

Attachment

1. Initial emails for the Pilot Test (Half the sample will receive the email in Figure 1 and the other half will receive the email in Figure 2)

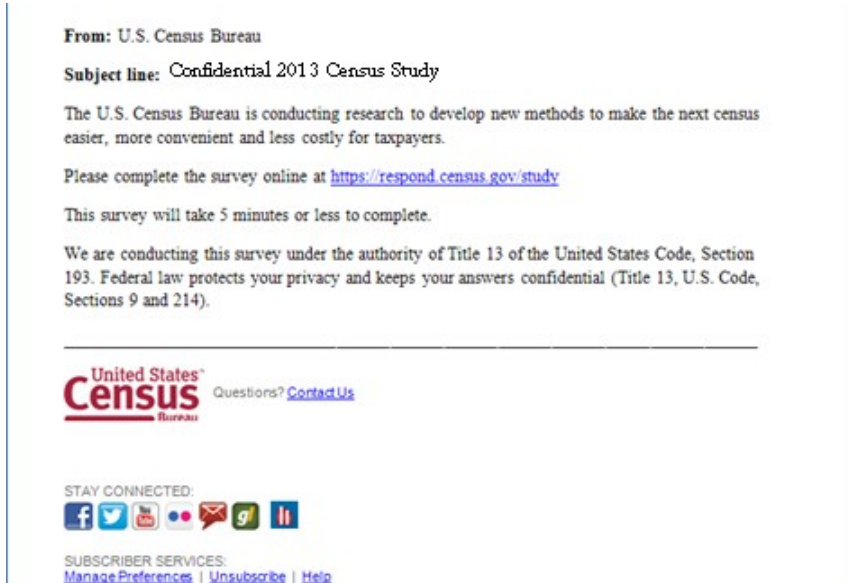


Figure 1: Initial email for half the sample, "Confidential 2013 Census Study" subject line

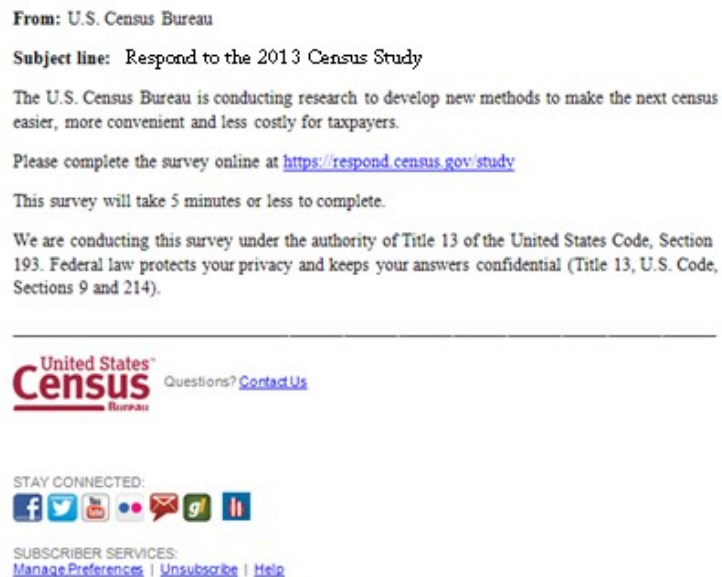


Figure 2: Initial email for half the sample, "Respond to the 2013 Census Study" subject line

2. Reminder emails for the Pilot Test

From: U.S. Census Bureau

Subject line: Reminder about the 2013 Census Study

A few days ago, you should have received an email about completing an important U.S. Census Bureau study. This survey will take 5 minutes or less to complete.

If you have not yet responded, now is the time to complete the survey online at:

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

The U.S. Census Bureau is conducting this research to develop new methods to make the next census easier, more convenient and less costly for taxpayers. We are conducting this survey under the authority of Title 13 of the United States Code, Section 193. Federal law protects your privacy and keeps your answers confidential (Title 13, U.S. Code, Sections 9 and 214).

