
Date: 01/06/2014 10:00 AM EST
To: "U.S. Census Bureau" <census@subscriptions.census.gov>
From: "U.S. Census Bureau" <census@subscriptions.census.gov>
Subject: Confidential 2014 Census Study
Content-Type: text/html; charset=UTF-8

The U.S. Census Bureau is conducting research to develop new methods to make the next census easier, more convenient, and less costly for taxpayers.

Please complete the survey online at <https://respond.census.gov/study/login>

The survey will take 5 minutes or less to complete.

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 1: First initial email panel: This is the initial email with the confidential subject line. (non-mobile friendly)

Date: 01/06/2014 10:00 AM EST
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Figure 2: Second initial email panel: Instead of "Confidential 2014 Census Study" the subject line will say "Help us make the U.S. Census better, answer our survey "(non-mobile friendly)

Date: 01/06/2014 10:00 AM EST
To: "U.S. Census Bureau" <census@subscriptions.census.gov>
From: "U.S. Census Bureau" <census@subscriptions.census.gov>
Subject: Confidential 2014 Census Study
Content-Type: text/html; charset=UTF-8

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Figure 3: Third initial email panel: Instead of "Confidential 2014 Census Study" the subject line will say "A message from the Director of the U.S. Census Bureau "(non-mobile friendly)

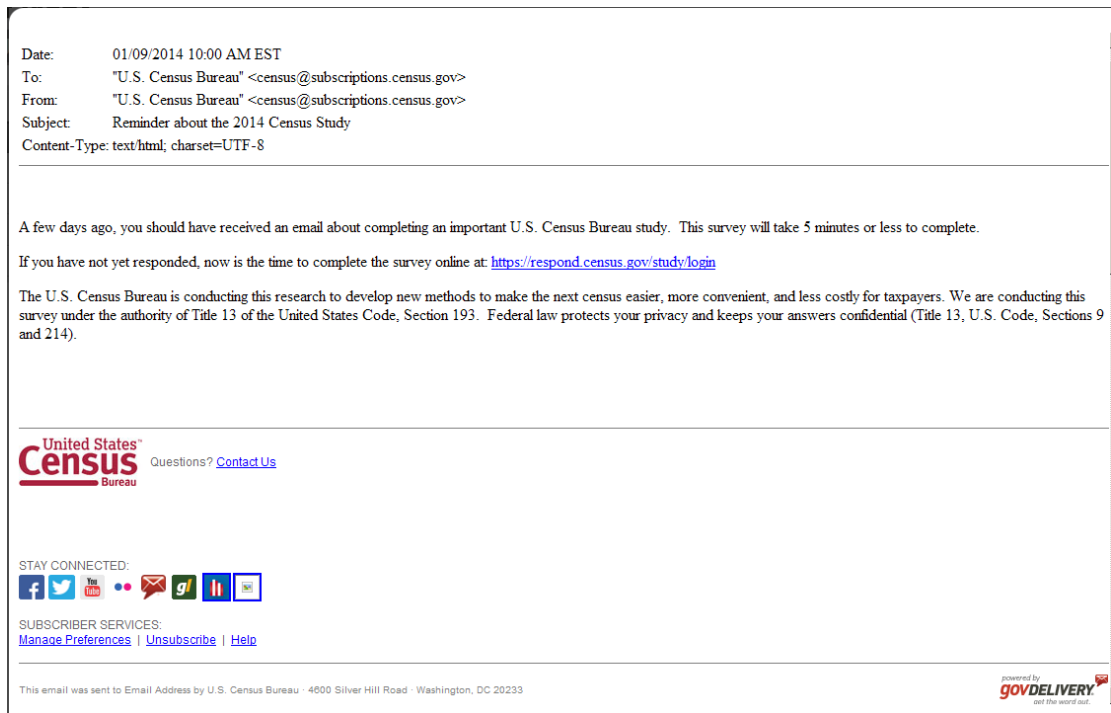


Figure 4: This is the first reminder email (Anyone who doesn't click on a link in the initial email receives this email.) (non-mobile friendly)

