November 12, 2014

2014 AMERICAN COMMUNITY SURVEY RESEARCH AND EVALUATION REPORT
MEMORANDUM SERIES #ACS 14-RER-29

MEMORANDUM FOR	ACS Research and Evaluation Advisory Group
From:	James Treat **(signed on 11/19/2014)** Chief, American Community Survey Office
Prepared by:	Shelley Walker American Community Survey Office
Subject:	American Community Survey: Online Visual Testing

Attached is the final American Community Survey Research and Evaluation report for the
American Community Survey Mail Package Research: Online Visual Testing. This study of US
adults who generally handle the mail for their households explored three alternative mail
package designs, as well as the current ACS mail package. The study had two goals 1) identify
ways to improve individual mail pieces (though elements such as design, layout, or messaging)
and 2) compare between the current ACS mail package (Control) and the three alternative mail
package designs (referred to as "Community," "Official," and "Patriotic" concepts) in order to
identify potential strengths and/or weaknesses. The report presents the findings from this
research.

If you have any questions about this report, please contact Shelley Walker on (301) 763-4045.

Attachment

cc:
ACS Research and Evaluation Work Group
ACSO PMGB
COM PMGB
ACS Integrated Communications Steering Committee
Ian O Brien   CNMP
Steven Jost   DIR
Jennifer Smits   PIO
Michael Cook

Messaging and Mail Package Assessment Research Subteam:

Agnes Kee	ACSO
Cheryl Chambers	
Dameka Reese	
Gary Chappell	
Tasha Boone	
Shelley Walker	
Nancy Bates	ADRM
Laura Sewell	CNMP
Monica Wroblewski	
Jennifer Hunter Childs	CSM
Eric Charles Newburger	DIR
Stephen Buckner	
Jennifer Kim	DMD
Belkines Arenas Germosen	
Thomas Chesnut	DSMD
Jennifer Guarino Tancreto	DSSD
Anthony Tersine, Jr	
Elizabeth Poehler	
Justin Keller	EPCD
Timothy Olson	FLD
Michele Hedrick	PIO
Stacy Vidal	
W Neil Tillman	
Catherine Rosol	ERIMAX

American Community Survey Mail Package Research: Online Visual Testing

Sam Hagedorn, Michael Panek, Robert Green

PENN
SCHOEN
BERLAND

REINGOLD

TABLE OF CONTENTS

EXECUTIVE SUMMARY

The American Community Survey Office (ACSO) is currently conducting a series of related research projects around improving the American Community Survey (ACS) mail package and messaging toward potential ACS respondents. This research aims to increase participation rates and reduce overall field costs for the ACS by improving the effectiveness of the mail package.

This Online Visual Testing study of n=2,010 US adults who generally handle the mail for their households explored three alternative mail package designs, as well as the current mail package. The Online Visual Testing study had two goals: to identify ways to improve individual mail pieces (though elements such as design, layout, or messaging) and to compare between the current mail package (Control) and the three alternative mail package designs (referred to as "Community," "Official," and "Patriotic" concepts) in order to identify potential strengths and/or weaknesses.

The study found opportunities to make the ACS mail package seem more eye-catching, important, and authoritative to households. We present five key takeaways based on this study:

- **Visual design elements and deadline messaging can have a significant impact on how people read and remember mail items.** After looking at the Internet invitation envelopes, respondents who saw the Official design were 2.8 times more likely to say the envelope was "urgent" than those who saw the Control (58% "applies completely" vs. 33%, p<.01). They were also more likely to agree it was "important" and "attention-grabbing."

- **The U.S. Census Bureau logo should be prominently featured on mail items.** Envelopes containing the Census logo in the top left corner were more likely to be recognized as coming from the Census Bureau and were more likely to be opened in the Mail Sort Exercise. As noted in previous studies, the Census Bureau has significantly higher favorability than the Commerce Department or the federal government as a whole.

- **Key words and phrases in letters should be emphasized using callout boxes, line spacing, and bolded text.** Elements like Web addresses, telephone numbers, and text that were enhanced using graphic design techniques received more attention. For example, the Patriotic Internet invitation used a blue accent box to call out the Web address to complete the survey: this item was clicked earlier and more frequently in the Image Click Analyzer Exercise as compared to the same content when featured less prominently in other mail designs.

- **"Your response is required by law" attracts more attention than any other message.** For envelopes, letters, instruction cards, and reminder notices, the "mandatory" messaging clearly caught participants' attention. For example, nine in ten respondents highlighted the words "required by law" in the Official pre-notice letter, which was more than three times greater than the next most identified words. These test results strongly support continued use and further experimentation to continually improve the mandatory message language on envelopes and letters.

- **It is possible to overdo the commercial "marketing" look and feel.** In the Mail Sort Exercise, nearly one in three (31%) of respondents who initially saw the highly visual Lincoln Memorial postcard indicated that they would place this item into the "Trash." As the Census Bureau plans field testing for alternative mail designs, we should be mindful of the tolerance threshold for designs that might look like commercial marketing. On the other hand, designs that are formal yet evocative may be a catalyst for drawing respondents into the ACS material. This is demonstrated by the Patriotic design's use of color, a flag motif, and American landmarks.

PROJECT BACKGROUND

The American Community Survey (ACS) collects detailed socioeconomic data from about 3.5 million households in the United States and 36,000 households in Puerto Rico each year. The resulting tabulations are provided publicly on an annual basis. ACS data are widely used inside and outside the federal government, and play an important role in determining how more than $400 billion in federal and state funds are distributed each year (Groves, 2012).

The ACS is a multi-modal survey. Households initially receive a series of mailings to encourage them to respond online or by mail (see the 2009 ACS Design and Methodology Report for a full description). These modes are identified as self-response. Then, Census Bureau representatives attempt to follow up with the remaining households by telephone. Finally, in-person visits are made to a sub-sample of the households that could not be contacted by telephone.

In 2012, just less than 60 percent of households self-responded to the ACS survey (Olson, 2013). A 2011 follow-up study indicates that the top two reasons given by non-response households for why they did not respond to the ACS were: 1) they didn't recall receiving mail about the ACS and 2) they didn't open the envelopes. This represents just over half (56%) of non-response households that received the "push" mail strategy currently implemented by the ACS (Nichols, 2012).

These households represent a key area of opportunity for the ACS. Telephone and in-person ACS completions are significantly more labor-intensive, and therefore expensive, for the Census Bureau. If the Census Bureau could increase keeping and opening rates, it would see increased self-response rates, lowering the costs associated with contacting non-responder households by phone and field contact. For

example, the Census Bureau anticipates a net savings of more than $875,000 per year in nonresponse follow-up costs by increasing the overall mail response rate by 1.6 percent after including an additional reminder postcard (see Chesnut, 2010).

Previous studies have identified the importance of design in mail packages, and how it can account for a significant amount of the variance in opening and read-through rates in direct mail campaigns (Feld et al. 2013, De Wulf, Hoekstra, & Commandeur, 2000). It follows that by refining the design of the mail packages, the ACS could increase opening and keeping rates, increase self-response rates, and reduce costs.

The Census Bureau has previously conducted a variety of studies regarding the impact of the structure and design of the ACS mail package on self-response rates. Most of these studies have focused on adding or removing pieces from the mail package. For example, in 2010, the Census Bureau tested through a repeated cognitive interview process different messaging and color on ACS letters and envelopes that distinguished the ACS from the decennial enumeration (Schwede and Sorokin 2009). Other tests have looked at the presence of icons compared with text-only instructions (Matthews et al. 2012), and different messaging approaches to reminder postcards (Schwede 2008).
The last time the Census Bureau conducted testing with a completely different visual design was in the early 1990s. In that test, the more formal, "government" mail style dramatically outperformed the more colorful, "marketing" approach—though the alternative design did not display that response was required by law (Leslie, 1996).

The current ACS mail approach has developed through a series of Census Bureau research projects (see Tancreto, 2012). The American Community Survey Office (ACSO) is currently conducting a series of closely related research projects related to messaging and the ACS mail package with potential respondents to the ACS. This research aims to increase participation rates in the ACS survey and reduce the amount of follow-up activities with non-response households.

Current ACS Mail Package

Adapted from: J. Tancreto (2012), *Evolution of ACS Respondent Contact Materials*
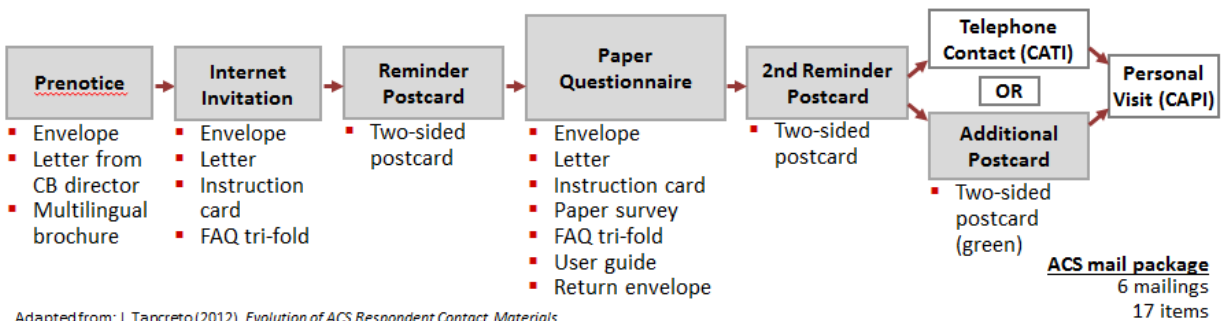
This study is the next step in a series of projects Team Reingold has taken towards developing more effective ACS mail packages. In early 2014, the contractor team conducted several studies to develop effective messaging strategies that could be used in ACS mail pieces to increase self-response rates. These projects included Mental Modeling based on n=25 field interviews; n=7 Deliberative Focus Groups; a two-wave Messaging Survey of n=2,015 telephone respondents; and in-depth Key Informant Interviews with n=109 ACS and community stakeholders. Together, these projects identified top messaging themes that are most likely to increase response rates among those who receive ACS pieces in the mail.

Using these results, the contractor team developed three alternative mail package designs and revised them through a series of n=6 focus groups and n=34 one-on-one interviews. We also incorporated recommendations from an independent review by expert mail-out survey researchers (Dillman, 2014).

This study uses online visual testing to refine and improve the proposed designs of these three alternative ACS mail packages. After the findings and recommendations from this Online Visual Testing have been incorporated into design revisions, the ACSO will design and implement a field test based on the designs. The goal of this test will be to measure real-world changes in response rates and monitor potential data quality issues. This may include testing variations on the designs to identify whether specific elements of the package improve or harm response rates.

RESEARCH GOALS AND OBJECTIVES

The Online Visual Testing study had two goals: to identify ways to improve individual mail pieces (though elements such as design, layout, or messaging) and to compare between the current mail package (Control) and the three alternative mail package designs in order to identify potential strengths and/or weaknesses. These findings can be used to inform a subsequent real-world mail test.

ACS Mail Package Assessment Process

Design of alternative mail packages	In-person qualitative research	Online visual testing	ACS field testing
▪ May 2014 ▪ Reingold drafted new design options for mail packages	▪ June 2014 ▪ n=6 focus groups ▪ n=34 one-on-one interviews ▪ Revised alternative designs based on input	▪ Sept 2014 ▪ n=2,010 interviews ▪ Online tools simulate how participants react to mail designs	▪ FY2015 ▪ Production and testing of revised mail designs ▪ Specific test design TBD

The survey used four designs — each consisting of several mail pieces thematically and visually linked to each other. This included the three contractor team-developed alternative mail packages ("Official," "Community," and "Patriotic"), as well as a control condition of the current mail package.

Four Mail Package Designs

The Online Visual Testing design was monadic: any given respondent saw just one of the four designs. Each of the four test cells had roughly identical demographic characteristics (gender, age, and race/ethnicity). Respondents went through a series of online exercises that follow the progression of mail items in the mail package (described in more detail in the Methodology section).

In the online survey, we tested many — though not all — of the items in the mail package. Some elements of the mail package that do not vary between the designs were not tested, including the return envelopes that are part of the paper questionnaire mailing. Likewise, the actual paper questionnaire for the ACS is beyond the scope of this project and was not tested.

The findings of this study are designed to provide guidance for internal Census Bureau decision-making only. They are not intended for publication or public dissemination as official estimates. While the results may inform ACS messaging and subsequent research, results will not drive significant policy decisions.

Please note in this report the terms "respondent" and "participant" are used interchangeably to refer to the U.S. adults who generally handle the mail for their household who completed interviews for this study.

METHODOLOGY

Universe and Respondent Selection

In order to measure the perceptions and reactions of those that are most likely to interact with the ACS mail package, the universe for this study was U.S. adults (18 years or older) who generally handle the mail for their household.

According to ACS estimates, there were approximately 131 million households in the United States in 2012 (Olson, 2013). As reliable demographic estimates of the population who handles the mail were not available, we used householder (head-of-household) data from the Current Population Survey (CPS) as a proxy for the sample probability weights and quotas. While this is not a perfect proxy for the target universe, it provided a reasonable framework to represent the adults who generally handle the mail for their household.

