I am going to show you now. Please read it as you would at home, and remember to think aloud as you go through it. *Give them the Pre-Notice Letter.*

*After they are finished reading the letter:*

What do you think the letter is telling you? Anything else? *Keeping probing with “Anything else?” until the participant says “no.”*

Did you think anything in the letter was confusing?

#### Introductory Letter

After a few days, you would receive this in the mail. Please read it as you would at home and remember to think aloud as you go through it.

*After they are finished reading the letter:*

What do you think the letter is telling you? Anything else? *Keeping probing with “Anything else?” until the participant says “no.”*

Based on this letter, how soon did you think that the Census Bureau expects you to complete the survey?

Do you think that is a reasonable amount of time?

Did you think anything in the letter was confusing?

How does this letter say you should complete the ACS? **IF They say by the Internet, probe:** How do you feel about using the Internet to respond to the survey?

#### Reminder Postcard

After a few more days, you would receive this postcard in the mail. Please read it as you would at home and remember to think aloud as you go through it.

*After they are finished reading the postcard:*

What do you think the postcard is telling you? Anything else? *Keeping probing with “Anything else?” until the participant says “no.”*

Based on this postcard, how soon did you think that the Census Bureau expects you to complete the survey?

Do you think that is a reasonable amount of time?

Did you think anything in the postcard was confusing?

How does this postcard say you should complete the ACS?

### **Replacement Letter**

After a few weeks, you would receive this in the mail if you had not yet responded to the survey. This letter would be on top of a copy of the American Community Survey questionnaire. Please read it as you would at home and remember to think aloud as you go through it.

*After they are finished reading the letter:*

What do you think the letter is telling you? Anything else? *Keeping probing with “Anything else?” until the participant says “no.”*

Based on this letter, how soon did you think that the Census Bureau expects you to complete the survey?

Do you think that is a reasonable amount of time?

Did you think anything in the letter was confusing?

How does this letter say you should complete the ACS?

**IF They say by the Internet here and did not say it for the Introductory letter, probe:** How do you feel about using the Internet to respond to the survey?

In your own words, what is a “personal visit?”

How would you feel about an interviewer conducting a personal visit at your home?

Would that sentence strongly encourage you to complete the survey, or would it not affect you? Why or why not?

- **IF YES:** On a scale of 1 to 9 with one being not at all and nine being very strongly, how strongly would that sentence encourage you to complete the survey?

### **3.5 Internet Push Modified Schedule**

#### **Pre-Notice Letter**

Imagine that you are opening your mail at home and that you received the letter that I am going to show you now. Please read it as you would at home, and remember to think aloud as you go through it. *Give them the Pre-Notice Letter.*

*After they are finished reading the letter:*

What do you think the letter is telling you? Anything else? *Keeping probing with “Anything else?” until the participant says “no.”*

Did you think anything in the letter was confusing?

### **Introductory Letter**

After a few days, you would receive this in the mail. Please read it as you would at home and remember to think aloud as you go through it.

*After they are finished reading the letter:*

What do you think the letter is telling you? Anything else? *Keeping probing with “Anything else?” until the participant says “no.”*

Based on this letter, how soon did you think that the Census Bureau expects you to complete the survey?

Do you think that is a reasonable amount of time?

Did you think anything in the letter was confusing?

How does this letter say you should complete the ACS?

**IF They say by the Internet, probe:** How do you feel about using the Internet to respond to the survey?

### **Replacement Letter**

After a few weeks, you would receive this in the mail if you had not yet responded to the survey. This letter would be on top of a copy of the American Community Survey questionnaire. Please read it as you would at home and remember to think aloud as you go through it.

*After they are finished reading the letter:*

What do you think the letter is telling you? Anything else? *Keeping probing with “Anything else?” until the participant says “no.”*

How does this letter say you should complete the ACS?

**IF They say by the Internet and did not say it for the Introductory Letter, probe:**  
How do you feel about using the Internet to respond to the survey?

Did you think anything in the letter was confusing?

Was there any sentence in the letter that would encourage you to complete the survey?

In your own words, what is a “personal visit?”

How would you feel about an interviewer conducting a personal visit at your home?

Would that sentence encourage you to complete the survey, or would it not affect you? Why or why not?

- **IF YES:** On a scale of 1 to 9 with one being not at all and nine being very strongly, how strongly would that sentence encourage you to complete the survey?

### **Reminder Postcard**

After a few more weeks, you would receive this postcard in the mail. Please read it as you would at home and remember to think aloud as you go through it.