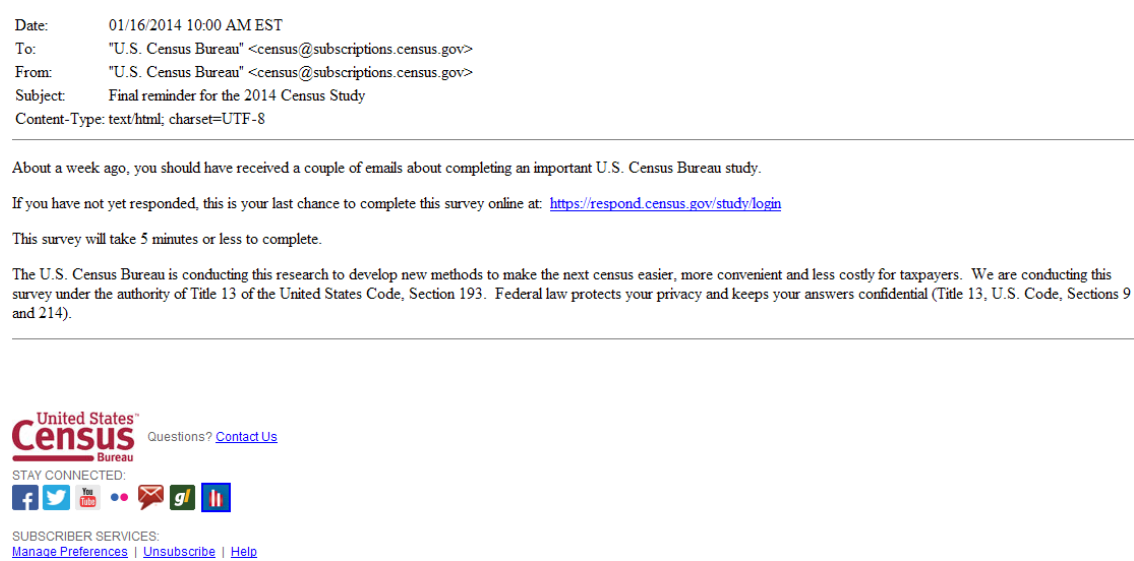


Figure 5: This is the final reminder email (Anyone who doesn't click on a link in the initial email or first reminder email receives this email.) (non-mobile friendly)

https://study-dietz304.centurion-qa.ssd.census.gov/study/residence - Windows Internet Explorer

https://study-dietz304.centurion-qa.ssd.census.gov Certific... census.gov

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

Where did you live on January 1, 2014? [\(Help\)](#)

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. A" or "Lot 3")

City: State: ZIP Code:

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Figure 6: Horizontal Design (first screen seen in survey version 1 once entered email) The reference date changes to March 1, 2014 on all the screens.

https://study-dietz304.centurion-qa.ssd.census.gov/study/residence - Windows Internet Explorer

https://study-dietz304.centurion-qa.ssd.census.gov

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

Where did you live on January 1, 2014? [\(Help\)](#)

Please select the type of address associated with your residence.

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

P.O. Box #:

City: State: ZIP Code:

OMB No.: 0607-0725 Approval Expires: 8/31/16 [Accessibility](#) [Privacy](#) [Security](#)

Figure 7: Horizontal Design (P.O. Box screen, shown if respondent selected P.O. Box radio button)

https://study-dietz304.centurion-qa.ssd.census.gov/study/residence - Windows Internet Explorer

https://study-dietz304.centurion-qa.ssd.census.gov

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

Where did you live on January 1, 2014? [\(Help\)](#)

Please select the type of address associated with your residence.

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

Rural Route Descriptor: Rural Route #: Box #:

City: State: ZIP Code:

OMB No.: 0607-0725 Approval Expires: 8/31/16 [Accessibility](#) [Privacy](#) [Security](#)

Figure 8: Horizontal design (Rural Route screen, shown if respondent selected Rural Route radio button)