Respondents were selected from the GfK Knowledge Network (KN) online panel, which consists of approximately 50,000 adult members in the United States. Randomly sampled addresses from the United States Postal Service Delivery Sequence File are invited to join the panel through a 12-week recruitment process. Initially, households are sent a recruitment packet with a $2 cash incentive. Approximately one week later, a reminder postcard is sent to all addresses. After three weeks, a letter is set to households that have not responded. After five weeks, KN makes recruitment calls to non-responding households that can be matched to a telephone number (approximately 70% of remaining addresses). The response rate for the ACS mail recruitment is approximately 14% (AAPOR 3). As part of compensation for their participation in the panel, respondents without Internet access receive a netbook and Internet access from the online panel vendor.

Before participants are eligible to become active members of the panel, they must complete profiling questions for demographic and household characteristics including age, race, and gender. Approximately 72% of "recruited" persons complete the profile questions and become active members of the panel. On average, most panel members participate in about two surveys per month.

For this study, Knowledge Networks sent out a total of 8,186 email invitations for this study. Of these, 4,480 respondents completed the screening questions, yielding a screening completion rate (S.COMP) of 54.7%. Of those, n=2,887 qualified for the survey by typically handling the mail for their household (70% eligibility rate). A total of n= 2,009 respondents completed the survey, yielding a final cumulative response rate of 5.5% (CUMRR1: 14% panel recruitment x 72% profiling rate x 55% cooperation rate, see Callegaro & Disorga 2008). Note that partial interviews are not included in this total.

As a result, it is possible that the mail-handling US adults that completed our survey may differ from the population at large, particularity around their propensity to respond to surveys. When interpreting the study's results, it may be useful to be mindful that the findings from this study could differ from the population at large. Subsequent real-world field testing is necessary to confirm the findings of this study before making permanent changes to the ASCS mail package.

Sampling Quotas

While the survey will not be used to make estimates of the target population as a whole, the sample used a selection weight and demographic quotas to ensure that the findings were not unduly influenced by sample imbalances between mail packages in demographic characteristics such as race, age, and gender. In the survey, we screened for an adult who generally handles the mail for their household.

We created four sub-samples (one for each of the four mail package treatment conditions) with roughly equal demographic characteristics in terms of age, race/ethnicity, and gender. Participants were randomly assigned into one of the four packages ("Official," "Community," "Patriotic," "Control"). If a participant with particular demographic characteristics was placed into a quota that was full, he or she was randomly coded into a package that was still open. Once all four packages were full for a particular set of demographic characteristics, no more cases with those characteristics were eligible for the survey.

The sample for the online visual testing was drawn using a probability proportional to size (PPS) weighted sampling approach based on head-of-household data from the Current Population Survey (CPS). We used householder (head-of-household) data from the Current Population Survey (CPS) as a proxy for the sample weights and demographic quotas since reliable estimates of the portion of the U.S. population who handles the mail are not available.

There was one notable adjustment between CPS householder data and the demographic quotas. Gender targets in the online visual testing survey were constructed by combining the number of householders living in non-family households and family households where no spouse is present for each gender. In addition, married couples living in the same household were considered equally likely to have a male or a female who handles the mail, so as not to over-represent the proportion of married families that identify the male as the householder for the family. This is summarized in the following table:

Number of Householders by gender and family status (in thousands)			
Householder Family Status	Total	Male	Female
Householder not in family household *(includes living alone or with nonrelatives)*	41,558	19,747	21,810
Householder in family without spouse *(includes married spouse absent, widowed, divorced, separated, or never married)*	21,699	6,230	15,469
Married with spouse present *(* for weighting purposes, married spouses in the same household are considered equally likely to generally handle the mail)*	59,204	29,602*	29,602*
Total Householders	122,460	55,579	66,881
Percentage	100%	45%	55%

(Source: CPS 2013 Annual Social and Economic Supplement, Tables H2 and A2)

9

We used quotas to balance age, gender, and racial/ethnic characteristics. The quotas used a cross-design (age **x** gender **x** racial/ethnic group; for the full quota table see Appendix B: In-depth Findings). The following table provides an overview of the demographic quotas for the survey:

Demographic Targets for Quotas		
Category	Characteristic	Target Percentage
Gender	Male	45%
	Female	55%
Race	White, non-Hispanic	72%
	Hispanic, any race	11%
	Black, non-Hispanic	12%
	Asian, non-Hispanic	4%
	All Others/multiracial	1%
Age	18-29	13%
	30-44	26%
	45-64	38%
	65+	23%

(Source: CPS 2013 Annual Social and Economic Supplement, Tables H2, H3, and A2)

Procedures for Collecting Information

Respondents self-administered the survey through an online portal on their computers. As part of the survey, participants completed a series of exercises that tested various pieces of the ACS mail package in the general order the items are received (starting with the pre-notice envelope). Participants did not see the names of the design they evaluated.

Four Mail Package Designs
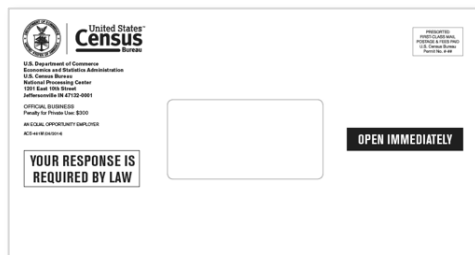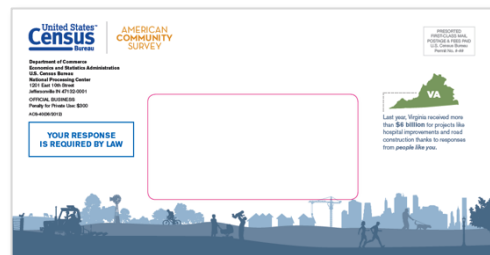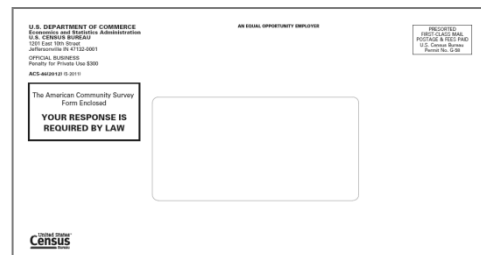
Overview of Activities

First, respondents saw a short series of screening questions to ensure they qualified for the survey. Next, they participated in three activities with the objective of assessing different aspects of mail package designs:

1. **Mail Stack Exercise**: This exercise presented participants with an interactive simulation of mail sorting and asked them to sort a collection of mail, including the pre-notice envelope, the Internet invitation envelope, or the reminder postcard for the particular mail package design they were assessing. There were also six pieces of non-Census Bureau mail. Respondents participated in the mail stack exercise once.
2. **Image Click Analyzer**: Respondents were asked to click on particular elements of the designs in order to illustrate what attracted their attention, to determine how participants interact with the design, and to understand what drives engagement. Respondents used image click analyzer tools a total of four times on several pieces of mail.
3. **Message Highlighting**: This section asked respondents to highlight words and phrases that they found compelling, first for the text of the pre-notice letter (Pre2) and then for the Internet response letter (A3).

For each of the tools used as part of the online visual testing study, we describe in this section the functions of the tool, the user experience, the data variables that the survey instrument collected, and how the research team analyzed the data and developed recommendations. Note that participants were not required to answer any particular question, though only a small portion (less than 5% of responses per question) are missing from the data set. For analysis purposes, missing responses were excluded from analysis for that particular question.

Current Mail Package Design

Adapted from: J. Tancreto (2012), *Evolution of ACS Respondent Contact Materials*

Proposed Alternative Mail Package Design

Exercise	Mail Pieces Tested	# of sides	n-size (per design/side)
Mail stack exercise (#1)	Two ACS Mail pieces - pre-notice envelope (pre1) OR Envelope (A1/C1) OR reminder postcard (D1) AND six pieces of "clutter" representing other mail items	2 (front/back)	333
Image click analyzer (#1)	Pre-notice letter (Pre2)	1	500
Message highlighting (#1)	Pre-notice letter (Pre2)	1	500
Image click analyzer (#2)	Envelope (A1/C1) (either front or back)	2	250
Image click analyzer (#3)	Internet invitation letter (A3)	1	500
Message highlighting (#2)	Internet invitation letter (A3)	1	500
Image click analyzer (#4)	Instruction card (A2) OR Instruction card: choice (C2) OR reminder postcard (D1)	2 (front/back)	125

Mail Stack Exercise

The Mail Stack Exercise simulated receiving a selection of print mail to assess whether designs were noticed, opened, and recalled. This study included a single mail sort exercise at the start of the survey exercises to minimize the risk of priming effects when the participant has already seen ACS mail items earlier in the survey. By simulating real-world letter-sorting, we were able to determine which envelope designs are more likely to help ACS items get opened among mail-handling adults. We also used follow-up questions to provide insights into recall and retention of the designs. Previous studies have identified the importance of design in mail packages, and how it can account for a significant amount of the variance in opening and keeping rates in direct mail campaigns (Feld et al. 2013, De Wulf, Hoekstra, & Commandeur, 2000).

User Experience

During the Mail Stack Exercise, respondents saw a total of eight mail pieces in a random order. Two of the mail pieces were part of the ACS (Pre1 and A1/C1). While in the current ACS addresses receive a single mailing at a time, we included two ACS items in the Mail Sort to allow us to test a wider range of materials. The rest of the mail was part of a "clutter reel" that is representative of the most common

types of mail an average household receives, such as product offers, promotions, letters, and bills (see "clutter reel" section). The order of the mail was randomized for all pieces to control for order bias.

Participants viewed the mail pieces on their screen and flipped over the mail item by clicking the button at the top of the screen (revealing the reverse-side). Participants were able to click on a design and sort it into either to "save and read" or send to "trash."
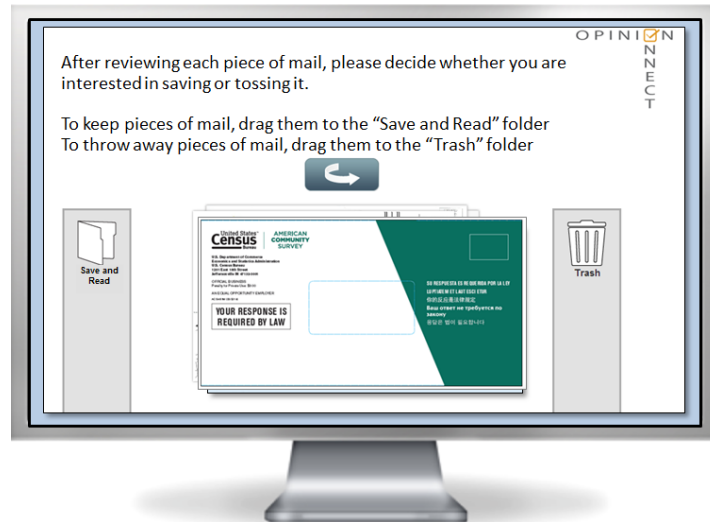
The Mail Stack Exercise used a "click-and-drag" system to simulate letter sorting.

After the Mail Stack Exercise, respondents saw a series of follow-up questions to provide insights surrounding their recall and retention of ACS packaging. First, participants were asked an open-ended question concerning recall (unaided) about the mail items they just reviewed. For the second question, half of participants were probed as to whether or not they saw anything from the federal government (with an open-ended follow-up if yes). The other half was asked if they saw anything from the Census Bureau (with an open-ended follow-up if yes).

"Clutter reel"

The average household receives 19 pieces of mail each week (Mazzone & Rehman, 2012). This study used six mock non-ACS mail pieces which allowed us to test ACS mail packages against personal mail, transactional mail (such as bills and financial statements), and advertisements, without dramatically increasing respondent fatigue.

Household Mail Volume Received and Sent by Market Served (2012)		
Mail by Market Type	Number of Pieces (in billions)	Percentage
Correspondence	11.8	8.6%
Transactions *(includes bills, statements)*	34.3	24.9%
Advertising	79.6	57.8%
Periodicals *(includes USPS-delivered newspapers and magazines)*	5.1	3.7%
Other *(includes packages and*	6.9	5.0%

unclassifiable)		
Total	137.7	100%

The most common senders of advertising mail are merchants (34% of advertising), financial (26%), services (19%), and social (18%) (*ibid.*, Figure 5.2). The most frequently sent merchant mail is from a department store or automotive dealer. The most frequently sent first-class financial mail is from insurance companies. The most frequent service is a utility provider (*ibid.* Figure A2-8).

As such, we included the following mock items in the *"clutter reel"*:
- 3 advertisements (insurance, department store, and automotive dealer)
- 2 bills (electrical and water)
- 1 personal letter envelope (hand-addressed)

Data collected

The Mail Stack Exercise was used to gather rich data from hundreds of respondents' interaction with the ACS mail package in order to evaluate and refine proposed designs for use in the ACS field test. Specifically, the Mail Stack Exercise collected four data points:

- Which side of the mail package the participant saw first (either the front or the back, randomized for each individual item in the mail stack)
- Whether the participant flipped the mail item over (either "did' or "did not")
- How long the participant viewed each side of the mail item (measured in half-seconds from when the initial image loads on the participants screen until they make a decision)
- What decision the participant made (either "save and read" or "trash")

It is worth noting that the Mail Sort Exercise was not designed to directly measure real-world letter opening rates, but to provide useful guidance into respondents' intent to open envelopes based on their visual design. While field testing the mail packages will provide more robust data regarding the impact on real-world response rates, using online experiments to improve the design of envelopes and other mail elements allows the Census Bureau to acquire more information about what drives decisions to open, keep, and respond to the ACS invitation.