*After they are finished reading the postcard:*

What do you think the postcard is telling you? Anything else? *Keeping probing with “Anything else?” until the participant says “no.”*

Based on this postcard, how soon did you think that the Census Bureau expects you to complete the survey?

Do you think that is a reasonable amount of time?

Did you think anything in the postcard was confusing?

How does this postcard say you should complete the ACS?

*Now that the session is complete, read this series of debriefing questions to the participant.*

### 3.6 Debriefing Interview Questions

1. **This question does not apply to the Production or Not Prominent conditions:** Did you see the Internet response option on this letter/postcard? [Go through each letter and postcard and ask if they saw it.]
2. **This question only applies to the Not Prominent and Prominent conditions:** *Show them the paper questionnaire form.* Did you see the Internet response option on this form?
3. Who usually opens the mail in your household?
4. Who usually completes/fills out the survey forms or other forms for your household?
5. How often do you complete paper surveys and mail them back?
6. How often do you complete surveys on the Internet?
7. Do you prefer online surveys, paper surveys, or an option?
8. Would you complete a paper survey or questionnaire and return it?
9. Do you usually complete paper surveys and questionnaires immediately after opening the mail, or do you wait until a later time to complete them?
  - **IF LATER:** How long do you usually have the survey before you complete it?
  - **IF LATER:** How much time typically passes between when you complete the survey and when you mail it back?
  - **IF LATER:** How many sittings does it take you to finish a survey completely?
10. Do you usually complete online surveys and questionnaires immediately after being invited to take them, or do you wait until a later time to complete them?
  - **IF LATER:** How long do you usually have the survey before you complete it?
  - **IF LATER:** How many sittings does it take you to finish an online survey completely?
11. **This question only applies to the Introductory letter for the Prominent Offer, Internet Push Regular Schedule, and Internet Push Modified Schedule conditions.** *Give the Introductory letter back to the participant.* Did you see the message about saving taxpayers money by responding to the ACS? Would that message encourage you to complete the survey? Why or why not?
  - **IF YES:** On a scale of 1 to 9 with one being not at all and nine being very strongly, how strongly would that sentence encourage you to complete the survey?

12. **This question only applies to the Introductory letter for the Prominent Offer, Internet Push Regular Schedule, and Internet Push Modified Schedule conditions.** Give the Introductory letter back to the participant. Did you see the message about saving natural resources by responding to the ACS online? Would that message encourage you to complete the survey? Why or why not?
- **IF YES:** On a scale of 1 to 9 with one being not at all and nine being very strongly, how strongly would that sentence encourage you to complete the survey?
13. Other than what we have already talked about, did you have any other comments or suggestions about the letters or postcard?

After the participant has finished with the test of the letters and postcard, bring them in to testing Room A (5K512).

*Hand them each letter packet for their assigned condition*

**Production:** Pretend that you received this package in the mail at your home. Would you open this package? IF YES: Please open the package and say a few words about your impression of the materials inside. IF NO: Why not? / Please open the package and say a few words about your impression of the materials inside.

Would you complete this survey form?

Would you prefer to take this survey online?

Why or why not?

**Not Prominent Internet Offer:** Pretend that you received this package in the mail at your home. Would you open this package? IF YES: Please open the package and say a few words about your impression of the materials inside. IF NO: Why not? / Please open the package and say a few words about your impression of the materials inside.

Would you complete this survey online, by mail, or not at all?

*Probe as appropriate about what they say they would do.*

**Prominent Internet Offer** Pretend that you received this package in the mail at your home. Would you open this package? IF YES: Please open the package and say a few words about your impression of the materials inside. IF NO: Why not? / Please open the package and say a few words about your impression of the materials inside.

Would you complete this survey online, by mail, or not at all?

*Probe as appropriate about what they say they would do.*

**Internet Push Regular Schedule** Pretend that you received this package in the mail at your home. Would you open this package? IF YES: Please open the package and say a few

words about your impression of the materials inside. IF NO: Why not? / Please open the package and say a few words about your impression of the materials inside.

Would you complete this survey?

*Probe as appropriate about what they say they would do.*

**Internet Push Modified Schedule** Pretend that you received this package in the mail at your home. Would you open this package? IF YES: Please open the package and say a few words about your impression of the materials inside. IF NO: Why not? / Please open the package and say a few words about your impression of the materials inside.

Would you complete this survey?

*Probe as appropriate about what they say they would do.*

Please complete the American Community Survey online for yourself only. I would like you to tell me your impressions and thoughts about the Web survey as you take it. I would like you to “think aloud” and talk to me about your impressions. If you expect to see some piece of information, tell me about that expectation as well.