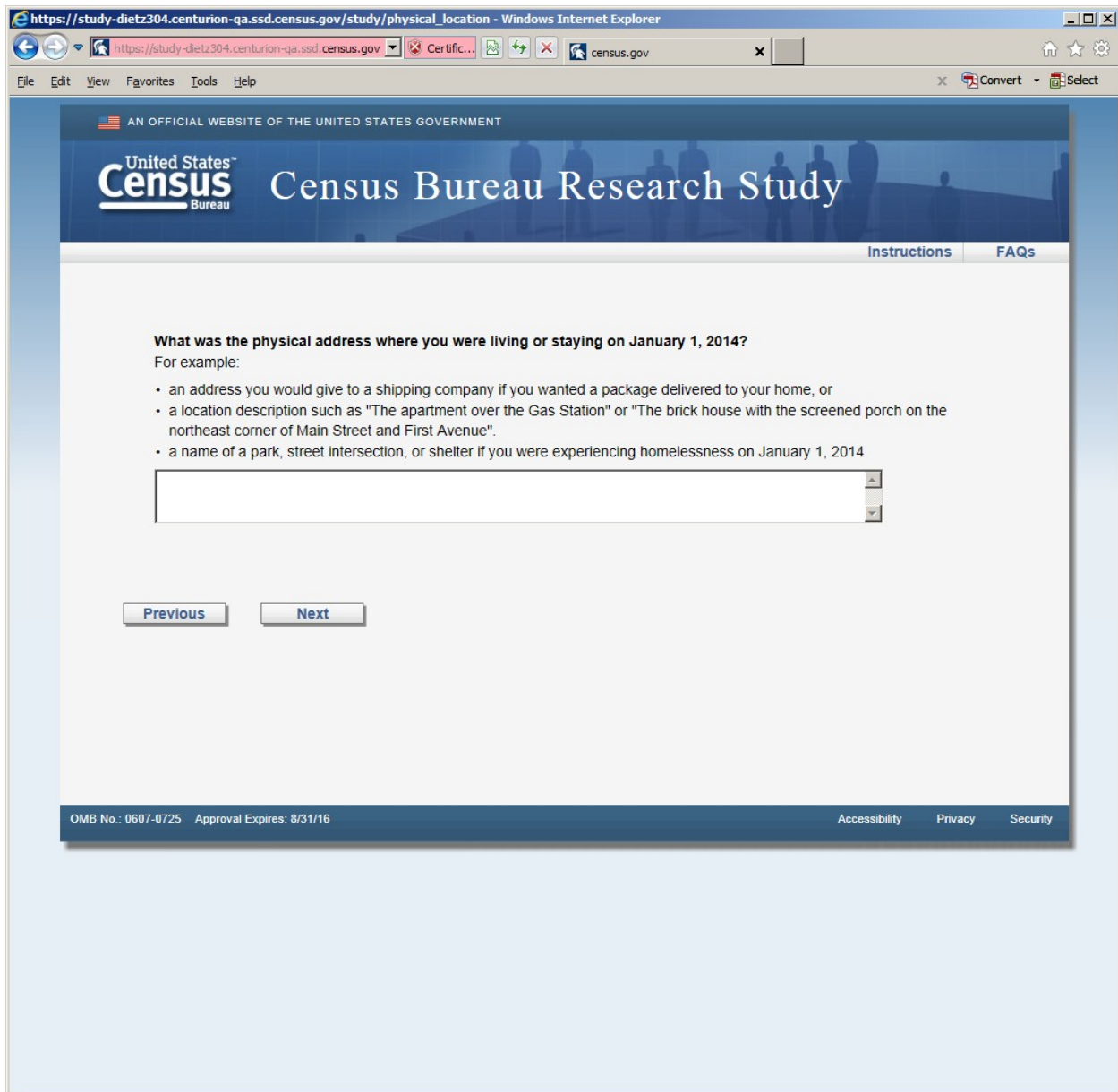


Figure 9: Horizontal Design (this screen was displayed after the P.O. or Rural Route screens)

https://study-dietz304.centurion-qa.ssd.census.gov/study/address - Windows Internet Explorer

https://study-dietz304.centurion-qa.ssd.census.gov

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Instructions FAQs

What was the physical address where you were living or staying on January 1, 2014? ([Help](#))

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

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Figure 10: Vertical Design (first screen seen in survey version 2 once entered email)