Analysis and recommendations

We examined differences between mail packages in terms of respondents' decisions. This analysis was conducted for the front and back of the envelopes separately, allowing us to identify if a particular side of an envelope yielded lower results.

There were a total of ten designs between the pre-notice envelope, the Internet Invitation envelope (A1/C1) and the reminder postcard (B1). Given that each item had two sides, we analyzed 20 sides of mail in total.

There were four possible outcomes for each side of the envelope: select "save and read" without flipping over the envelope, select "trash" without flipping, "save and read" after flipping, and "trash" after flipping the envelope. For each of the ten envelope sides, we measured the overall proportion of outcomes to assess if there are sides that underperform, and recommend changes to improve the designs. In general, we posit that mail designs that are quickly flagged as worth "saving" are more effective than items that take more time to process when it comes to decision making.

Image Click Analyzer

User experience

The Image Click Analyzer explored how participants interact with particular designs. Respondents used the Image Click Analyzer a total of four times (Pre2, A1/C1, A3, and either A2, C2, or D1). The exercise asked respondents to click on the areas of designs that caught their attention, illustrating the visual hierarchy of various layouts by mapping the order of different sections and how the flow of the design works in a quantitative way. It also identified where respondents' eyes were drawn to when they looked at visual elements, such as logos, headings, or bolded words.
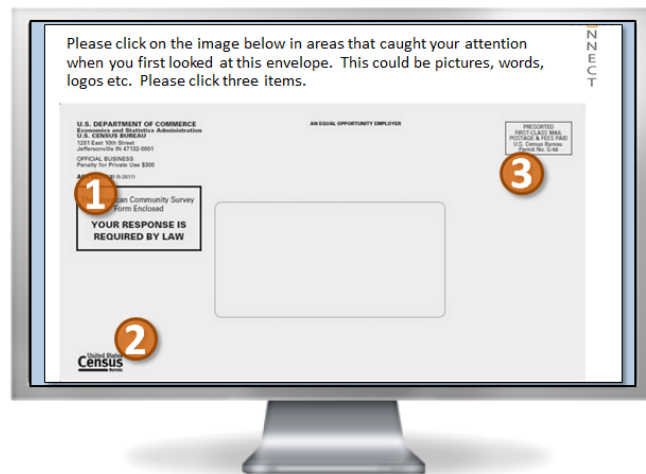
Image Click Analyzer asks participants to click on parts of the image that draw their attention.

After clicking on the image, participants were able to explore the mail item in an unstructured way, including being able to flip the mail item over. Participants then answered two exploratory open-ended questions — what they recalled from the document, and whether there were any parts that were unclear or confusing. These questions were then coded by two members of the research team who had not previously been engaged in the project, and the resulting codes were reviewed by a third member of the research team.

After the envelope (A1/C1) was tested, we asked participants how strongly they agreed with a range of adjectives applying to the design, including "engaging," "official," "trustworthy," and "urgent."

Data collected

This tool collected location information based on where the participant clicked. The information was encoded as a coordinate system. In addition, the coordinates were sub-divided into design elements that helped organize data analysis.

Click-testing Image Layers

Visible Layer　　　Coordinate Grid　　　Design Elements
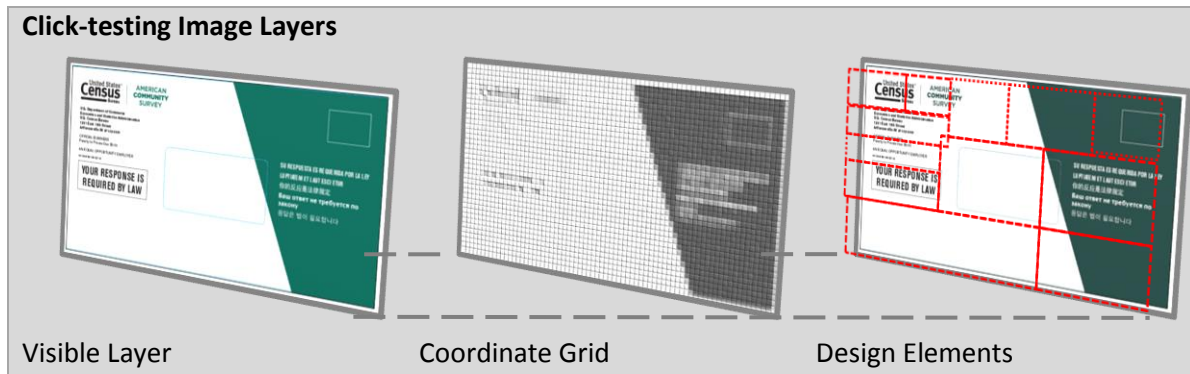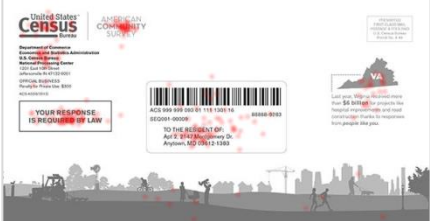
Analysis and recommendations

As each mail piece had different elements and visual arrangements, image click data were analyzed for individual sides of the design, rather than comparing between sides.

During analysis, we used the data to generate a "heat map" showing the areas that respondents clicked most frequently. The heat map portrayed point-data representing individual clicks. We also reported "click frequency tables" which display the percentage of respondents that clicked on each design element in the piece. Heat maps and click frequency tables for each piece can be found in Appendix B: In-depth Findings.

Example "click frequency table" from Image Click Analyzer

(%)	Click		
	1st Click	2nd Click	3rd Click
Logo	70%	25%	26%
Stamp	0%	1%	0%
Return 1	<1%	2%	10%
Return 2	<1%	1%	1%
Address	5%	9%	26%
Image (Virginia)	4%	6%	9%
Required	19%	54%	23%
Footer	1%	1%	4%

Example "heat maps" from Image Click Analyzer
1st Click
2nd Click
3rd Click

Message Highlighting

The Message Highlight tool focused on words, phrases, and messages within the text, rather than the visual design elements. We used this tool to assess the pre-notice letter (Pre2) and Internet response letter (A3) to help ensure that the alternative designs convey the most important pieces of information from each letter.

User experience

Respondents saw the text of the letter on screen in a selectable format. Using their mouse, respondents highlighted words that they found most compelling. The words they selected did not have to be continuous, and there was a button that allowed them to clear the selection if they wanted to change the text they highlighted.

An example of Message Highlighting

After completing the highlights, respondents were asked one of two open-ended questions (n=250 responses per design for each question): "If you had to explain to a friend the purpose of the letter you just read, how would you describe it to them?" or "Thinking about the letter you just read, were there any parts you found to be unclear or confusing?"

Data collected

In the message highlighting, the survey collected the frequency of which words were highlighted when participants submitted their answer. We also collected the open-ended responses as text variables.

Data Analysis

We conducted analysis for a total of eight letters (including both the pre-notice and Internet invitation letters for all four designs).

The research team created a visual representation of which words get highlighted frequently by having the frequency of selection represented in the size and color of the word. Words that were selected more often are physically larger than less selected words. They are also colored red, whereas average selected words are colored in purple and less selected words are colored in grey. A visual representation for each letter we tested can be found in Appendix B: In-depth Research Report.

Example Message highlighting visual representation

We also created word-by-word frequency charts, which report the percentage of respondents that highlighted each word in the letter. Word-by-word frequency charts for each letter we tested can be found in Appendix B: In-depth Findings.

The open-ended questions were coded into bins to identify general themes in free-response answers. After an initial codebook was developed through an initial review of the responses, the questions were coded by two members of the research team who had not been previously engaged in the project, and the coded cases were reviewed by a third member of the research team. Tables with coded free-response answers for each piece we tested can be found in Appendix B: In-Depth Findings.

In the analysis, we noted where key information might be overlooked (for example, what the participant is being asked to do), or where particular words and phrases tended to attract more attention. In addition, particularly insightful verbatim quotes from the open-ended responses were included in the report.

Closing questions

The final set of questions was intended to gauge participants' perceptions of the range of pieces that they saw during the survey. Findings from these closing questions helped identify the "tone" of particular packages as a whole by assessing how well respondents felt certain descriptive terms applied to the particular design they reviewed.

We also asked participants to assess how likely they would be to participate in the ACS if they received these mailings at their home, and what they perceived the purpose of the ACS to be. By comparing between packages, we were able to assess if some of the different thematic elements employed by particular designs were more effective at communicating the purpose of the ACS and the value of participation.

As this study was conducted under the CLMSO's Generic Clearance for Data User and Customer Evaluation, this study should not be used to draw inferences regarding the country's population at-large and should not be used to publish any official statistical estimates.

KEY FINDINGS

The goal of the Online Visual Testing study is to identify the strengths and weaknesses of each alternative mail package (Official, Community, and Patriotic) as well as the Control package. In addition, we conducted an analysis to identify recommendations for revising individual mail pieces.

For the analysis, we used a variety of different exercises and analytical techniques. Appendix B: In-Depth Findings presents the full findings, including crosstabs for each mail package. Our analysis includes:

- Mail Sort Exercise
- Coding open-ended responses to assess unaided and aided recall
- Image Click Analyzing
- Messaging Highlighting
- Attitudinal questions

Mail Sort Exercise

Differences between types of mail

In the Mail Sort Exercise, participants were presented with a stack of eight mail items. Two of the mail items were from the Census Bureau (the pre-notice envelope, Internet invitation envelope, or reminder postcard). The remaining six items represented a broad variety of mail that typical households receive including advertisements, bills, and personal letters. Participants sorted the mail items into items they would "Save and Read Later" and items they would send to the "Trash."

As illustrated in the table below, adults who handle the mail for their household identified Census materials, bills, and personal letters as items they would be interested to keep and read at a later point. Most of them discarded advertising materials at a much higher rate, with four in five "trashing"

department store advertisements and an even higher rate "trashing" the dental and automotive advertisements.

Mail Item	% overall selected "Save and Read Later"	% overall selected "Trash"
Census Internet invitation envelope*	**91%**	**9%**
Water bill	86%	14%
Personal, hand-written card	85%	15%
Census reminder postcard*	**85%**	**15%**
Census pre-notice envelope*	**84%**	**16%**
EDA bill	70%	30%
Department store advertisement	20%	80%
Dental insurance advertisement	13%	87%
Car advertisement	5%	95%

Average of four alternative design packages (Official, Community, Patriotic, and Control).

Differences between pre-notice mail designs

For the pre-notice letter, we tested four envelopes with different variations of logos and placement of standard-language text (such as a mail ID code, "OFFICIAL BUSINESS," or "An Equal Opportunity Employer"). The back sides of the envelopes were blank.

We saw a significant difference in participants' save/trash rates depending on whether the participant began by seeing the front or the back of the envelope. 91% of participants who began by seeing the front of one envelope selected "Save and Read Later," compared with 79% of participants who saw the back first (p<.01). In part, this is because a third (33%) of people who began seeing the blank back of the envelope did not flip over the envelope to see the front side. This could be a mode effect from the online testing, so for analysis purposes we focused specifically on the individuals who first viewed the front side of the envelope.

We found that the pre-notice envelopes with the Census Bureau logo in the top-left corner had a statistically significantly higher proportion select "Save and Read Later" than the Control with a text-only "U.S. DEPARTMENT OF COMMERCE" header at the a=.05 level.

Alternative Designs	Control
Alternative Designs: 92% select "Save and Read"	**Control: 87%** select "Save and Read" (p<.05)
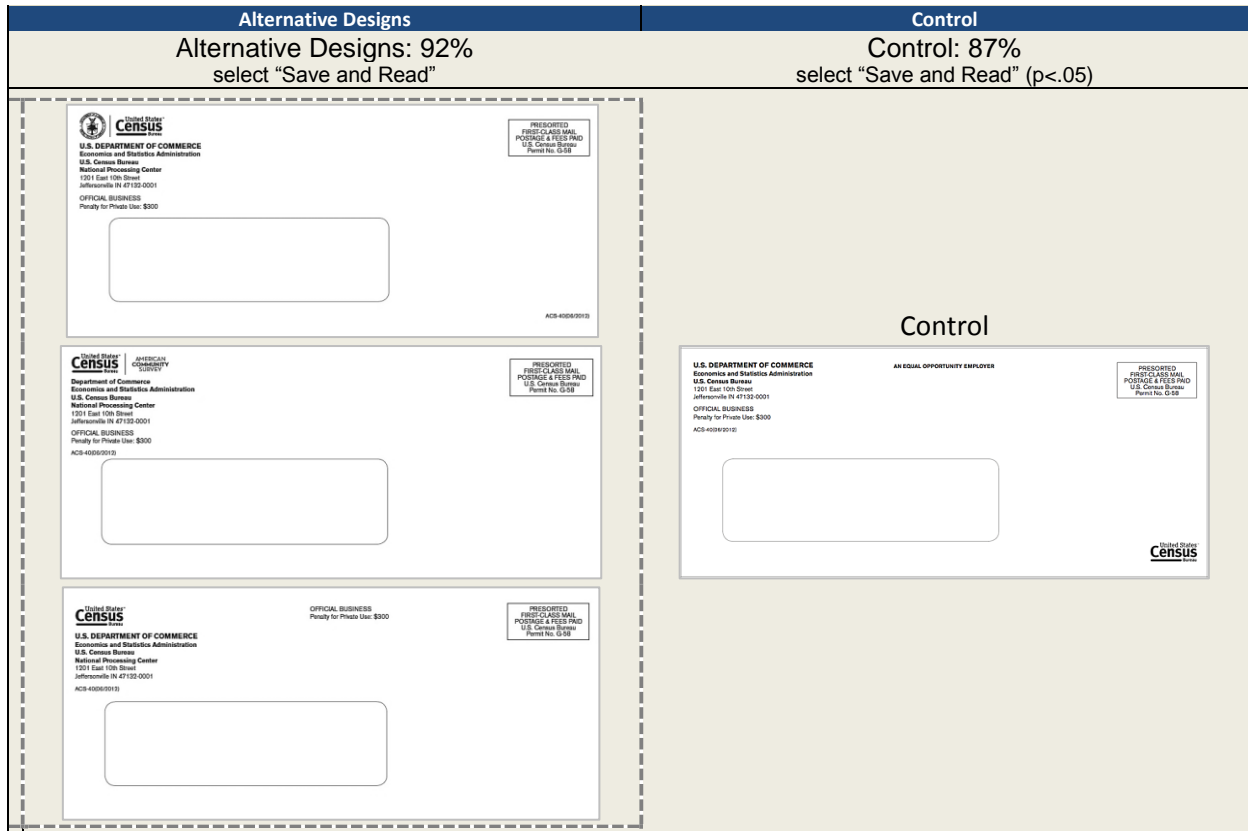
There was not a statistically significant difference between the three alternative pre-notice letter designs in terms of "Save and Read Later" (p>.40). This suggests that the Census Bureau logo is the driving factor for the differences observed between the alternative mail packages and the control. This reinforces previous survey findings that the Census Bureau is an exceptionally well-known and respected organization to the public (Hagedorn & Green, 2014).