Finally, during the session, I may remind you to talk to me if you get quiet, not to interrupt your thought process simply to remind you to talk to me. Please focus on verbalizing what you are thinking as you read.

Now I am going to calibrate your eyes for the eye-tracking.

*Do Calibration.*

Now that we have your eyes calibrated, we are ready to begin. Please imagine that you have received this mail packet in the mail. Please respond to the survey online as you would at home. For the purposes of this study, please pretend that your name is Pat Smith and that you speak French at home and live at the address on this envelope. Otherwise, you may answer the questions as they apply to you in your real life.

Do you have any questions?

*Start the eye-tracking software: Tobii Studio.*

*After the participant is finished, begin the debriefing questions.*

*Now that the session is complete, read this series of debriefing questions to the participant.*

### **3.7 Debriefing Interview Questions**

- What was your overall impression of the survey?

- Based on your experience with this online survey, would you be more likely to take this survey online if you receive it, less likely to complete it, or would you say that your likelihood of taking the survey was not affected?
- How does this survey compare to the Web surveys that you have taken in the past in terms of visual appeal?
- How does this survey compare to the Web surveys that you have taken in the past in terms of ease of use?
- Other than what we have already talked about, did you have any other comments or suggestions about the Web survey?

## 4 Attachment D: Background Survey

### Questionnaire on Demographics, Computer Use, and Internet Experience

**YOUR ANSWERS ARE CONFIDENTIAL**

#### Demographics

1. What is your age? \_\_\_\_\_
  
2. Are you male or female? \_\_\_\_\_
  
3. What is your level of education?  
\_\_\_\_\_ grade school  
\_\_\_\_\_ some high school  
\_\_\_\_\_ high school degree  
\_\_\_\_\_ some college  
\_\_\_\_\_ 2-year college degree  
\_\_\_\_\_ 4-year college degree  
\_\_\_\_\_ some postgraduate study (e.g., M.A., M.B.A., J.D., Ph.D., M.D., programs)  
\_\_\_\_\_ (e.g., M.A., M.B.A., J.D., Ph.D., M.D.)

---

#### Computer and Internet Experience

1. Where do you use a computer?  
(Check all that apply.)  
\_\_\_\_\_ Home  
\_\_\_\_\_ Work  
\_\_\_\_\_ School  
\_\_\_\_\_ Library  
\_\_\_\_\_ Somewhere else- Please specify \_\_\_\_\_

2. If you use a computer in more than one location (for instance, both home and work), which computer do you use most often?

(Check only one option.)

- Home
- Work
- School
- Library
- Somewhere else

**Please answer the following questions for the computer that you use most often**

3. If you have a computer at home,

a. What kind of Internet access do you have at home?

- Dial-up
- Cable
- DSL
- Satellite
- Cell Phone/3G/4G
- Other \_\_\_\_\_
- Don't know

b. Which browser do you typically use at home? Please indicate the version if you can recall it.

- Firefox \_\_\_\_\_ Version
- Internet Explorer \_\_\_\_\_ Version
- Netscape \_\_\_\_\_ Version
- Safari \_\_\_\_\_ Version
- Other - Please specify \_\_\_\_\_
- Don't know

c. What operating system does your home computer run in? Please indicate the version if you can recall it.

- MAC OS \_\_\_\_\_ Version
- Windows \_\_\_\_\_ Version
- Linux \_\_\_\_\_ Version
- Unix \_\_\_\_\_ Version
- Other \_\_\_\_\_
- Don't know

4. On average, about how many hours do you spend on the Internet per day? Add up the total hours spent on the Internet from all of the locations where you use it (for instance, at home, at work, and at a library). Please do not count the time you spent checking email.

- 0 hours
- 1-3 hours
- 4-6 hours
- 7 or more hours

5. On average, about how many hours do you spend browsing Web sites on the Internet using a cell phone?

- 0 hours
- 1-3 hours
- 4-6 hours
- 7 or more hours

6. Please rate your overall experience with the following (circle one number):

	No Experience				Very Experienced				
Computers	1	2	3	4	5	6	7	8	9
Internet	1	2	3	4	5	6	7	8	9
Social Networking	1	2	3	4	5	6	7	8	9

7. What computer applications do you use?

Mark (X) for all that apply

- E-mail
- Internet
- Word processing (MS-Word, WordPerfect, etc.)
- Spreadsheets (Excel, Lotus, Quattro, etc.)
- Accounting or tax software
- Engineering, scientific, or statistical software
- Other applications, please specify \_\_\_\_\_

For the following questions, please circle one number.