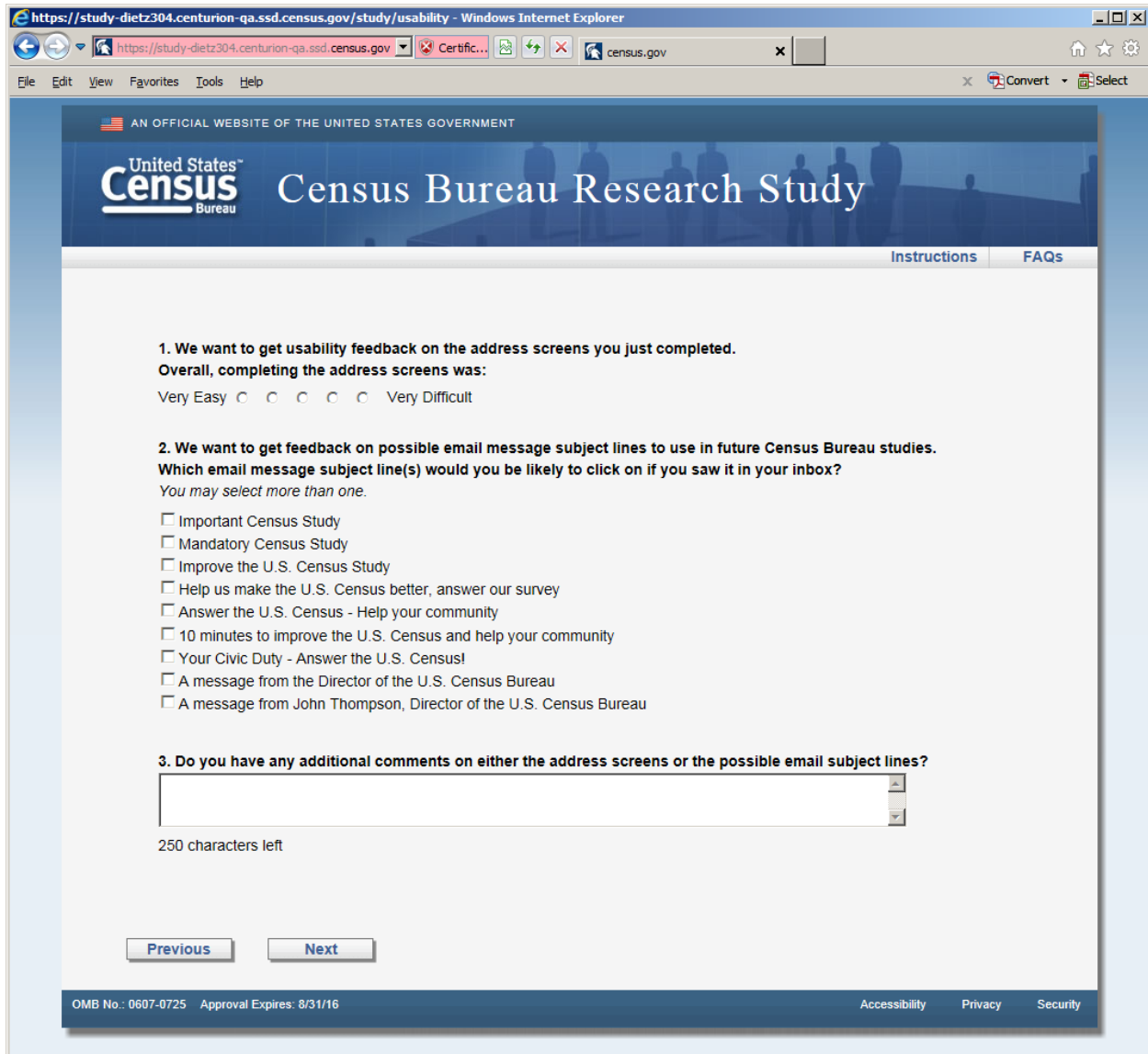


Figure 11: Usability screen, both versions received this screen after the respective address screens. There are two changes to the response categories in Question 2. The category: "A message from John Thompson, Director of the U.S. Census Bureau" becomes "Confidential 2014 Census Study" and the category "Answer the U.S. Census -- Help your community" becomes "Help improve the U.S. Census - Take a 10 minute survey"

