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

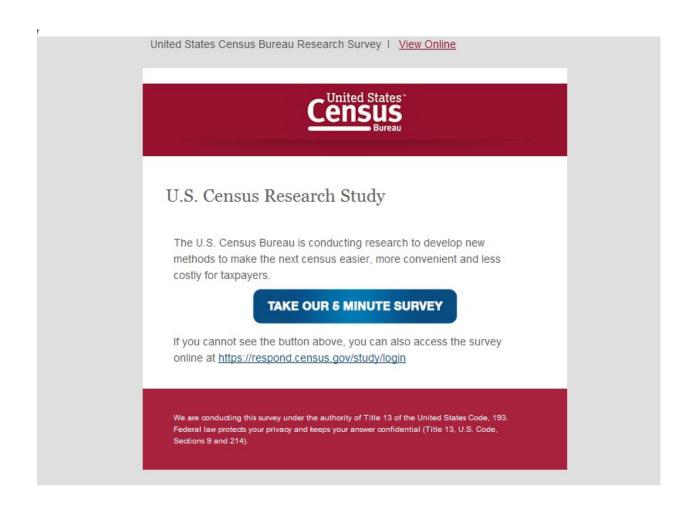
The survey will take 5 minutes or less to complete.

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 1: Initial email panel look and feel for plain format: The 3 subject lines are: (a) Confidential 2014 Census Survey; (b) 10 minute U.S. Census Survey to help your community, and (c) U.S. Census Survey to help your community





**Figure 2:** Initial email panel look and feel for "fancy" format: The 3 subject lines are: (a) Confidential 2014 Census Survey; (b) 10 minute U.S. Census Survey to help your community, and (c) U.S. Census Survey to help your community

Date: 01/09/2014 10:00 AM EST To: "U.S. Census Bureau" <census@subscriptions.census.gov> From: "U.S. Census Bureau" <census@subscriptions.census.gov> 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 Census 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 3: This is the first reminder email in the plain format (Anyone who doesn't click on a link in the initial email receives this email.) Half of each initial email sample will receive one with "Reminder: Complete the U.S. Census Survey by May 23" in the subject line and the other half would receive one with "Reminder about the U.S. Census Survey" in the subject line. The first reminder email in the fancy format will look similar to Figure 2.

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 4: This is the final reminder email in the plain format (Anyone who doesn't click on a link in the initial email or the first reminder receives this email.) Half of each initial email sample will receive one with "Due May 23: Final

reminder for the U.S. Census Survey" in the subject line and the other half would receive one with "Final reminder for the U.S. Census Survey" in the subject line. The final reminder email in the fancy format will look similar to Figure 2.

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File Edit View Favorites Tools Help X	Convert	Select
Census Bureau Research Study  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: (Apt. A*o* *Lot 3*)  City: State: Select State ZIP Code:	FAQs	
OMB No.: 0607-0725 Approval Expires: 8/31/16 Accessibility Privacy	Secu	rity

Figure 5: Horizontal Design (first screen seen in survey once entered email) The reference date changes to May 1, 2014 on all the screens.

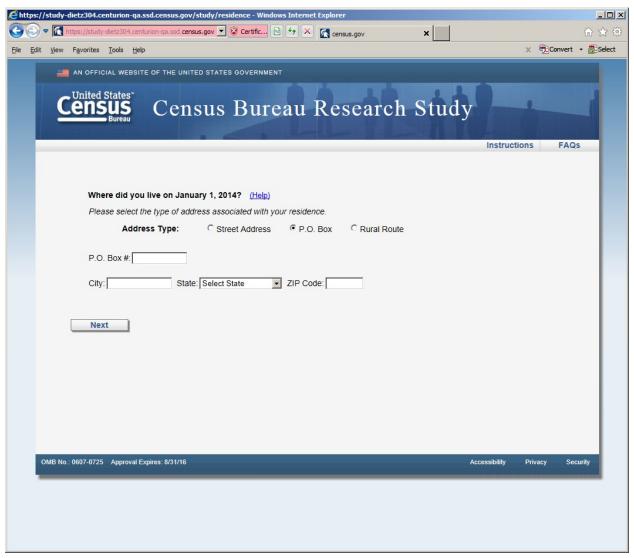


Figure 6: Horizontal Design (P.O. Box screen, shown if respondent selected P.O. Box radio button)