Official	Community	Patriotic
Official: 93% select "Save and Read"	Community: 91% select "Save and Read"	Patriotic: 93% select "Save and Read"
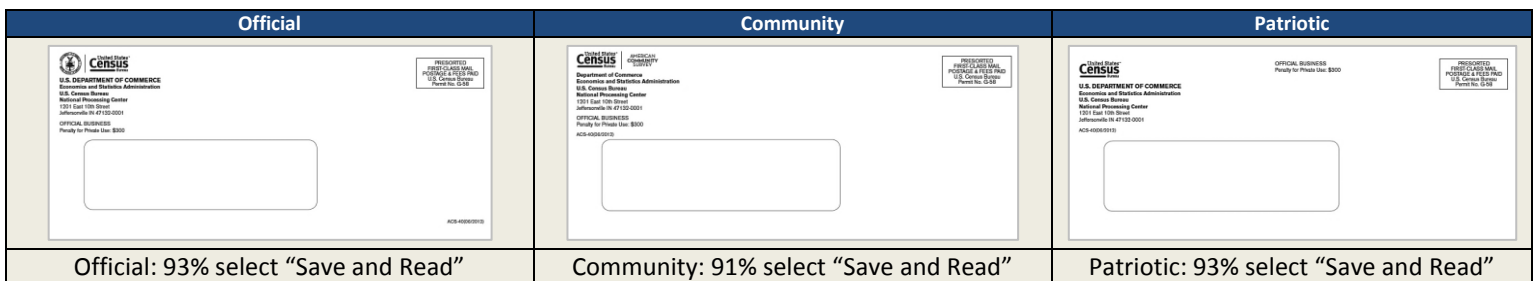
Differences between Internet invitation mail designs

In the mail sort exercise, we also tested four different envelopes for the Internet and mail invitations. These envelopes contain the materials to respond to the ACS (instruction cards, paper questionnaires, FAQs). Participants initially saw either the front or back of the envelope. For the three alternative mail pieces, only a small portion of respondents flipped over the envelope from the side they initially saw.

Roughly one in four (26%) respondents who started looking at the back of the Community Internet invitation flipped it over. This is likely a mode effect from the survey instrument, rather than a real-world behavior. As a result, we have focused our analysis on the initial side that respondents saw first. The following table shows the percentage that selected "Save and Read Later" for each side of the envelope separately.

Mail Sort: Internet Invitation Mail Sort (A1/C1)			% "Save and Read Later" by Initial Side	% Flip Over
Official	F	B	Among those who saw the <u>front</u> first:	
			95% selected "Save and Read Later"	**10%** flipped over mail item to view back side
			Among those who saw the <u>back</u> first:	
			86% selected "Save and Read Later"	**18%** flipped over mail item to view front side
Community	F	B	Among those who saw the <u>front</u> first:	
			90% selected "Save and Read Later"	**10%** flipped over mail item to view back side
			Among those who saw the <u>back</u> first:	
			96% selected "Save and Read Later"	**26%** flipped over mail item to view front side
Patriotic	F	B	Among those who saw the <u>front</u> first:	
			94% selected "Save and Read Later"	**8%** flipped over mail item to view back side
			Among those who saw the <u>back</u> first:	
			94% selected "Save and Read Later"	**18%** flipped over mail item to view front side
Control	F	B	Among those who saw the <u>front</u> first:	
			92% selected "Save and Read Later"	**18%** flipped over mail item to view back side
			Among those who saw the <u>back</u> first:	
			78% selected "Save and Read Later"	**67%** flipped over mail item to view front side

On the Official envelope, we saw a significant difference between respondents who saw the front of the letter first (95% selected "Save and Read Later") and those who saw the back of the letter first (86%, $p<.01$). We explore whether or not the visual hierarchy and the positioning of the US Census Bureau logo on the top right corner of the envelope contributed to this in the Click Image Analyzer section. The Community envelope had the least effective front (90% selected "Save and Read Later") and the most effective back (96% selected "Save and Read Later"). The back of this envelope, which featured a vertical stacked design and accent colors, had the highest percentage of participants choose to read, though the difference is not statistically significant from the back of the Patriotic envelope.

The Patriotic envelope, which featured a multi-colored footer of US landmarks and a flag motif, had 94% of participants select "Save and Read Later" – regardless of which side they saw first. The similar response rates between those who initially viewed the front first or the back first suggests that the
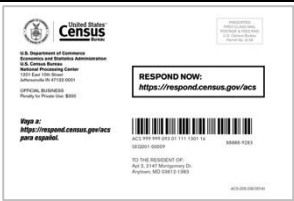
footer elements employed on both sides of the designs may receive more attention from participants than the other elements.

Among those who initially saw the front of the Control, 91% of people selected to "Save and Read Later" the envelope. We find the fact that only two thirds of participants flipped the blank back of the envelope over to view the front side a less credible indicator.

Differences between reminder postcards

In the Mail Sort Exercise, each of the mail designs had a corresponding reminder postcard. These postcards use a range of visual designs from a text-heavy approach (Control) to a more graphic-heavy approach (Patriotic). The following table displays the proportions of participants who selected "Save and Read Later" by which side the participant saw first, as well as the proportions that flipped over the card.

Mail Sort: Reminder Postcard (B1)		% "Save and Read Later" by Initial Side	% Flip Over
Official	F ... B	Among those who saw the <u>front</u> first:	
		93% selected "Save and Read Later"	**12%** flipped over mail item to view back side
		Among those who saw the <u>back</u> first:	
		84% selected "Save and Read Later"	**17%** flipped over mail item to view front side
Community	F ... B	Among those who saw the <u>front</u> first:	
		90% selected "Save and Read Later"	**13%** flipped over mail item to view back side
		Among those who saw the <u>back</u> first:	
		79% selected "Save and Read Later"	**11%** flipped over mail item to view front side
Patriotic	F ... B	Among those who saw the <u>front</u> first:	
		91% selected "Save and Read Later"	**9%** flipped over mail item to view back side
		Among those who saw the <u>back</u> first:	
		69% selected "Save and Read Later"	**14%** flipped over mail item to view front side
Control	F ... B	Among those who saw the <u>front</u> first	
		91% selected "Save and Read Later"	**19%** flipped over mail item to view back side
		Among those who saw the <u>back</u> first:	
		77% selected "Save and Read Later"	**10%** flipped over mail item to view front side

The most striking finding is the 22 percentage point gap between the Patriotic front (91% selected "Save and Read Later") and the Patriotic back (69% selected "Save and Read Later"). Nearly one in three (31%) respondents who initially saw the card that featured the Lincoln Memorial discarded it in the "Trash," significantly higher than the proportions for backs of other reminder postcards (p<.01). This suggests that upon first glance, this particular design does not appear "formal" enough to be recognized as a legitimate government notification or communication.

The Official design had the highest proportion for both the front (93% "Save and Read Later") and back (84%). The design, which created visual hierarchy using a mixture of different font weights, logos, and type-faces, featured a clear call to action on both sides of the reminder card.

Open-ended recall of the items in the Mail Sort Exercise

After the Mail Sort Exercises, participants were asked several open-ended questions to assess their recall from the brief view through the eight mail pieces. The results were coded to identify trends between the various mail packages; the full set of codes is included in Appendix B: In-depth Findings. Below, we present the most pertinent findings from this analysis.

What kind of mail items do you remember seeing in the mail sort exercise?
(Coded open-ended responses, selected responses)

■ Mentioned Census specifically   ■ Mentioned government/official (no mention of Census)

Mail Package	Mentioned Census specifically	Mentioned government/official
Official	68%	7%
Community	69%	3%
Patriotic	65%	6%
Control	40%	33%
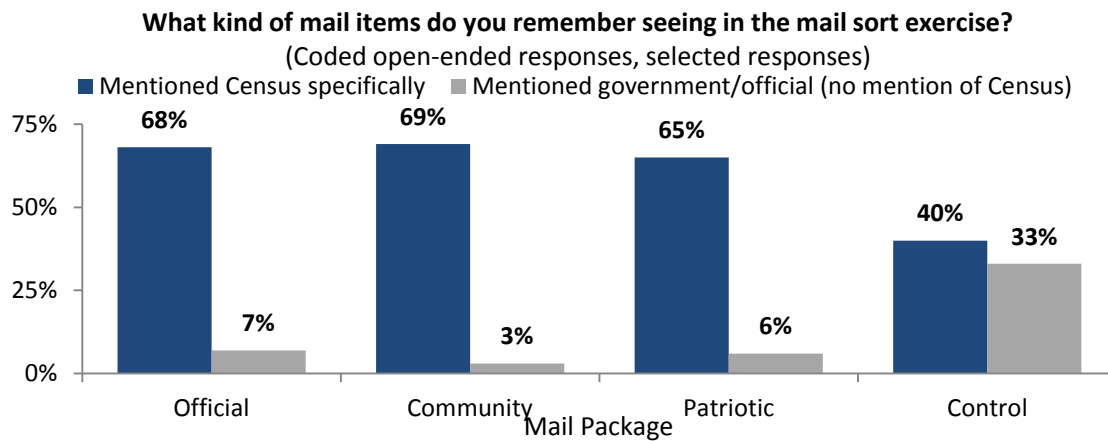
Participants were randomly divided in half to measure aided awareness. One half was asked specifically if they recalled seeing anything from the federal government. The other half was asked if they recalled seeing anything from the Census Bureau. In both groups, participants who indicated "yes" were asked to describe what they recalled seeing in an open-ended format, which was subsequently coded.

Do you recall seeing anything from the federal government? (Asked of half)

■ % Yes

Official	91%
Community	87%
Patriotic	94%
Control	89%
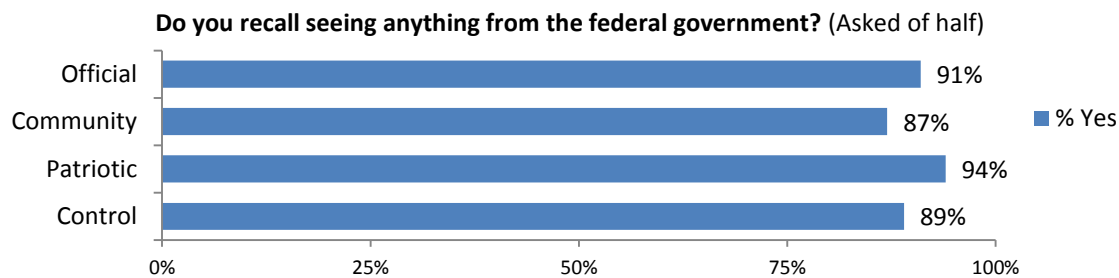
About nine in ten participants recalled seeing something from the federal government for each mail package. However, when asked to describe what they recall seeing from the federal government, the Official, Community, and Patriotic mail designs were much more likely than the Control to mention the Census Bureau, rather than the Commerce Department.

OF THOSE WHO SAID YES: What do you recall seeing from the federal government?

Mail Package	Mentioned Census	Mentioned Commerce Dept.
Official	91%	1%
Community	96%	0%
Patriotic	91%	1%
Control	54%	29%

A similar pattern was seen among the other half of participants who were asked whether they recall seeing something from the Census Bureau. More than nineteen in twenty of the Official, Community, and Patriotic treatment groups said they saw something from the Census Bureau. On the other hand, only four in five (81%) Control participants said they recalled seeing something from the Census Bureau.