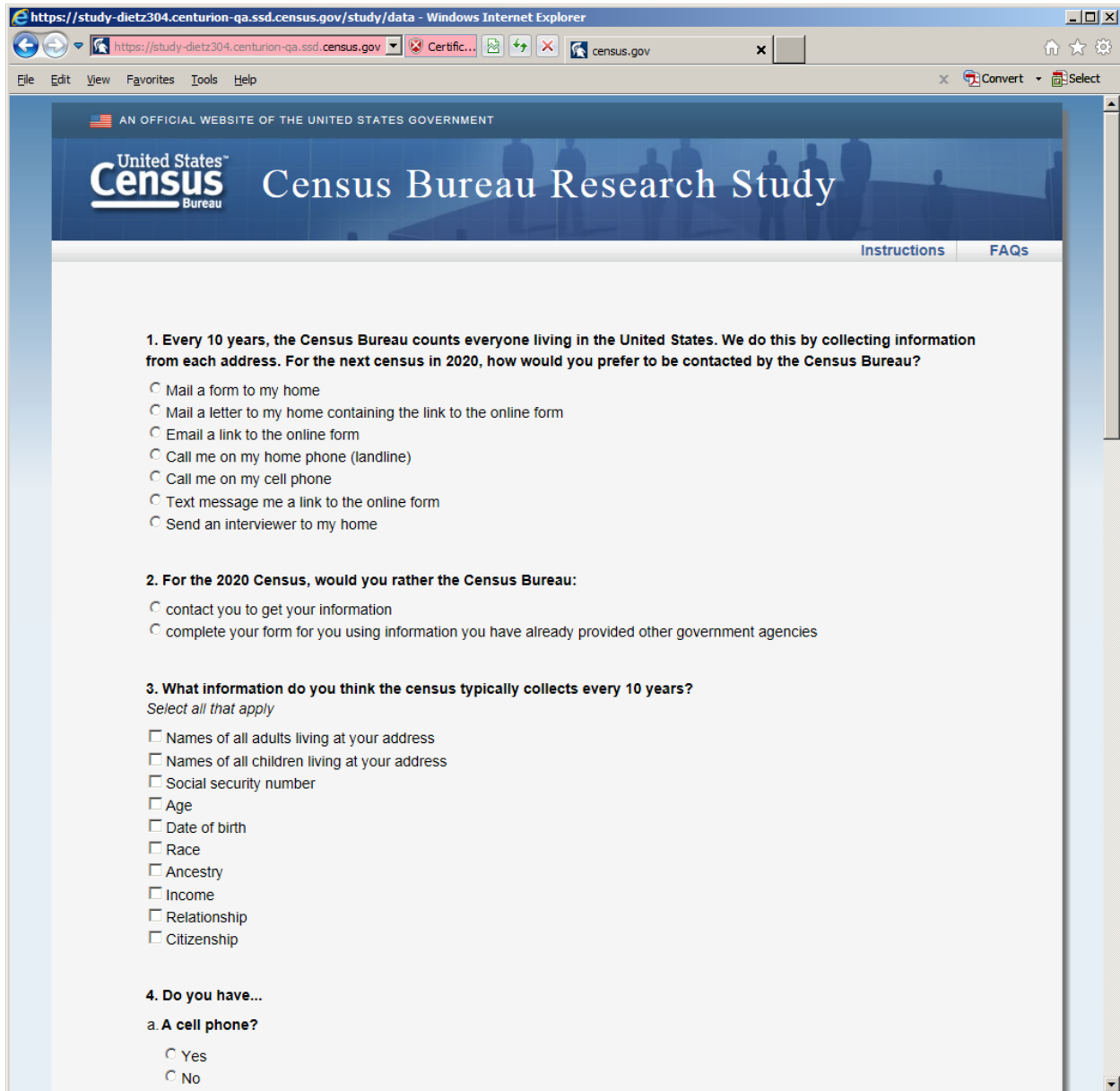


Figure 12: Opinion and demographic questions (shown in both versions after usability screen)