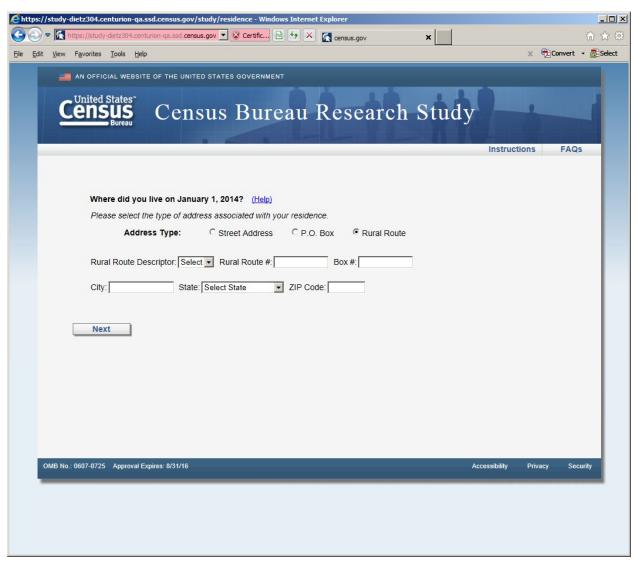


Figure 7: Horizontal design (Rural Route screen, shown if respondent selected Rural Route radio button)

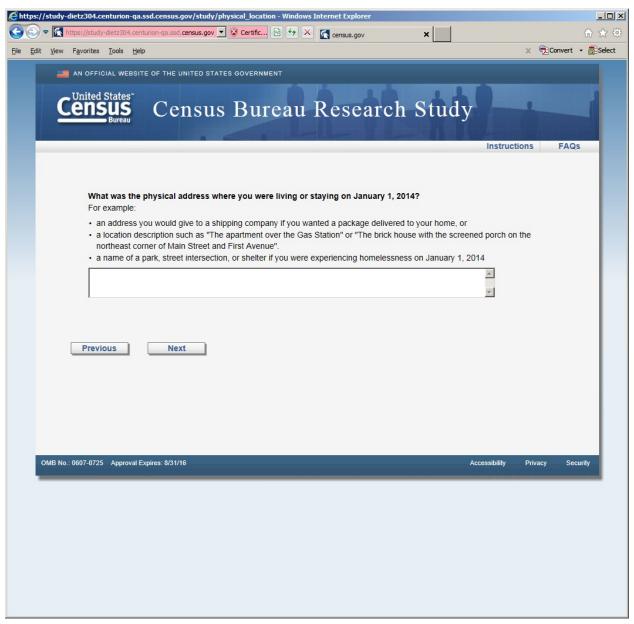


Figure 8: Horizontal Design (this screen was displayed after the P.O. or Rural Route screens)

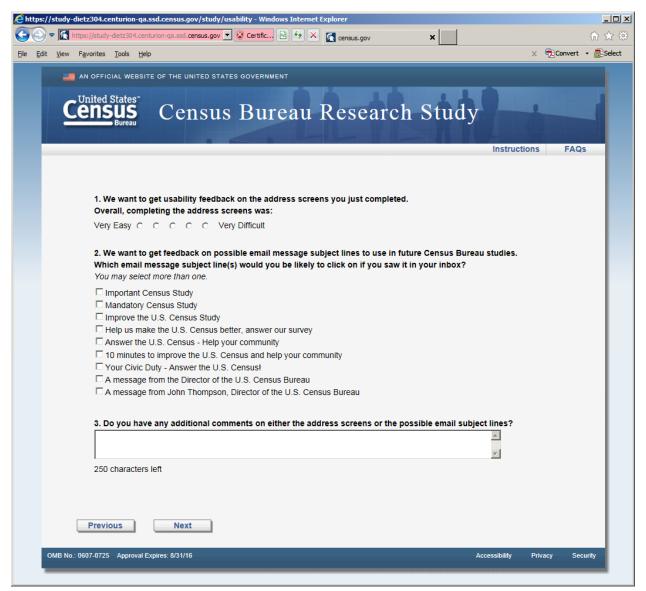


Figure 9: Usability screen, both versions received this screen after the respective address screens. There are two changes to the response categories in Question 2. The category: "A message from John Thompson, Director of the U.S. Census Bureau" becomes "Confidential 2014 Census Study" and the category "Answer the U.S. Census -- Help your community" becomes "Help improve the U.S. Census -- Take a 10 minute survey"