Do you recall seeing anything from the Census Bureau? (Asked of half)
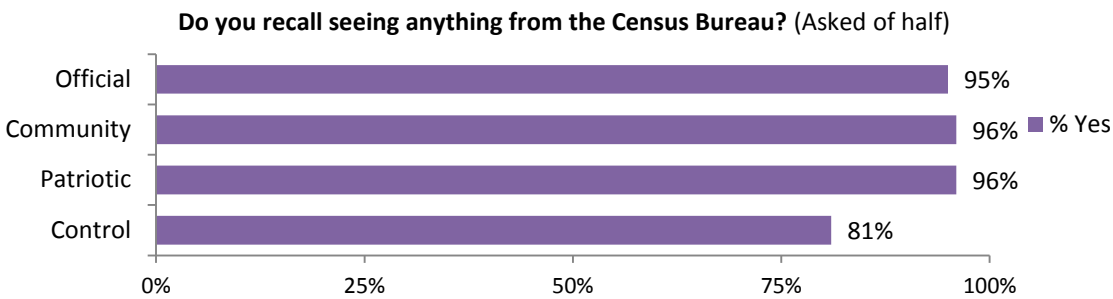
Based on the open-ended recall questions, participants were less likely to recognize that the pre-notice envelope, Internet invitation envelope, and reminder postcard as coming from the U.S. Census Bureau. This may be because the Control package placed the Census Bureau logo in the bottom corners on envelopes, and put the Census Bureau name on the envelope under two lesser known agencies (U.S. Commerce Department and the Economics and Statistics Administration).

The higher identification in the Control design with the federal government and Commerce Department is potentially concerning. In our 2014 Refinement Messaging survey, we observed that the Census Bureau has significantly more favorable name recognition among the public we interviewed than the Commerce Department. Furthermore, the positive views towards the Census Bureau were less correlated with negative views about the federal government than with the Commerce Department (Hagedorn & Green, May 2014).

Official Internet Invitation Envelope (A1/C1)   Control Internet Invitation Envelope (A1/C1)
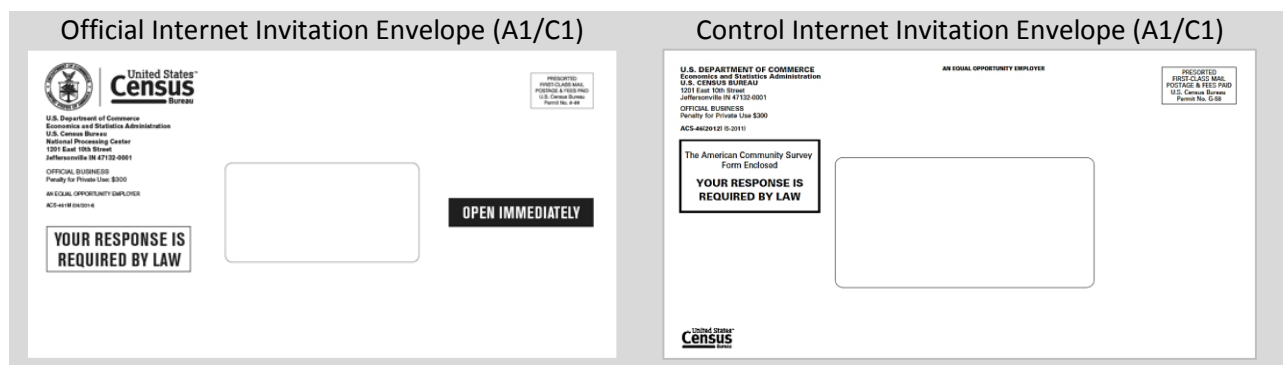
There is an additional finding stemming from the follow-up coding that is worth noting. When respondents were asked what they recalled seeing from the Census Bureau, one in eight (13%) who saw the Official design mentioned the items should be opened immediately in the open-ended responses. Some example responses included descriptions like, "handle immediately," "open right away," and "something saying immediate response is required." For the participants from the other mail packages (including Control), almost no participants mentioned the need to respond immediately (2% or less, p<.05).

Pre-notice Letter

After the Mail Sort Exercise, participants reviewed a pre-notice letter (Pre2) that was specific to the mail package design. Participants first went through an image click exercise, and then went through message highlighting. Afterwards, we asked participants some open-ended questions to measure their understanding of the letter and probe them as to any areas they found confusing.

Image Click Analyzer #1: Pre-notice Letter

In the Image Click Analyzer, participants clicked three times on the image of the letter in the areas of the letter that first caught their attention. The Official and Patriotic pre-notice letters have definitive visual hierarchies, indicated by the largest proportion of clicks moving from one part of the letter to another.

In the Official pre-notice letter, two in three (67%) of participants clicked on the US Census logo for their first click, and nearly half (45%) clicked inside the "Your response is required by law" box for their second click. The third click was more evenly distributed, with the logo (23%), required box (21%), respondent's addresses towards the top (17%), and the link to the ACS website (16%) all having upticks.

The Patriotic pre-notice letter has two visual elements that attract the largest share of the first two clicks. On the first click, the logo received a majority (54%) of clicks, with the "Your response is required by law" in a bolded, all caps, box receiving another 33%. For the second click, it was essentially reversed, with 49% of clicks in the required box and 24% in the logo. On the final click, the participants' attention was more disbursed, with elements like the instructions to look out for the survey (15%) and the ACS website link (14%) receiving a portion of the attention.

Pre-notice	1st Click	2nd Click	3rd Click
Official			
Community			
Patriotic			
Control			

The other two pre-notice letters did not have dominant visual hierarchies, though the logos and return addresses at the top of those letters received considerable attention from participants.

The Community pre-notice letter's logo was the dominant portion of the picture; seven in ten (71%) participants clicked that logo for their initial click. As seen in the chart above, many of the clicks traveled from the US Census Bureau portion to the orange "American Community Survey" portion of the logo, with 29% of second clicks also inside the logo. The next highest area was the "Your response is required by law" text, with 21% of clicks. Farther behind was the firefighter image and the instructions to "Please look out for this information in the mail and complete this important survey as soon as possible," which suggests that at least two of the elements this design is meant to highlight are being overlooked.

The Control pre-notice letter began with 74% of participants indicating that their eye was initially caught by the return address in the top right and an additional 8% on the Commerce Department logo next to the Census Bureau's address. On the second click, no area was a clear winner: 25% clicked on the address the letter is mailed to (the highest proportion among the return addresses tested), and nearly four in ten (38%) clicked on the Commerce Department logo or Census Bureau address.

Message Highlighting #1: Pre-notice Letter
After the Image Click Analyzer, participants used a Message Highlighting tool that focused on the words and phrases in the letter. Participants selected up to forty words that were compelling in the letter, allowing the research team to identify trends in the content that was highlighted. To help illustrate which words and phrases received a significant portion of the selections, we created re-scaled message maps that use larger and more red text to indicate words that are frequently highlighted. The full word-by-word data for each letter can be found in Appendix B: In-depth Findings.

Please note there is a small discrepancy between Control prenotice letter in the image click analyzer (the ACS letter that did not feature a director's signature) and the letter that participants viewed to highlight in the Message Highlighting, which included a signature from Census Director John Thompson and a slightly different salutation. We do not believe the difference has an impact on our findings.

As illustrated below, the sentence "Your response is required by law" was by far the most frequently highlighted words in the three alternative mail package designs. At least three quarters (75%) of participants in the Official, Community, and Patriotic pre-notice letters highlighted every word in that sentence. In the Community and Patriotic pre-notice letter, the information about watching for the mail (which was presented on a separate line and in bolded text) also received significant attention.

Message Highlighting #1: Pre-notice letter	
Official Pre-notice Letter	**Patriotic Pre-notice Letter**

Official Pre-notice Letter

TO THE RESIDENT OF:
Apt 2, 2147 Montgomery Dr.
Anytown, MD 03612-1383

A message from the U.S. Census Bureau:

In a few days, you will receive instructions in the mail about how to complete the American Community Survey. The U.S. Census Bureau is conducting this survey and chose your address, not you personally, as part of a randomly selected sample.

Your response is required by law. When this important survey arrives in the mail, please respond as soon as possible.

Completing the survey online is fastest and most efficient. If you do not have access to the Internet, a paper survey will be mailed to you.

Federal, tribal, state, and local leaders rely on information from the American Community Survey to understand and meet the needs of communities across the nation -- including bringing improvements to highways, hospitals, and schools -- so it is important that you respond promptly.

To learn more about the American Community Survey, please visit the Census Bureau's Web site:
https://www.census.gov/acs/

Thank you in advance for your prompt response.

John H. Thompson
Director, U.S. Census Bureau

Patriotic Pre-notice Letter

TO THE RESIDENT OF:
Apt 2, 2147 Montgomery Dr.
Anytown, MD 03612-1383

From the U.S. Census Bureau:

In a few days, the U.S. Census Bureau will be sending you information in the mail about how to complete the American Community Survey.

Please look out for this information in the mail and complete this important survey as soon as possible.

Federal, tribal, state, and local leaders rely on this information to understand and meet the needs of communities across America, including bringing improvements to roads, schools, and hospitals.

YOUR RESPONSE IS REQUIRED BY LAW

The Census Bureau has randomly selected your address -- not you personally -- to receive the survey as part of a nationally representative sample.

To learn more about the American Community Survey, please visit the Census Bureau's Web site:
https://www.census.gov/acs

Thank you in advance for your response.

Sincerely,
John H. Thompson
Director U.S. Census Bureau

This year communities across the country will receive more than $400 billion toward highway planning, medical assistance, and special education.

Community Pre-notice Letter	**Control Pre-notice Letter**

Community Pre-notice Letter

U.S. Census Bureau
Washington, DC 20233

TO THE RESIDENT OF:
Apt 2, 2147 Montgomery Dr.
Anytown, MD 03612-1383

In a few days, the U.S. Census Bureau will be sending you information in the mail about how to complete the American Community Survey.

Please look out for this information in the mail and complete this important survey as soon as possible.

The American Community Survey asks about topics like school enrollment, occupation, and military service. Federal, tribal, state, and local leaders rely on this information to understand and meet the needs of communities across America, including bringing improvements to roads, schools, and hospitals.

Your response is required by law. The Census Bureau has randomly selected your address -- not you personally -- to receive the survey as part of a nationally representative sample. You will be asked to provide important information on behalf of your community. To learn more about the American Community Survey, please visit the Census Bureau's Web site: https://www.census.gov/acs/

Thank you in advance for your response.

Sincerely,

John H. Thompson
Director, U.S. Census Bureau

"Our county looked to American Community Survey data to locate our fire station where we can do the most good for the most people."
  - John Smith Fire Chief, VA

Control Pre-notice Letter

Dear Resident:

In a few days your household will receive instructions in the mail on how to complete a very important national survey, the American Community Survey. Please follow the instructions to complete the survey promptly. The U.S. Census Bureau is conducting this survey and chose your address, not you personally, as part of a randomly selected sample.

The American Community Survey collects information about various topics like education, housing, and jobs. Information from this survey is used by federal, state, local, and tribal governments to meet the needs of communities across America. For example, community leaders use this information to decide where schools, highways, hospitals, and other services are needed. The survey also is used to develop programs to reduce traffic congestion, provide job training, and plan for the health care needs of the elderly.

If you have access to the Internet and want to learn more about the American Community Survey, please visit the Census Bureau's Web site: www.census.gov/acs/

Thank you in advance for your help.

Sincerely,
John Thompson
Director

Enclosure

*Note: color scales are reset for each message, and thus are not necessarily directly comparable across pre-notice letters. See Appendix B for full data.

The Control pre-notice letter does not have a required by law statement. It informs households they will receive instructions for a "very important national survey" and that the "U.S. Census Bureau" is conducting the survey. It is worth noting that two of the first three sentences use a passive voice construction. The second paragraph describes how the survey is used to provide government services—several sentences that received a moderate degree of attention from participants in the Message Highlighting including education, housing, jobs, schools, highways, and hospitals. Participants seem to notice the extended description. In a subsequent open-ended question (where participants are asked to explain the purpose of the item they just saw to a friend), nearly half (47%) mention that the survey helps determine the needs of the community or how funds or services are distributed. This is significantly higher than responses from those who saw other designs (Official: 20%, Community: 21%, Patriotic: 21%; p<.01).

Participants were also asked if there was anything unclear or confusing in the letter they read. Those open-ended results were coded and grouped together; no topic had more than 4% of the responses.

Internet Invitation Letter

The next mail item was the Internet invitation envelope (A1/C1) that was specific for each mail package design. This style of large-sized envelope would be used to send the mail-back questionnaire. Participants first went through an Image Click Exercise with either the front or back of the envelope, and then answered questions about how well seven adjectives applied to the envelope they had just reviewed.

Image Click Analyzer #2: Internet Invitation Envelope

On the next page, we have illustrated heat maps for the various Internet invitation envelopes. Large-scale images are available in Appendix B: In-depth Findings.

In six of the seven Internet invitation letters, the Census Bureau logo received a majority of the 1st clicks. The Census Bureau logo received the majority of clicks in all three locations where it was in the top left (above the return address), both envelopes where it was centered on the top flap, and on the back where it was in the top right corner. The exception was the Control envelope, where the logo was smaller and placed in the lower left corner. For the Control envelope, the number of clicks increased on the 2nd and 3rd round, suggesting that participants may have initially overlooked the Census Bureau logo (similar to the findings in the Mail Sort Exercise).

