Date: 01/06/2014 10:00 AM EST "U.S. Census Bureau" <census@subscriptions.census.gov> To: 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). Census Questions? Contact Us STAY CONNECTED: SUBSCRIBER SERVICES: Manage Preferences | Unsubscribe | Help

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

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).

CUNITED States*

Questions? Contact Us

STAY CONNECTED:

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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

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

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).





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)

01/09/2014 10:00 AM EST Date: To: "U.S. Census Bureau" <census@subscriptions.census.gov> "U.S. Census Bureau" <census@subscriptions.census.gov> From: Reminder about the 2014 Census Study Content-Type: text/html; charset=UTF-8 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/login 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 United States"
Questions? Contact Us STAY CONNECTED: f 💟 🛗 🐽 🔀 💅 📗 🗵 SUBSCRIBER SERVICES:
Manage Preferences | Unsubscribe | Help **GOVDELIVERY** This email was sent to Email Address by U.S. Census Bureau · 4600 Silver Hill Road · Washington, DC 20233

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)

Date: 01/16/2014 10:00 AM EST

To: "U.S. Census Bureau" <census@subscriptions.census.gov> From: "U.S. Census Bureau" <census@subscriptions.census.gov>

Subject: Final reminder for the 2014 Census Study

Content-Type: text/html; charset=UTF-8

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/login

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).



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)

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OMB No.: 0607-0725 Approval Expires: 8/31/16 Accessibility Privacy	Security	
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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.

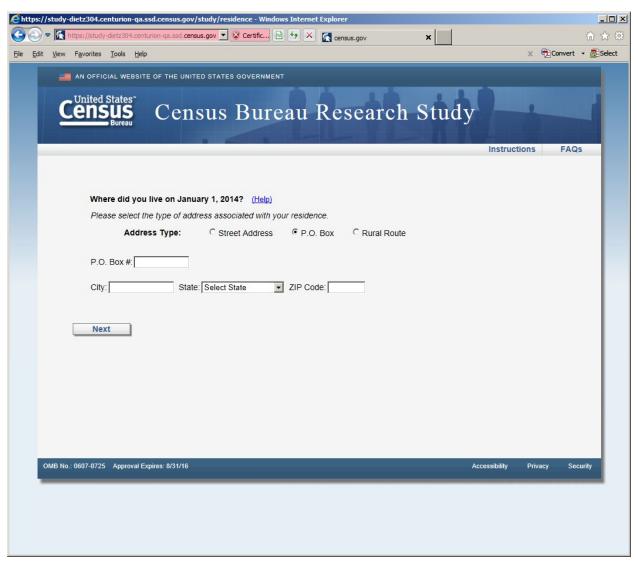


Figure 7: Horizontal Design (P.O. Box screen, shown if respondent selected P.O. Box radio button)

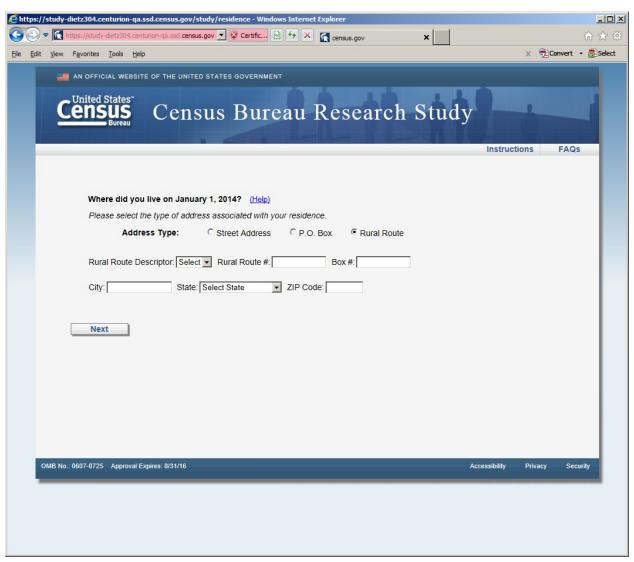


Figure 8: Horizontal design (Rural Route screen, shown if respondent selected Rural Route radio button)