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Figure 3: First reminder email –Sent to the sample which did not click the link to the survey

From: U.S. Census Bureau

Subject line: Final reminder for the 2013 Census Study

About a week ago, you should have received a couple of emails about completing an important U.S. Census Bureau study.

If you have not yet responded, this is your last chance to complete this survey online at:

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

This survey will take 5 minutes or less to complete.

The U.S. Census Bureau is conducting this research to develop new methods to make the next census easier, more convenient and less costly for taxpayers. We are conducting this survey under the authority of Title 13 of the United States Code, Section 193. Federal law protects your privacy and keeps your answers confidential (Title 13, U.S. Code, Sections 9 and 214).

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Figure 4: Final reminder for the pilot study -- Sent to the sample which did not click the link to the survey

3. Landing page

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Census Bureau Research Study

Welcome

Thank you for participating in this survey from the U.S. Census Bureau. We are doing research to make it easier for people to respond to the Census. Please respond accurately to the questions within this survey.

Your responses to these questions are protected by law under Title 13 of the United States Code. This is the same law that protects your privacy. No one outside the Census Bureau will see your answers.

To begin the 5 minute survey, enter your email address below. The email address you enter must match the email address where you received the emailed survey invitation. You may only complete the survey one time per invitation. Once you enter the survey you will not be able to reenter later.

Please Log In

E-mail Address:

Please note: sessions will expire after 15 minutes of inactivity.

The U.S. Census Bureau estimates that, for the average household, this survey will take about 5 minutes to complete, including the time for reviewing the instructions and answers. Send comments regarding this burden estimate or any other aspect of this burden to: Paperwork Reduction Project 0607-0725, U.S. Census Bureau, AMSD-3K138, 4600 Silver Hill Road, Washington, DC 20233. You may e-mail comments to Paperwork@census.gov; use "Paperwork Project 0607-0725" as the subject. Respondents are not required to respond to any information collection unless it displays a valid approval number from the Office of Management and Budget.

Figure 5: Landing page after clicking the link in the email (for all panels)

4. Screen shots of production address screens (horizontal design) (Half the sample will receive this design.)

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Instructions

Where did you live on January 1, 2014?

Please select the type of address associated with your residence.

Address Type: Street Address P.O. Box Rural Route

Address Number: Street Name: Apt/Unit:
For example: (5007) (N Maple Ave) (Apt. A1 or Lot 2)

City: State: ZIP Code:

Figure 6: Main screen with the default selection of Street Address

Where did you live on January 1, 2014?

Please select the type of address associated with your residence.

Address Type: Street Address P.O. Box Rural Route

P.O. Box #: _____

City: _____ State: <drop-down> ZIP: _____

Where did you live on January 1, 2014?

Please select the type of address associated with your residence.

Address Type: Street Address P.O. Box Rural Route

Rural Route Descriptor: <drop-down> Rural Route #: _____ Box #: _____

City: _____ State: <drop-down> ZIP: _____

Figure 7: The screens if P.O. Box or Rural Route are selected

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[Instructions](#)

What was the physical address where you were living or staying on January 1, 2014?

For example:

- an address you would give to a shipping company if you wanted a package delivered to your home, or
- a location description such as "The apartment over the Gas Station" or "The brick house with the screened porch on the northeast corner of Main Street and First Avenue", or
- a name of a park, street intersection, or shelter if you were experiencing homelessness on **January 1, 2014**

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Figure 8: Write in screen if the respondent selects P.O. Box or Rural Route (The examples on the screen are a result of the usability testing conducted and are not the same examples in the 2014 Census production instrument.)

5. Screen shots of cognitive testing address screens (vertical design) (The other half of the sample will receive this design.)

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[Instructions](#) [FAQs](#)

What was the physical address where you were living or staying on January 1, 2014?