The front of the Official Internet invitation envelope had a strong visual hierarchy. Nearly three in five (57%) respondents clicked on the Census Bureau logo above the mailing address. On the second click, half (49%) identified the "Your response is required by law" callout box. Finally, the largest portion (38%) of respondents selected on the reverse text "OPEN IMMEDIATELY" box on the right side of the letter with the third click.

On the front of the Community Internet invitation, the Census Bureau / ACS logo received considerable attention, with 70% of the 1st clicks. The "Your response is required by law" notice received a majority (54%) of the 2nd clicks. The Virginia icon received considerably less attention (at most, only 9% of the 3rd clicks). Part of the underwhelming response may be due to the fact that the state image was not tailored to respondents' particular states. However, the lack of attention implies that the state image with budget numbers may add more visual clutter rather than provide a compelling reason for completion of the survey.

Respondents identified both the Census Bureau logo (54% of 1st clicks) and the "Your response is required by law" (36% of 1st clicks) on the Patriotic Internet invitation front. In general, they switched order for the 2nd click, with 42% identifying the required by law callout box and 33% clicking on the Census Bureau logo. The final click was dispersed across the envelope.

A1/C1	1st Click	2nd Click	3rd Click
Official Front			
Official Back			
Community Front			
Community Back			
Patriotic Front			
Patriotic Back			
Control Front*			

*note: the blank back of the control letter was not included in the image click exercise.

On the Control Internet invitation, the "Your response is required by law" callout box received nearly three in five (57%) of initial clicks. The return address (which did not have a Census Bureau logo) received the largest portion of the second click (39%), though that proportion is substantially below the attention paid to the top left corners of the other envelope fronts. That difference may have contributed to differences in perceptions about the envelopes, which were explored in greater detail in the subsequent attributes questions.

Internet invitation attributes and perceptions

After having an opportunity to view both sides of the envelope, participants were asked to indicate how much they believed a series of seven adjectives applied to the envelope they just viewed.

> **Please indicate how much you believe the following words apply to the envelope you just viewed.**
> 1) Applies completely
> 2) Applies somewhat
> 3) Applies a little
> 4) Does not apply at all
> 5) Don't know

We observe some statistically significant differences between the mail packages on some terms. The following table displays the percentage of respondents that indicated the adjective applied completely to the envelope they had just reviewed. For all packages, more than three in five participants indicated that "official" applied completely. Other terms, like "trustworthy" and "informative" had one in three or fewer participants indicated they applied completely. For full results, see Appendix B: In-depth Findings.

Descriptive Terms	% selected "Applies completely" (+/- compared to Control package)				
	ALL	Official	Community	Patriotic	Control
Official	**64**	69 (+6)	60 (-3)	64 (+1)	63 (n/a)
Important	**56**	65 (+17*)	53 (+5)	58 (+10*)	48 (n/a)
Attention-grabbing	**51**	60 (+16*)	43 (-1)	56 (+12*)	44 (n/a)
Easy-to-understand	**46**	49 (+8)	43 (+2)	51 (+10*)	41 (n/a)
Urgent	**40**	58 (+25*)	30 (-3)	39 (+6)	33 (n/a)
Trustworthy	**31**	30 (+2)	31 (+3)	34 (+6)	28 (n/a)
Informative	**28**	31 (+9*)	28 (+6)	31 (+9*)	22 (n/a)

indicates statistically significant difference with family-wise correction for multiple comparisons (p<.05)

Compared to the control, the Official package appears especially successful at conveying the urgency of the mail item with terms like "urgent" (+25 percentage points), "important" (+17), and "attention-grabbing" (+16) all having differences in what completely applies to the mail package. From a design standpoint, we attribute this difference to the "Open Immediately" callout box on the front of the envelope, the governmental-looking Commerce Department logo, and the overall "Spartan" aesthetic.

The following graph illustrates four adjectives with double-digit differences between the various alternative designs and the Control package.

Please indicate how much you believe the following words apply to the envelope you just viewed.
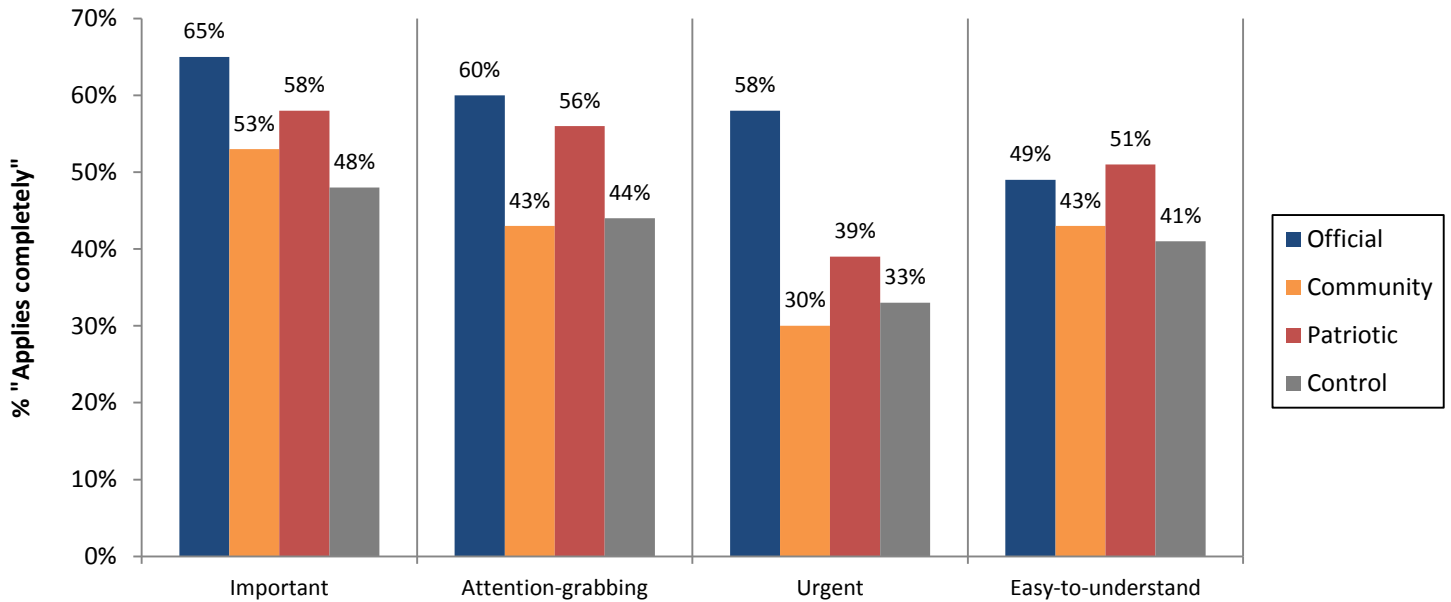
Image Click Analyzer #2: Internet Invitation Letter

After examining the Internet invitation envelopes, respondents saw a text display informing them that the next item was a look at a letter that would have been included in the envelope they just saw. Participants then used an image click tool, followed by message highlighting, and some open-ended questions. The following page depicts click heat maps for the four Internet invitation letters. Full-size heat maps for each mail item can be found in Appendix B: In-depth Findings.

Similar to the pre-notice letters, the logos received more than half of the first clicks for each of the designs (Official: 52%, Community: 73%. Patriotic: 62%, Control: 80% combining the Commerce Department logo and return address).
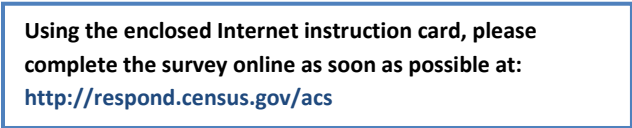
In the Internet invitation letters, we tested three different treatments for the 1-800 telephone number at the end of the letter. In each letter, the telephone number is included in a separate paragraph just before the signature/closing. We find that having the telephone number in plain-text results in somewhat lower number of clicks and selections in the message highlighting activity, though the differences are not statistically significant.

| Package | Text of sentence containing telephone number | Image Click Analyzer | | | Message Highlighting |
		1st Click	2nd Click	3rd Click	% selected phone #
Official	If you need help completing the survey or have questions, please call 1-800-354-7271.	0%	0%	1%	6%
Community	If you need help completing the survey or have questions, please call **1-800-354-7271**.	0%	1%	2%	0%
Patriotic	If you need help completing the survey or have questions, please call **1-800-354-7271.**	0%	0%	3%	4%
Control	If you need help completing the survey, please call our toll-free number (1-800-354-7271).	0%	1%	5%	11%

Letter (A3)	1st Click	2nd Click	3rd Click
Official			
Community			
Patriotic			
Control			

In each Internet invitation letter, we presented the request to visit the ACS website in four different ways. In terms of raising self-response rates, the goal of the Internet invitation letter is to encourage respondents to go to the website. In the table below, we present the percentage of respondents that clicked on the link section of the website for each of the four visual testing letters. When looking at these data, it is important to remember that these differences did not happen in isolation in our survey, and there are a variety of differences between the letters that can influence the relative rates that particular portions may be clicked.

Package	Visual treatment	Text of sentence with ACS website address	1st Click	2nd Click	3rd Click
Official	Bolded, enlarged text in a blue accent box	**Using the enclosed Internet instruction card, please complete the survey online as soon as possible at:** http://respond.census.gov/acs	32%	39%	17%
Community	Bolded, enlarged light-blue text with the link on a separate line with larger darker blue text	Using the enclosed card, please complete the survey online as soon as possible at: **https://respond.census.gov/acs**	14%	35%	22%
Patriotic	Blue accent box with large margins, link in bolded and enlarged font in blue text	Complete the survey online at: **https://respond.census.gov/acs**	21%	46%	12%
Control	Lead-in sentence in normal text. For the link, a black and bolded text that is centered on the letter	The U.S. Census Bureau recently sent a letter to your household about the American Community Survey. Using the enclosed instructions, please complete the survey online as soon as possible at: **https://respond.census.gov/acs**	11%	29%	26%

Both of the letters that used accent boxes had higher percentages of respondents select them in the 2nd click. This suggests that the boxes help identify the call to action for participants in the letter. The control letter, which uses the most traditional paragraph structure, had a lower peak number of clicks (29%) than the more distinct approaches, implying that the control letter was not as successful at attracting readers' eyes. When viewing only the text of the letter without the visual design spacing or accent boxes in the message highlighting exercise, there was not a statistically significant difference between the mail packages (the Official letter had 39% of respondents highlight the URL, compared with 40% in the Community invitation letter and 46% in the Control).

Finally, the Patriotic letter included a footer message about how the ACS is used to distribute $400 billion dollars in federal funds each year. The other letters did not contain footers or the $400 billion/year figure. In the image click testing, one in five (20%) participants made their third click on the footer paragraph. This suggests that footers could be a useful opportunity to deliver a closing message or call to action.

Message Highlighting #2: Internet Invitation Letter
After the click test, participants were asked to highlight the words that they found most compelling in the Internet invitation letter. Similar to the pre-notice letter, the majority of participants selected the

"your response required by law" statements. The following table illustrates this, with larger and brighter text indicating that a larger proportion of participants highlighted it. Complete word-by-word results can be found in Appendix B: In-depth Findings.

Message Highlighting #1: Pre-notice letter

*Note: color scales are reset for each message, and so are not necessarily directly comparable across Internet Invitation letters. See Appendix B for full data.

After the message highlighting, participants were asked an open-ended follow-up question. Half of participants were asked how they would describe the purpose of the letter to a friend. After coding the responses, the findings were broadly similar, with no statistically significant differences.
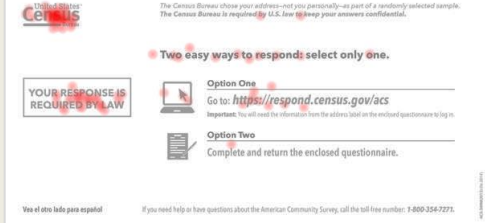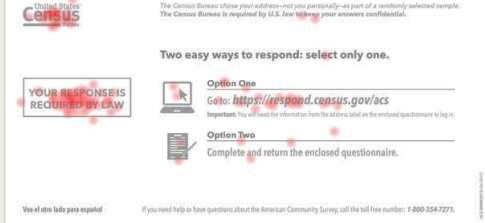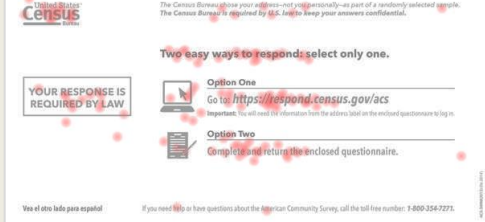
The other half shared if there was anything unclear or confusing about the letter. Respondents identified questions about why the survey was required by law, or what would happen if they did not respond as the most common kind of issue, though less than one in twenty participants mentioned the issue for each mail design (between 3% and 5% for the four designs).

Image Click Analyzer #4: Internet/Mail Instruction Card OR Reminder Postcard

For their final set of activities, participants saw one of three mail items: the Internet instruction card (A2), the mail instruction card (C2), or either the front or back of the reminder postcard (B1). They used the image click analyzer and answered open-ended coding questions about the mail item.

(A2, C2)	Internet Instruction Card (A2)	Mail Instruction Card (C2)
Official design		
1st Click		
2nd Click		
3rd Click		
Community design		
1st Click		
2nd Click		
3rd Click		

(…continued)	Internet Instruction Card (A2)	Mail Instruction Card (C2)
Patriotic design		
1st Click		
2nd Click		
3rd Click		
Control design		
1st Click		
2nd Click		
3rd Click		

Full image click results for each mail item can be found in Appendix B, including percentages for each region of the mail items.