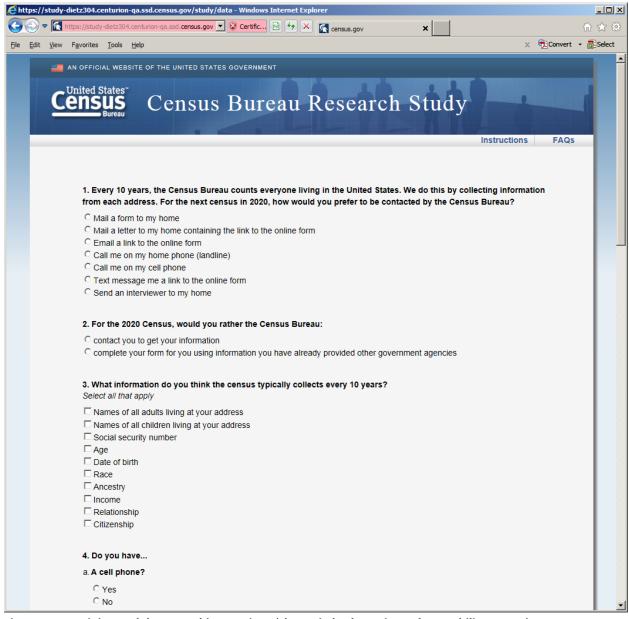


Figure 101: Opinion and demographic questions (shown in both versions after usability screen)

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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	
		O 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	
		○ 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	
		Not suie	
		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	
		<sup>C</sup> Windows	
		C Something else	
		7. Are you made on familia?	
		7. Are you male or female?	
		C Male C Female	
		· remain	
		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	<b>-</b>

Figure 12: 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			
	○ Some College			
	C College Graduate or Professional Degree			
	12. Which of the following best describes your field of work:			
	C Student/Educator			
	© 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			
	C No			
	Previous Submit			
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OMB No.:	0607-0725 Approval Expires: 8/31/16 Accessibility	Priva	асу Ѕеси	ırity

Figure 11: Opinion and demographic questions (shown in both versions after usability screen)

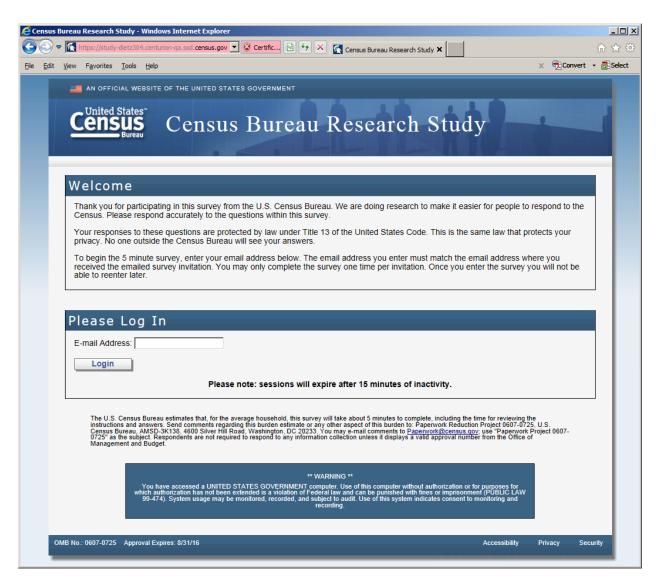


Figure 12: The entry screen

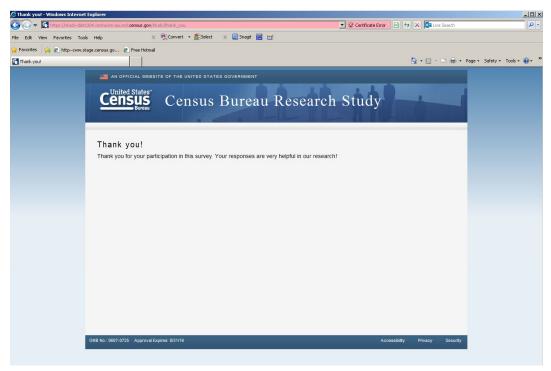


Figure 135: The final screen once the respondent submits the survey



Figure 14: The screen displays if the respondent tried to re-enter the survey or complete the survey after midnight on May 23, 2014