

**Advance Letter
(ALL PANELS)**

August 23, 2010

Dear Resident:

Earlier this year, someone in your household completed the 2010 Census form. Thank you. Counting the number of people living in the United States is a huge challenge, and your help with this effort is greatly appreciated.

We would like to ask you for a small amount of additional help. Next week, your household will receive a request in the mail for a very important survey, the 2010 Census Quality Survey. By answering this brief survey, you will help us evaluate the data we collected in the Census this year.

The Census is conducted every ten years, as required by the U.S. Constitution. Because it is used to allocate funds to states and communities, it is important that we conduct this additional survey to be sure we are using the best procedures possible for a complete and accurate census.

Thank you in advance for your help.

Sincerely,

Robert M. Groves
Director, U.S. Census Bureau

TREATMENT 1 (PUSH INTERNET)
D-16L R1
IQ Cover Letter

FRONT OF LETTER

August 30, 2010

Dear Resident:

I recently sent a letter to your household about participating in a short survey that will help ensure that the 2010 Census results are complete and accurate.

Please complete the 2010 Census Quality Survey online. This survey should be answered by the same person who completed the blue 2010 Census form that was mailed to your household in March. Using the enclosed instruction card, go to the following website to complete the survey:

<https://respond.census.gov/quality>

Although the 2010 Census did not use the Internet to collect data, the 2010 Census Quality Survey marks the start of our Internet testing phase for the next census. We are using the Internet to collect survey data 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 mail a paper questionnaire to you in a few weeks.

Your household is one of a small sample of households in the United States who are being asked to help us with this follow-up to the 2010 Census. Your participation is vital to this important survey.

Thank you for helping us make sure our census count is accurate.

Robert M. Groves
Director, U.S. Census Bureau

BACK OF LETTER

Your Answers Are Confidential

We are conducting this survey under the authority of Title 13, United States Code, Section 182. Federal law protects your privacy and keeps your answers confidential (Title 13, United States Code, Sections 9 and 214).

The 2010 Census Quality Survey is voluntary and will take about 10 minutes to complete.

Please visit our website at <www.census.gov> and click on “Data Protection & Privacy Policy” to learn more about how we protect your information.

TREATMENT 1 (PUSH INTERNET)
D-9 R1
Reminder Postcard

September 7, 2010

Dear Resident:

A few days ago, you should have received a request to complete the 2010 Census Quality Survey. If you have already responded, please accept our sincere thanks. If not, please complete the survey online at <https://respond.census.gov/quality>. You will need to provide your 10-digit access code, which is printed below the bar code on the other side of this postcard.

The survey should be completed by the same person who completed your household's 2010 Census form. Thank you for your participation.

Sincerely,

Robert M. Groves
Director, U.S. Census Bureau

TREATMENT 1 (PUSH INTERNET)
D-17L R1
RQ cover letter

FRONT OF LETTER

September 20, 2010

Dear Resident:

A few weeks ago, I asked you to help us with an important effort by completing the 2010 Census Quality Survey, but we have not yet received a response from your household.

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

Option 1 Go to <https://respond.census.gov/quality> to complete the survey online. You will need your 10-digit access code, which is printed just below the bar code on the back of the enclosed questionnaire.

Option 2 Complete and mail back the enclosed questionnaire in the postage-paid envelope provided.

The information collected in the 2010 Census Quality Survey is important for assessing the quality of the 2010 Census.

Please respond today.

Many thanks,

Robert M. Groves
Director, U.S. Census Bureau

BACK OF LETTER

Your Answers Are Confidential

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Your participation in the 2010 Census Quality Survey is voluntary and will take about 10 minutes to complete. If you need help completing the survey, please call our toll-free number (1-866-208-7437).

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TREATMENT 2 (PUSH MAIL)
D-16L R2
IQ Cover Letter

FRONT OF LETTER

August 30, 2010

Dear Resident:

I recently sent a letter to your household about participating in a short survey that will help ensure that the 2010 Census results are complete and accurate.

Please complete the 2010 Census Quality Survey and return it in the enclosed postage-paid envelope. This survey should be answered by the same person who completed the blue 2010 Census form that was mailed to your household in March.

Your household is one of a small sample of households in the United States who are being asked to help us with this follow-up to the 2010 Census. Your participation is vital to this important survey.

Thank you for helping us make sure our census count is accurate.

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Director, U.S. Census Bureau

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TREATMENT 2 (PUSH MAIL)
D-9 R2
Reminder Postcard

September 7, 2010

Dear Resident:

A few days ago, you should have received a request to complete the 2010 Census Quality Survey. If you have already responded, please accept our sincere thanks. If not, please fill out and mail back the questionnaire as soon as possible.

The questionnaire should be completed by the same person who completed your household's 2010 Census form. Thank you for your participation.

Sincerely,

Robert M. Groves
Director, U.S. Census Bureau

TREATMENT 2 (PUSH MAIL)
D-17L R2
RQ Cover Letter

FRONT OF LETTER

September 20, 2010

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TREATMENT 3 (CHOICE MAIL/INTERNET)
D-16L R3
IQ Cover Letter

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August 30, 2010

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The survey should be completed by the same person who completed your household's 2010 Census form. Thank you for your participation.

Sincerely,

Robert M. Groves
Director, U.S. Census Bureau

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