The Internet instruction card features the laser-printed mailing address and authentication code, which are positioned in the center of the card so as to appear through the envelope window. As a result, the structure of the Internet instruction cards is designed to bring material above, below, or to the sides of the mailing label. In the image click testing, we see a scattered visual hierarchy for all four designs. The largest share of participants indicated that their eyes began in the top left of the card on the Census Bureau logo (Official: 44%, Community: 51%, Patriotic: 42%, Control: 64%). Subsequently, we see clicks fan out in a variety of directions—including the URL, the mailing address, instructions, and instructions to keep the card with no part of any design receiving over 36% on the second click. This suggests for design purposes that effective Internet instruction cards should aim to create an "L" shaped visual hierarchy that starts in the top-left corner, and either travels down the side before running across the bottom, or travels across the top of the card before going down the side.

The mail instruction cards had a more straightforward visual design; the three alternative mail designs featured two columns and the Control design featured a single column.

We did not specifically assess whether participants recognized there were two options to respond to the ACS. In the open-end responses, half of the participants were asked how they would describe the purpose of the item they just saw to a friend. Those responses were then coded into a single code that best captured the meaning of the individual response. While the number of cases is small (mean of ~56 per design), we see that the three designs that included mandatory response messages all had among the top three codes (Official: 13%, Patriotic: 10%, Community: 9%). As indicated by the click test heat maps, the callout boxes about "Your response is required by law" drive people's attention and focus.

Image Click Analyzer #4: Reminder Postcard (B2)

Looking at the findings from the front and backs of the reminder postcard designs, we have three observations. As with previous mail pieces, logos and "Your response is required by law" messaging attracts a significant amount of attention from adults who handle the mail for their households.

For the back of the Patriotic postcard, we see a large portion (35%) of respondents identifying the Lincoln image or the "Your response is required by law" (39%) as their first click. Subsequently, most participants identified their eyes as moving down the card to URL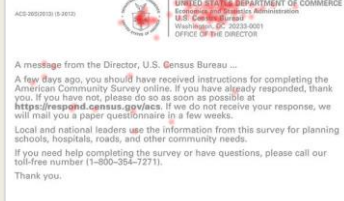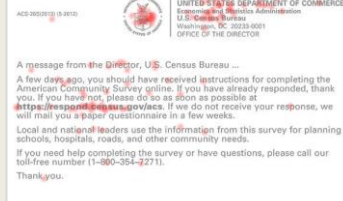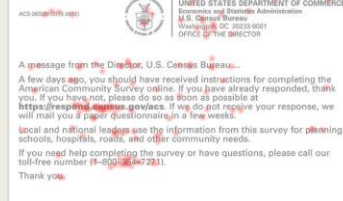 (20% of 2nd clicks and 32% of final clicks) or telephone number (1% of 2nd clicks and 11% of final clicks). As a result, many eyes seemingly skip over the paragraph that connects the postcard to the earlier mail pieces.

When asked to describe the purpose of the mail item in an open-ended question, adults who saw the Control reminder card were most likely to discuss how the ACS helps their community or determines how federal funds are determined (15%), compared to lower numbers for the Official (9%), Community (9%) or Patriotic (4%) designs. In particular, this suggests that the similar language about "communities across the country depend on information the American Community Survey provides to make improvements to roads, schools, hospitals, and more" were overlooked by survey participants.

B1	1st Click	2nd Click	3rd Click
Official Front			
Official Back			
Community Front			
Community Back			
Patriotic Front			
Patriotic Back			
Control Front*			
Control Back*			

Closing Attributes

After going through the exercises, participants were asked to indicate how much they believed a series of seven adjectives applied to the envelope they just viewed.

> **Thinking about all the mail items you viewed, please indicate how much you believe the following words apply to the envelope you just viewed.**
> 1) Applies completely
> 2) Applies somewhat
> 3) Applies a little
> 4) Does not apply at all
> 5) Don't know

We observed statistically significant differences between the mail packages on some terms, but not for others. All the mail packages seemed roughly equally effective at conveying an "official" tone for the mail. Similar to the initial envelopes, relatively smaller numbers of respondents said adjectives like "trustworthy" and "informative" applied completely to the mail packages.

The following table displays the percentage of respondents that indicated the adjective applied completely to the envelope they had just reviewed. For full results, see Appendix B: In-depth Findings.

Descriptive Terms	% selected "Applies completely" (+/- compared to Control package)				
	ALL	Official	Community	Patriotic	Control
Official	**60**	64 (+6)	56 (-2)	62 (+4)	58 (n/a)
Important	**53**	59 (+15*)	50 (+6)	56 (+12*)	44 (n/a)
Easy-to-understand	**50**	51 (+2)	49 (+0)	50 (+1)	49 (n/a)
Attention-grabbing	**47**	55 (+16*)	43 (+4)	50 (+11*)	39 (n/a)
Urgent	**41**	52 (+18*)	36 (+2)	42 (+8*)	34 (n/a)
Trustworthy	**36**	39 (+4)	36 (+1)	36 (+1)	35 (n/a)
Informative	**32**	34 (+6)	33 (+5)	35 (+7*)	28 (n/a)

indicates statistically significant difference with family-wise correction for multiple comparisons (p<.05)

After going through a series of mail items including envelopes and letters, the Official design appears especially successful at conveying the urgency of the mail item with terms like "urgent" (+18 percentage points), "important" (+15), and "attention-grabbing" (+16) all having differences in what completely applies to the mail package. The high-contrast design elements like the "Open Immediately" callout box, consistent use of the Census Bureau logo, and bolded text helps reinforce the urgency of the design.

The Patriotic design also had statistically significant differences with the Control in terms of time-sensitivity. The Patriotic design was seen as being more "urgent" (+8 percentage points), "important"

(+12), and attention-grabbing (+11) than the Control. For all three measures, the Official design had a larger effect than the Patriotic. The Patriotic design was seen as more "Informative" than the Control design (+7), while the Official design just missed statistical significance.

By contrast, the Community design does not have any statistically significant differences from the Control package. While some mail items, such as the back of the Internet invitation envelope had strong visual hierarchies and tested strongly in the mail sort exercise, participants did not come away with the same sense of vital significance as with the Official and Patriotic designs.

The following graph illustrates the seven descriptive terms that were tested after the visual exercises.

Thinking about all the mail items you viewed, please indicate how much you believe the following words apply to the envelope you just viewed.

Term	Official	Community	Patriotic	Control
Official	64%	56%	62%	58%
Important	59%	50%	56%	44%
Easy-to-understand	51%	49%	50%	49%
Attention-grabbing	55%	43%	50%	39%
Urgent	52%	36%	42%	34%
Trustworthy	39%	36%	36%	35%
Informative	34%	33%	35%	28%
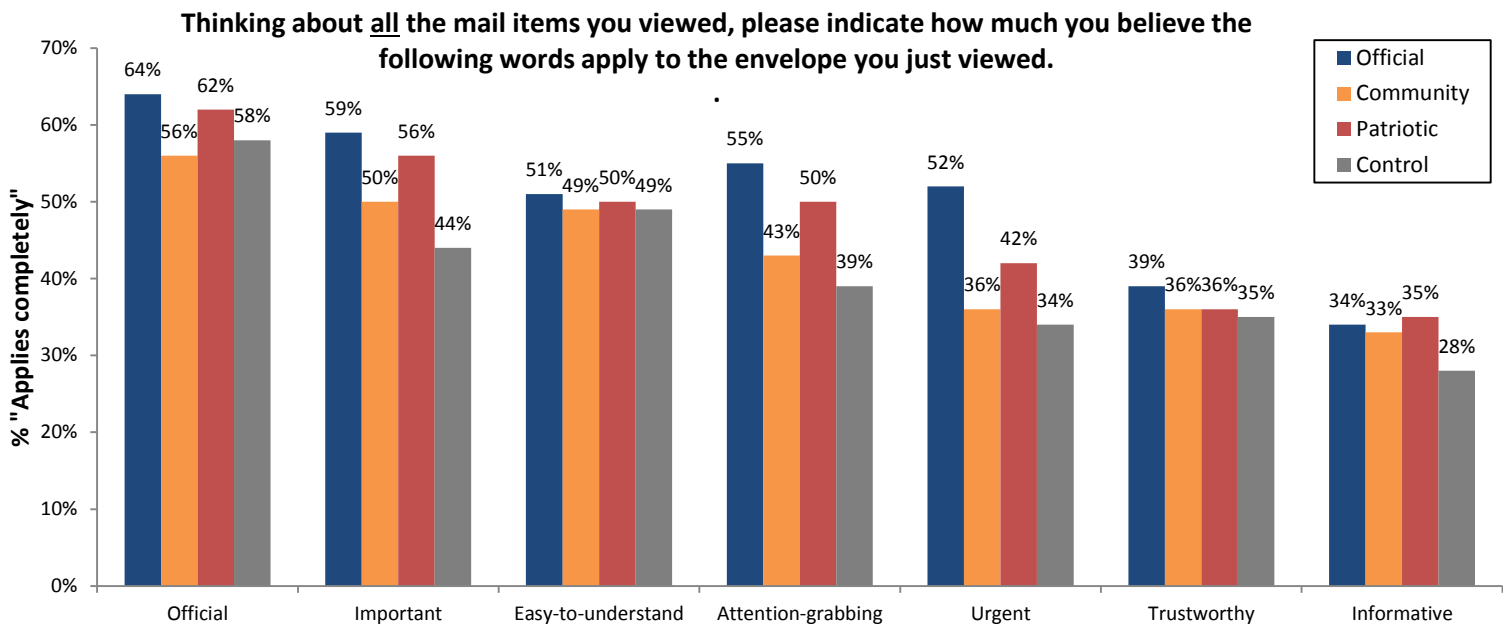
Closing Attributes

The survey included four attitude questions about the ACS. These questions were included in previous Census Bureau studies, including the ACS Benchmark and Refinement messaging surveys, as well as CBAMS (Bates et al., 2009).

ACS Favorability	✓ Overall, how would you describe your general feelings about the American Community Survey?
ACS Likelihood to Participate	✓ How likely would you be to participate in the American Community Survey (ACS) if contacted by the Census Bureau?
Personal Benefit and/or Harm	✓ Do you believe that answering the American Community Survey could {ROTATED: personally benefit you in any way, personally harm you} or neither benefit nor harm you?
Community Benefit and/or Harm	✓ Thinking more generally, do you believe that answering the American Community Survey could {ROTATED: benefit your community in any way, harm your community}, or neither benefit nor harm your community?

We observed generally favorable views towards the American Community Survey, with 72% of mail-handling adults interviewed indicating they were very favorable or somewhat favorable. This number is similar to the favorability the research team observed at the end of the telephone Refinement survey (23% very favorable, 56% somewhat favorable, see Hagedorn & Green, 2014). There was little variation between the four mail designs.

Overall, how would you describe your feelings about the American Community Survey?

Very favorable	27%
Somewhat favorable	45%
Somewhat unfavorable	10%
Very unfavorable	7%
Don't know	10%

(displaying all mail designs combined)
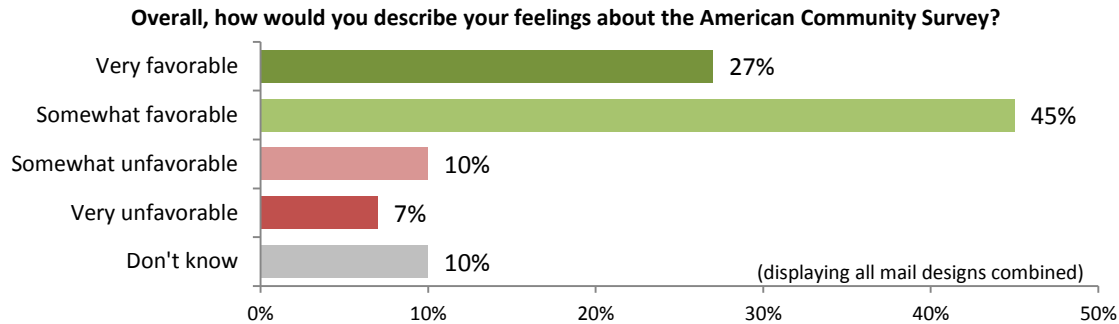
When asked how likely they would be to participate in the American Community Survey if contacted by the Census Bureau, nearly 82% said they would be at least somewhat likely to participate.

We observed some difference in the intensity that participants believed they would participate; three in five (61% each) mail-handling adults who saw the Community and Patriotic designs said they would be very likely to participate. That is greater than those who said the same after seeing the Official design (51%) or the Control (49%) (p<.05). Combining the "very likely" and "somewhat likely" categories into one, we see almost no difference between the mail designs, with all four designs between 79% and 85% of mail-handling adults interviewed selecting one of those two options. In light of the strong sense of urgency conveyed by the Official design as noted in the attribute questions, it is somewhat curious that the perceived participation rate would not also be higher. This may be further evidence that stated intentions to participate in a survey are not a good indicator of future behavior, similar to other studies that look at similar challenges with self-reported voting behavior (Rogers & Aida, 2012).