8. How comfortable are you in learning to navigate new Web sites?	Not Comfortable 1   2   3   4   5   6   7   8   9 Very Comfortable
9. Computer windows can minimized, resized, and scrolled through. How comfortable are you in manipulating a window?	1   2   3   4   5   6   7   8   9
10. How comfortable are you using, and navigating through the Internet?	1   2   3   4   5   6   7   8   9
11. How often do you work with any type of data using a computer?	Never 1   2   3   4   5   6   7   8   9 Very Often
12. How often do you perform complex analyses of data using a computer?	1   2   3   4   5   6   7   8   9
13. How often do you use the Internet or Web sites to find information? (e.g., printed reports, news articles, data tables, blogs, etc.)	1   2   3   4   5   6   7   8   9
14. How often do you use social networking Web sites like Facebook, Twitter, and LinkedIn?	1   2   3   4   5   6   7   8   9
15. How comfortable are you with social networking Web sites like Facebook, Twitter, and LinkedIn?	Not Comfortable 1   2   3   4   5   6   7   8   9 Very Comfortable
16. How comfortable are you with multitasking while online. This could be chatting with someone through an instant messenger while surfing through Web sites, or updating Facebook while completing a survey.	1   2   3   4   5   6   7   8   9
17. How familiar are you with the Census (terms, data, etc.)?	Not Familiar 1   2   3   4   5   6   7   8   9 Very Familiar
18. How familiar are you with the current American Community Survey (ACS) and American FactFinder (AFF) sites (terms, data, etc.)?	1   2   3   4   5   6   7   8   9

## 5 Attachment E: Satisfaction Questionnaire

We will not do a separate satisfaction questionnaire for the letters and postcard. The survey will be in reference to the ACS Internet screens.

Please circle the numbers that most appropriately reflect your impressions about using the ACS online survey.

1. What was your overall opinion about the Internet survey?	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center; width: 50%;">It was terrible</td> <td style="text-align: center; width: 50%;">It was wonderful</td> </tr> <tr> <td style="text-align: center;">1   2   3   4   5   6   7</td> <td style="text-align: center;">8   9   Not applicable</td> </tr> </table>	It was terrible	It was wonderful	1   2   3   4   5   6   7	8   9   Not applicable
It was terrible	It was wonderful				
1   2   3   4   5   6   7	8   9   Not applicable				
2. How clear were the instructions?	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center; width: 50%;">Confusing</td> <td style="text-align: center; width: 50%;">Clear</td> </tr> <tr> <td style="text-align: center;">1   2   3   4   5   6   7</td> <td style="text-align: center;">8   9   Not applicable</td> </tr> </table>	Confusing	Clear	1   2   3   4   5   6   7	8   9   Not applicable
Confusing	Clear				
1   2   3   4   5   6   7	8   9   Not applicable				
3. How consistent was the use of terminology throughout the survey?	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center; width: 50%;">Inconsistent</td> <td style="text-align: center; width: 50%;">Consistent</td> </tr> <tr> <td style="text-align: center;">1   2   3   4   5   6   7</td> <td style="text-align: center;">8   9   Not applicable</td> </tr> </table>	Inconsistent	Consistent	1   2   3   4   5   6   7	8   9   Not applicable
Inconsistent	Consistent				
1   2   3   4   5   6   7	8   9   Not applicable				
4. In your opinion, how long did it take you complete the survey?	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center; width: 50%;">Less time than expected</td> <td style="text-align: center; width: 50%;">More time than expected</td> </tr> <tr> <td style="text-align: center;">1   2   3   4   5   6   7</td> <td style="text-align: center;">8   9   Not applicable</td> </tr> </table>	Less time than expected	More time than expected	1   2   3   4   5   6   7	8   9   Not applicable
Less time than expected	More time than expected				
1   2   3   4   5   6   7	8   9   Not applicable				
5. Was it clear how you were expected to complete the survey?	<table style="width: 100%; border-collapse: collapse;"> <tr> <td style="text-align: center; width: 50%;">Not Clear</td> <td style="text-align: center; width: 50%;">Clear</td> </tr> <tr> <td style="text-align: center;">1   2   3   4   5   6   7</td> <td style="text-align: center;">8   9   Not applicable</td> </tr> </table>	Not Clear	Clear	1   2   3   4   5   6   7	8   9   Not applicable
Not Clear	Clear				
1   2   3   4   5   6   7	8   9   Not applicable				
6. Additional Comments:					