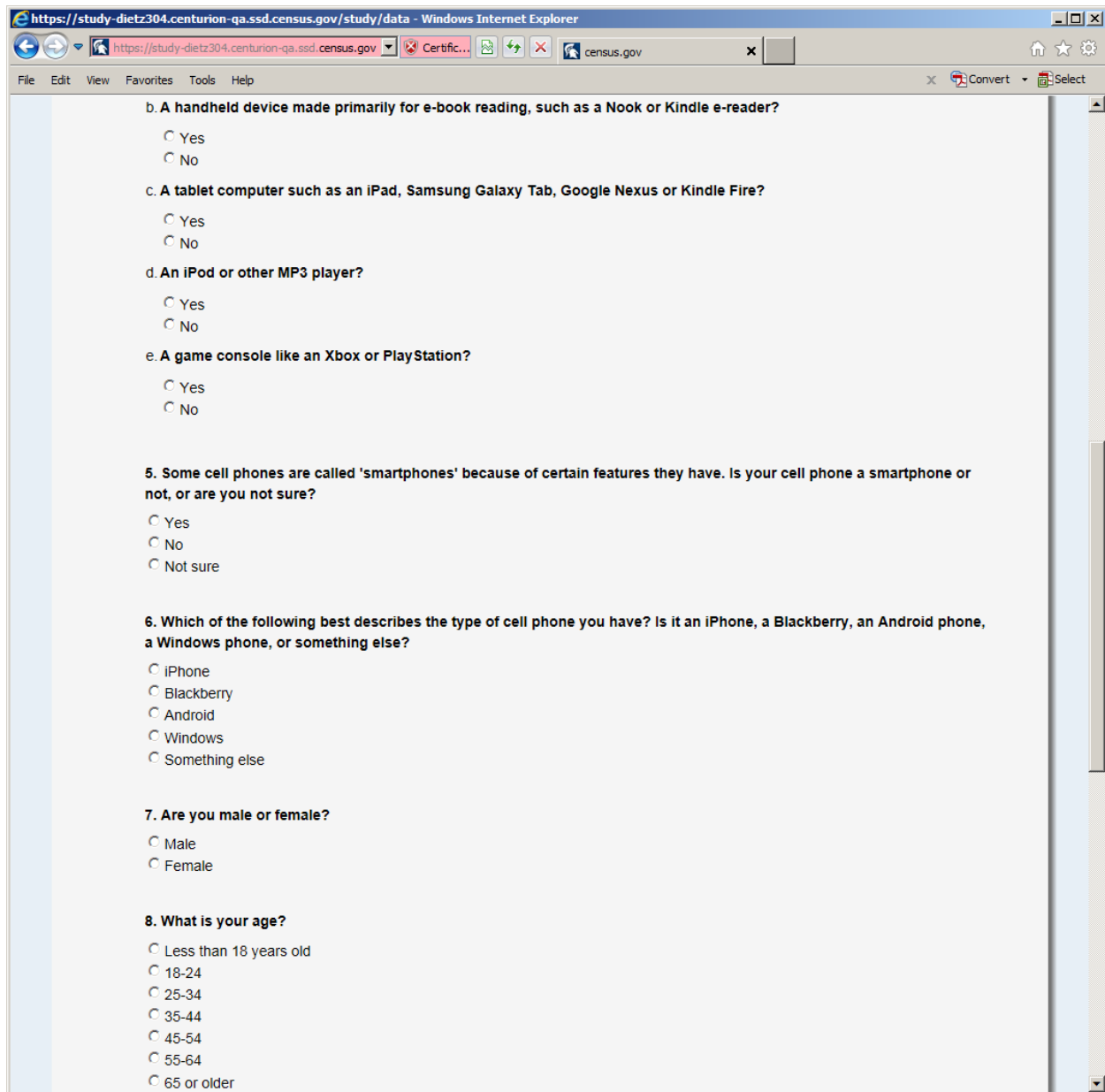


Figure 13: Opinion and demographic questions (shown in both versions after usability screen)

https://study-dietz304.centurion-qa.ssd.census.gov/study/data - Windows Internet Explorer

https://study-dietz304.centurion-qa.ssd.census.gov

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

Yes

No

10. What is your race? You may choose 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 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

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

Yes

No

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Figure 14: Opinion and demographic questions (shown in both versions after usability screen)