Address number: For example: "5007"

Street name: For example: "N Maple Ave"

Apt/Unit: For example: "Apt. A" or "Lot 3"

City:

State:

ZIP Code:

If you cannot provide a physical address (i.e., address number and street name) for where you were living or staying on January 1, 2014, YOU may provide in the space below

- an address you would give to a shipping company if you wanted a package delivered to your home, or
- P. O. Box or Rural Route (please include city, state, and ZIP Code), or
- a location description such as "The apartment over the Gas Station", or
- a name of a park, street intersection, or shelter if you were experiencing homelessness on **January 1, 2014**

Figure 9: Design similar to the design of the 2020 Census Coverage Cognitive Testing project

6. Opinion debriefing questions (All sample) (Response choices in Question 2 will be randomized.)

1. We want to get usability feedback on the address screens you just completed.

Overall completing the address screen was:

Very Easy Very Difficult

2. We want to get feedback on possible email message subject lines to use in future Census Bureau studies.

Which email message subject line(s) would you be likely to click on if you saw it in your inbox?

You may select more than one.

Important Census Study

Mandatory Census Study

Improve the U.S. Census Study

Help us make the U.S. Census better, answer our survey

Answer the U.S. Census– Help your community

10 minutes to improve the U.S. Census and help your community

Your Civic Duty – Answer the U.S. Census!

A message from the Director of the U.S. Census Bureau

A message from John Thompson, Director of the U.S. Census Bureau

3. Do you have any additional comments on either the address screens or the possible email subject lines?

[250 max characters] with character count down

7. Additional debriefing questions (All sample) (This will be on a new page and it will be all one page.) (Response choices in Questions 1 and 2 will be randomized.)

1. Every 10 years, the Census Bureau counts everyone living in the United States. We do this by collecting information from each address. For the next census in 2020, how would you prefer to be contacted by the Census Bureau?

- Mail a form to my home
- Mail a letter to my home containing the link to the online form
- Email a link to the online form
- Call me on my home phone (landline)
- Call me on my cell phone
- Text message me a link to the online form
- Send an interviewer to my home

2. For the 2020 Census, would you rather the Census Bureau:

- contact you to get your information
- complete your form for you using information you have already provided other government agencies

3. What information do you think the census typically collects every 10 years?

Select all that apply

- Names of all adults living at your address
- Names of all children living at your address
- Social security number
- Age
- Date of birth
- Race
- Ancestry
- Income
- Relationship
- Citizenship

4. Do you have...

a. A cell phone?

- Yes
- No

b. A handheld device made primarily for e-book reading, such as a Nook or Kindle e-reader?

- Yes
- No

c. A tablet computer such as an iPad, Samsung Galaxy Tab, Google Nexus or Kindle Fire?

- Yes
- No

d. An iPod or other MP3 player?

- Yes
- No

e. A game console like an Xbox or PlayStation?

- Yes

No

5. (if yes to 4a) **Some cell phones are called 'smartphones' because of certain features they have. Is your cell phone a smartphone or not, or are you not sure?**

Yes

No

Not Sure

6. (if yes to 5a) **Which of the following best describes the type of cell phone you have? Is it an iPhone, a Blackberry, an Android phone, a Windows phone, or something else?**

iPhone

Blackberry

Android

Windows

Something else

7. **Are you male or female?**

Male

Female

8. **What is your age?**

Less than 18 years old

18-24

25-34

35-44

45-54

55-64

65 or older

9. **Are you of Hispanic, Latino or Spanish origin?**

Yes

No

10. **What is your race?** You may select one or more.

White

Black or African American

American Indian or Alaska Native

Asian

Native Hawaiian or Other Pacific Islander

11. **What is your highest level of education?**

Less than High School Diploma or GED

High School Diploma or GED

Some College

College Graduate or Professional Degree

12. Which of the following best describes your current field of work?

- Student/Educator
- Government
- Technical/Professional
- Service (e.g., retail, food service, protective service, and so on)
- Retired or not currently working for pay
- Other → Please specify [50 characters]

13. Would you like to receive a link to the research report for this study when it is complete?

- Yes
- No

Thank you for your participation in this survey. Your responses are very helpful in our research!