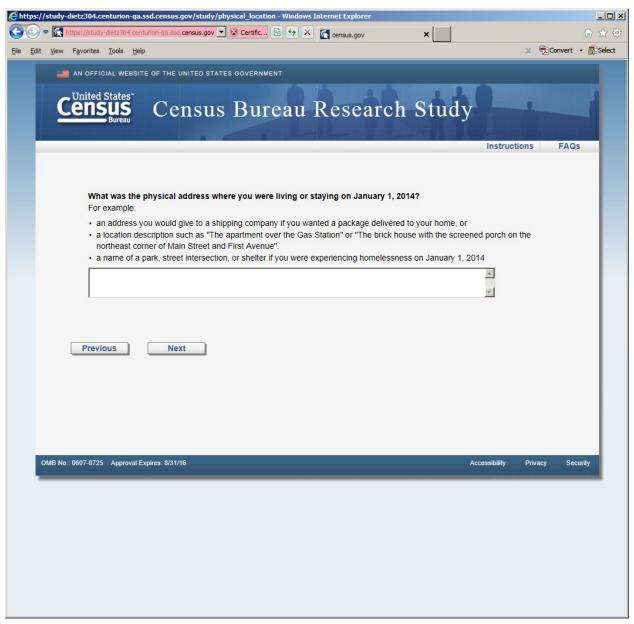


Figure 9: Horizontal Design (this screen was displayed after the P.O. or Rural Route screens)

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Census Bureau Research Study	
Census Dureau Research Study	
	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: Select 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 B.O. Bayers Byyer Davids (cleans include after that a and 7/10 Octobers). B.O. Bayers Byyer Davids (cleans include after that a and 7/10 Octobers). B.O. Bayers Byyer Davids (cleans include after that a and 7/10 Octobers). B.O. Bayers Byyer Davids (cleans include after that a and 7/10 Octobers).	
 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	
v v	
Nove 1	
Next	
OMB No.: 0607-0725 Approval Expires: 8/31/16 Access	ssibility Privacy Security

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

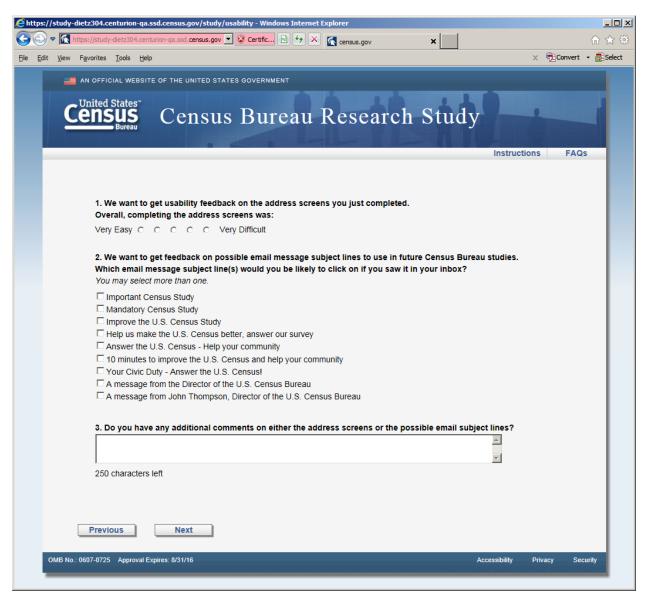


Figure 11: Usability screen, both versions received this screen after the respective address screens. There are two changes to the response categories in Question 2. The category: "A message from John Thompson, Director of the U.S. Census Bureau" becomes "Confidential 2014 Census Study" and the category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