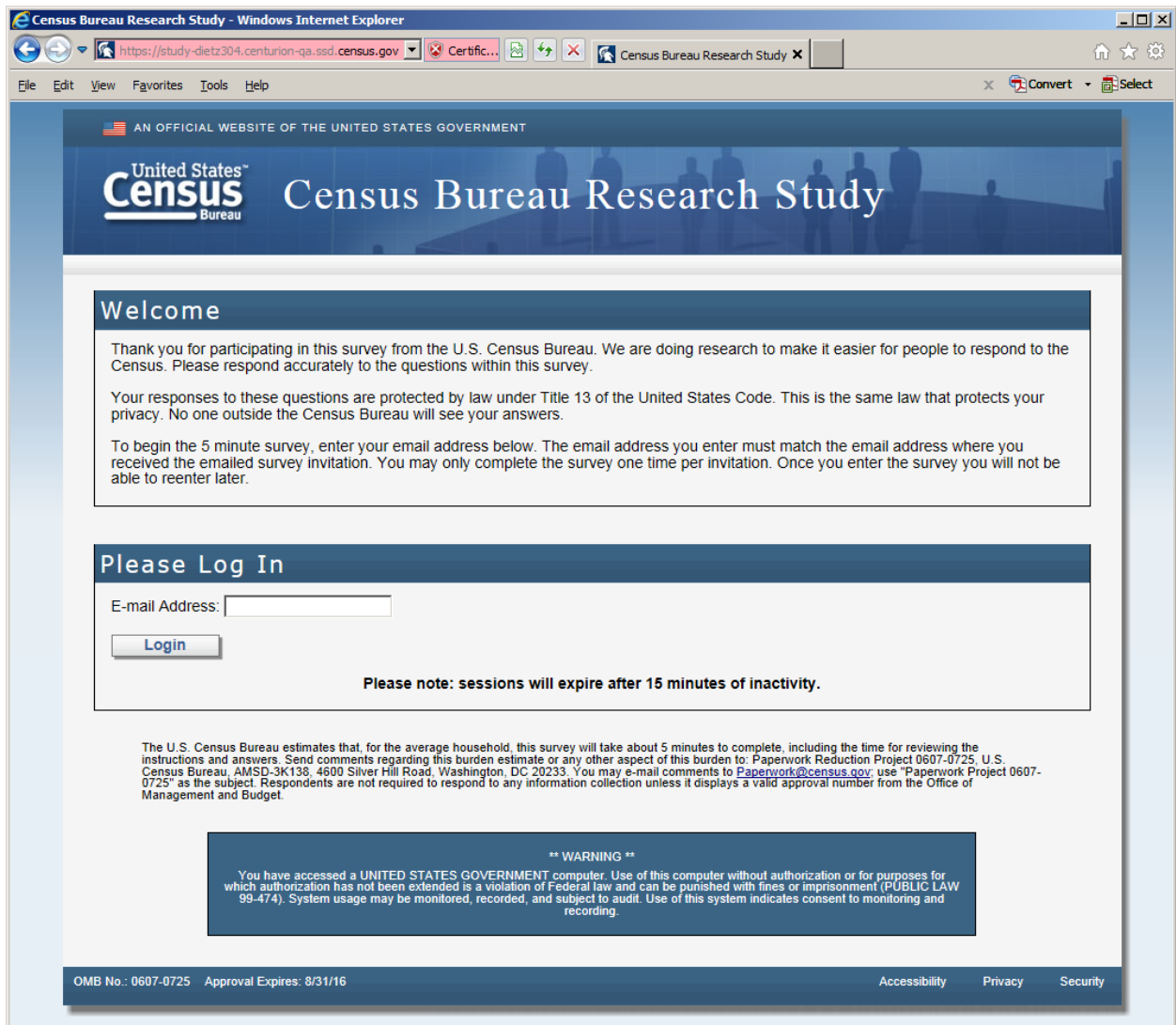


Figure 15: The entry screen



Figure 16: The final screen once the respondent submits the survey



Figure 17: The screen displays if the respondent tried to re-enter the survey or complete the survey after midnight on March 21, 2014