

Enclosure 1: GovDelivery Emails for Affinity Panel Sample

Initial Email

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

To: _____

Subject: 10-minute U.S. Census Study

The U.S. Census Bureau is conducting research to understand how respondents answer survey questions about weekly behaviors. This research will help us understand how to improve survey questions asked of you – members of the public.

[Click here to complete the research study online.](#)

The study will take 10 minutes or less to complete.

This data collection uses a third-party website, called SurveyMonkey, to collect the data. The website does not collect personally identifiable information and your responses will not be shared with anyone in a way that could personally identify you.

Your participation in this study is voluntary. The legal authority under which this information is being collected is Title 13 U.S.C. Chapter 5 Sections 141 and 193. This data collection is approved under OMB No. 0690-0030 and the approval expires 06/30/17.



U.S. Department of Commerce
Economics and Statistics Administration
U.S. Census Bureau
census.gov

First Reminder

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

To: _____

Subject: Reminder: Complete the U.S. Census Study

A few days ago, you should have received an email about completing an important U.S. Census Bureau study. The study will take 10 minutes or less to complete.

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

[Click here to complete the research study online.](#)

This data collection uses a third-party website, called SurveyMonkey, to collect the data. The website does not collect personally identifiable information and your responses will not be shared with anyone in a way that could personally identify you.

Your participation in this study is voluntary. The legal authority under which this information is being collected is Title 13 U.S.C. Chapter 5 Sections 141 and 193. This data collection is approved under OMB No. 0690-0030 and the approval expires 06/30/17.



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Final Reminder

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

To: _____

Subject: Final Reminder: Complete the U.S. 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 the study online.

[Click here to complete the research study online.](#)

The study will take 10 minutes or less to complete.

This data collection uses a third-party website, called SurveyMonkey, to collect the data. The website does not collect personally identifiable information and your responses will not be shared with anyone in a way that could personally identify you.

Your participation in this study is voluntary. The legal authority under which this information is being collected is Title 13 U.S.C. Chapter 5 Sections 141 and 193. This data collection is approved under OMB No. 0690-0030 and the approval expires 06/30/17.



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