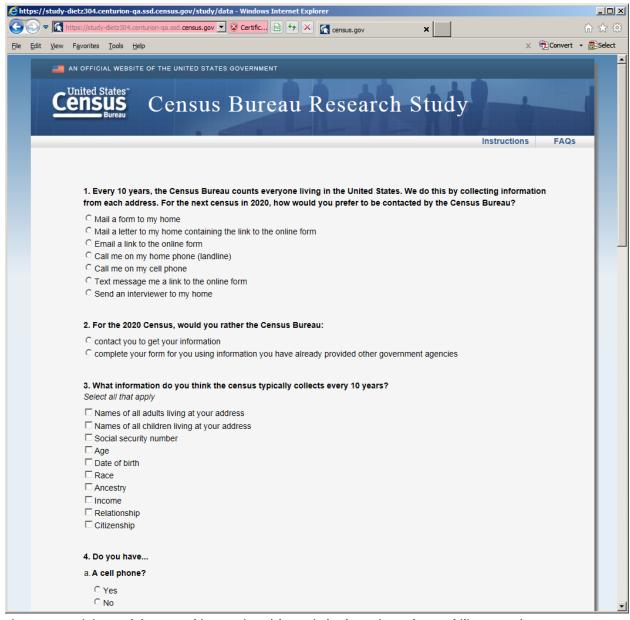


Figure 12: Opinion and demographic questions (shown in both versions after usability screen)

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	b. A handheld device made primarily for e-book reading, such as a Nook or Kindle e-reader?	_
	C Yes	
	C No	
	C. A tablet computer such as an iPad, Samsung Galaxy Tab, Google Nexus or Kindle Fire?	
	C Yes	
	C No	
	d. An iPod or other MP3 player?	
	C Yes	
	C No	
	e. A game console like an Xbox or PlayStation?	
	C Yes	
	C No	
	5. 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?	
	C Yes	
	C No	
	C Not sure	
	6. 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?	
	C iPhone	
	C Blackberry	
	C Android	
	C Windows	
	C Something else	
	7. Are you male or female?	
	C Male	
	© Female	
	~ Temale	
	8. What is your age?	
	C Less than 18 years old	
	C 18-24	
	C 25-34	
	C 35-44	
	C 45-54	
	C 55-64	
	C 65 or older	_

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

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		_
9. Are you of Hispanic, Latino or Spanish origin?		
C Yes		
C 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?		
C Less than High School Diploma or GED		
C High School Diploma or GED		
C Some College		
C College Graduate or Professional Degree		
12. Which of the following best describes your field of work:		
C Student/Educator		
C Government		
C Technical/Professional		
C Service (e.g., retail, food service, protective service, and so on)		
C Retired or not currently working for pay		
C 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?		
C Yes		
○ NO		
Previous Submit		
OMB No.: 0607-0725 Approval Expires: 8/31/16 Accessibility Priva	ıcy Securi	ity

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

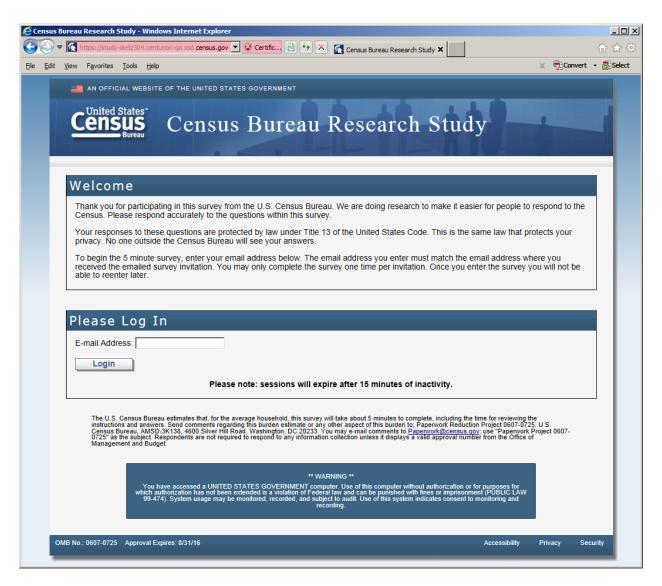


Figure 15: The entry screen

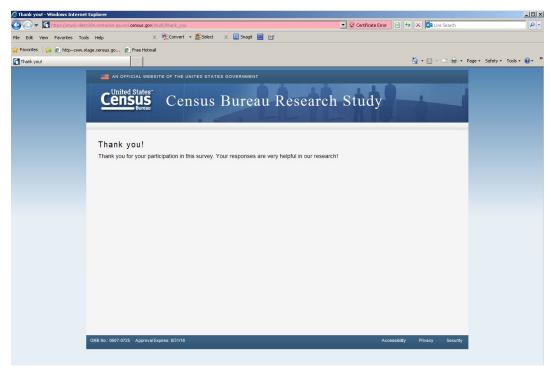


Figure 16: The final screen once the respondent submits the survey



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