How likely would you be to participate in the American Community Survey if contacted by the Census Bureau? (by mail design)

	Official	Community	Patriotic	Control
Don't know	6%	5%	5%	4%
Very unlikely	7%	8%	6%	8%
Somewhat unlikely	6%	5%	4%	6%
Somewhat likely	29%	20%	24%	30%
Very likely	51%	61%	61%	49%
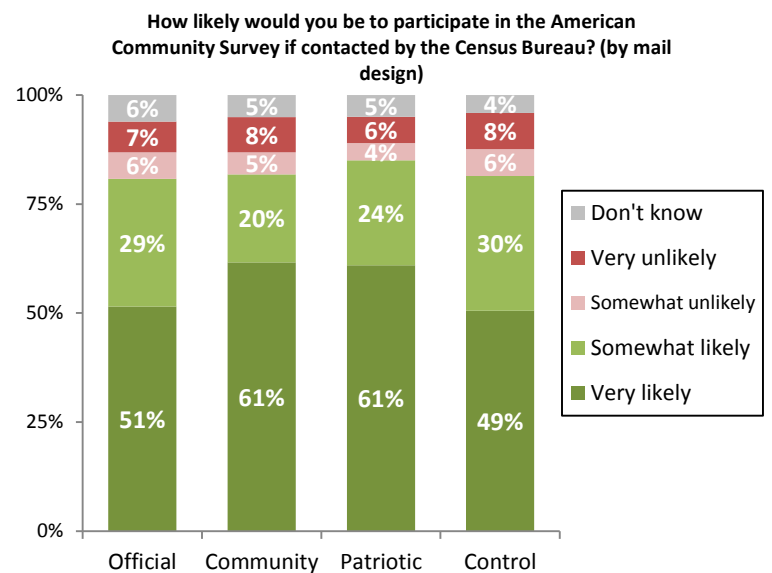
We asked two questions to measure the perceived impact respondents thought participating in the American Community Survey would have on them personally and the impact on their communities. Similar to previous studies, we found that more mail-handling adults we interviewed believe that answering the ACS could help their community (46% benefit alone, 7% both benefit and harm), compared to the personal benefit of participating (26% benefit alone, 5% both benefit and harm). Furthermore, the mail-handling adults we interviewed did not

44

think completing the ACS could harm their community (2% harm alone, 7% both benefit and harm) or themselves (3% harm alone, 5% both benefit and harm).

Do you believe that answering the American Community Survey could [**personally benefit you | personally harm you**] or neither benefit nor harm you?
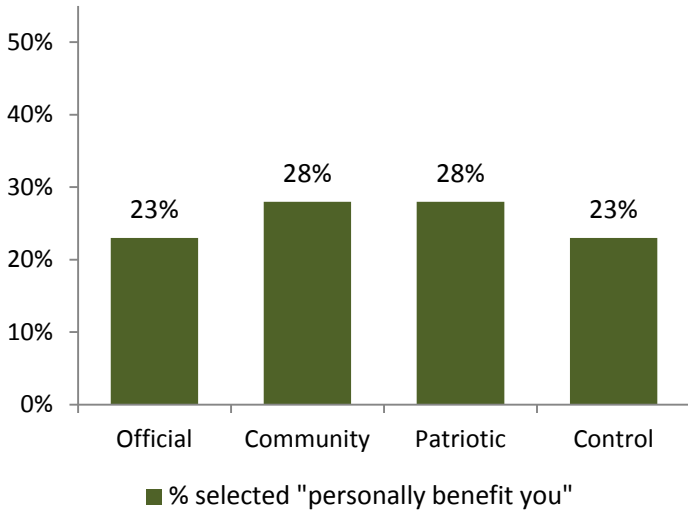
Do you believe that answering the American Community Survey could [**benefit your community | harm your community**] or neither benefit nor harm your community?

■ % selected "personally benefit you"

■ % selected "benefit my community"
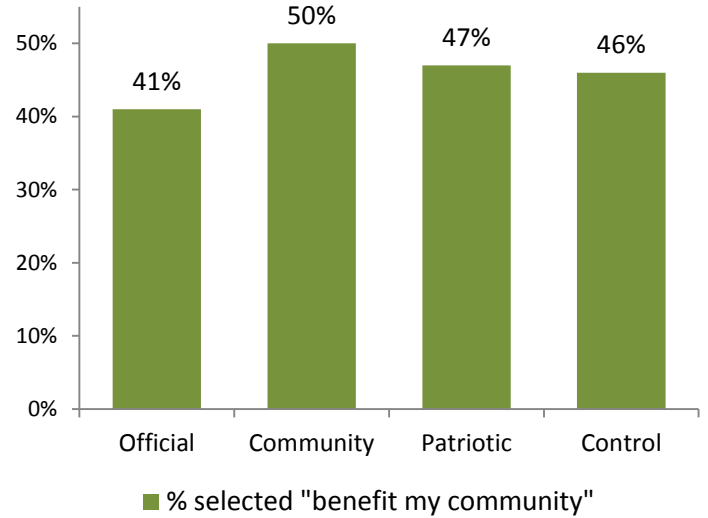
We also observed a small, but not statistically significant, difference between the mail packages. The Patriotic and Community designs had five percentage points more respondents say the survey could benefit them personally than the Official or Control designs (28% vs. 23% respectively). We found a similar trend with the question on whether the community benefits—while nearly half of the Community (50%), Patriotic (47%), Control (46%) said answering the ACS could benefit their community, a somewhat smaller percentage said the same about the Official package (41%). This suggests there may be an opportunity to explore ways to include more language about the uses and users of ACS data in the pre-notice and Internet instruction letter to present more information about how the ACS benefits communities.

RECOMMENDATIONS

Based on the findings from the Online Visual Testing study, we present five recommendations to improve the alternative mail package designs in anticipation of a real-world field test. We also offer suggestions to improve Census Bureau communications about the ACS and explore further opportunities as part of the alternative mail package development process.

Visual design elements and deadline messaging can have a significant impact on how people read and remember mail items. The Online Visual Testing study found opportunities to make the ACS mail package more eye-catching, important, and authoritative to households. After viewing the Internet invitation envelopes, respondents who saw the Official design were 2.8 times more likely to say the envelope was "urgent" than those who saw the Control (58% "applies completely" vs. 33%, p<.01). They were also more likely to agree it was "important" and "attention-grabbing." As a result, the front of the Official Internet invitation envelope was the top performer, with nineteen in twenty (95%) mail-handling adults indicating they would "Save and Read Later" the envelope.

The U.S. Census Bureau logo should be prominently featured on mail items, where appropriate. The Census Bureau logo is a powerful recognition tool. In the image click tool, the Census Bureau logo received the majority of initial clicks in virtually all the click test heat maps, including the envelopes where the image was on the right or center of the design.

In the Mail Sort Exercise, the pre-notice envelopes with the Census Bureau logo above the return address had a five percentage point higher "Save and Read Later" rate than the Control envelope that did not include the logo (p<.05). Furthermore, respondents who saw designs with prominent Census Bureau logos were 27 percentage points more likely to specifically mention the "census" when asked what they remembered seeing in the mail sort exercise. Those who saw the Control design, which did not have the Census Bureau logo, were much more likely to mention the mail as coming from the Commerce Department (29%) than the those who saw the alternative designs (1% or less) in open-ended responses. As noted in previous studies, the Census Bureau has significantly higher favorability than the Commerce Department or the federal government as a whole.

Key words and phrases in letters should be emphasized using callout boxes, line spacing, and bolded text. In the Image Click Analyzer, we tested several different treatments for Web addresses, telephone numbers, and reasons to respond. Elements that were emphasized using graphic design techniques received more attention. For example, the Patriotic Internet invitation used a blue accent box to call out the Web address to complete the survey: this element was clicked earlier and more frequently in the image click exercise, compared to the same content when featured less prominently in other designs, such as the Control.

"Your response is required by law" is the single most effective message to attract readers' attention. For envelopes, letters, instruction cards, and reminder notices, the mandatory messaging clearly caught participants' attention. For example, nine in ten participants highlighted the words "required by law" in the Official pre-notice letter, which was more than three times greater than the next most identified words. While some participants indicated in open-ended responses that they didn't understand why their response was required by law, these test results strongly support continued use and further experimentation to continually improve mandatory message language on envelopes and letters.

It is possible to overdo the commercial "marketing" look and feel. In the Mail Sort Exercise, nearly one in three (31%) of respondents who initially saw the back of the Patriotic reminder postcard (which featured a prominent Lincoln Memorial image) indicated that they would sort the postcard into the "Trash." Similarly, the respondents discarded the vast majority of the advertising pieces in the "clutter reel" (department store ad: 80% "Trash," dental insurance ad: 87% "Trash," car ad: 95% "Trash.") The Census Bureau should be mindful of this threshold when designing further field testing. On the other hand, designs that are formal yet evocative may be a catalyst for drawing respondents into the ACS material. This is demonstrated by the Patriotic design's use of color, a flag motif, and American landmarks.

APPENDIX A: WORKS CITED

Bates, N. et al. (2009). "Messaging to America: Census Barriers, Attitudes, and Motivators Survey Research (CBAMS)." American Association of Public Opinion Researchers (AAPOR) Conference Paper. Hollywood, Florida.

Callegaro M. & C. Disorga. (2008). "Computing Response Metrics for Online Panels". Public Opinion Quarterly, v. 72, n. 5.

Chestnut J. (2010). Testing an Additional Mailing Piece in the American Community Survey. 2009 American Community Survey Additional Mailing Test.

Groves R.. (1 March 2012). The Pros and Cons of Making the Census Bureau's American Community Survey Voluntary. Testimony before House Committee on Oversight and Government Reform.

Hagedorn, S and R. Green. (May 2014). "ACS Messaging Research: Refinement Survey." American Community Survey Research and Evaluation Report Memorandum Series.

Leslie, T. (13 Nov. 1996). "U.S. Census Test – Mail Response Analysis." 1996 National Content Survey DSSD Memorandum No. 2.

Matthews, B. et al. (25 June 2012). "2011 American Community Survey Internet Tests: Results from Second Test in November 2011." American Community Survey Research and Evaluation Program.

Nichols, E. (2012). "The April 2011 American Community Survey Internet Test: Attitudes and Behavior Study Follow Up." American Community Survey Research and Evaluation Program, #2012-03.

Olson, T. (2013). 2012 ACS Self Response Data. Respondent Advocate for Household Surveys.

Rogers, T. & Aida, M. (2012). "Why Bother Asking? The Limited Value of Self-Reported Vote Intention." Faculty Research Working Paper Series. Harvard Kennedy School.

Schwede, L. (2008). "Carrot or Stick Approach to Reminder Cards: What do Cognitive Respondents Think?" Conference Paper, 2008 AAPOR: Section of Survey Research Methods.

Schwede L. & A. Sorokin (2009). "To Link or Not to Link? Exploring Approaches to Maintaining American Community Survey Response Rates During Census 2010". American Association of Public Opinion Researchers (AAPOR)Conference Paper. Hollywood, Florida.

United States Census Bureau (April 2009). "American Community Survey: Design and Methodology." US Department of Commerce.

United States Census Bureau (2013). Current Population Survey, 2013 Annual Social and Economic Supplement, Tables H1, H2, and H3. US Department of Commerce.

APPENDIX B: IN-DEPTH FINDINGS

Description of Activities

Exercise	Mail Pieces Tested	# of sides	n-size (per design/side)
Mail stack exercise (#1)	Two ACS Mail pieces prenotice envelope (pre1) OR Envelope (A1_C1) OR reminder postcard (D1) <u>AND</u> six pieces of 'clutter' representing other mail items	2 (front/back)	333
Image click analyzer (#1)	Prenotice letter (Pre2)	1	500
Message highlighting (#1)	Prenotice letter (Pre2)	1	500
Image click analyzer (#2)	Envelope (A1_C1)	2 (either front or back)	250
Image click analyzer (#3)	Internet invitation letter (A3)	1	500
Message highlighting (#2)	Internet invitation letter (A3)	1	500
Image click analyzer (#4)	Instruction card (A2) <u>OR</u> Instruction card: choice (C2) <u>OR</u> reminder postcard	2 (English-language side; front/back)	125

Definition of Crosstabs

Crosstab		Definition of crosstab	n-size	% total
All		All participants	2,009	100
Package	Official	Saw "Official" design for all mail exercises	509	25
	Community	Saw "Community" design for all mail exercises	500	25
	Patriotic	Saw "Patriotic" design for all mail exercises	501	25
	Control	Saw "Control" design for all mail exercises	499	25

Four Mail Package Designs (A1_C1)

"Official"   "Community"

"Patriotic"   "Control"

49
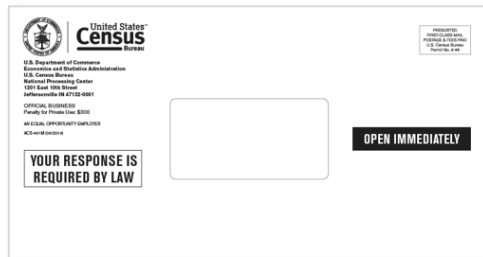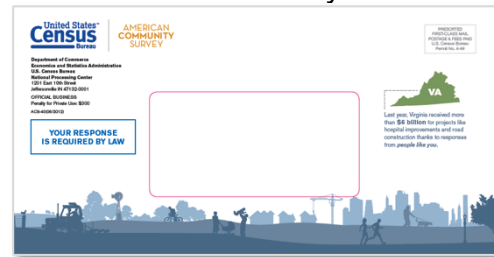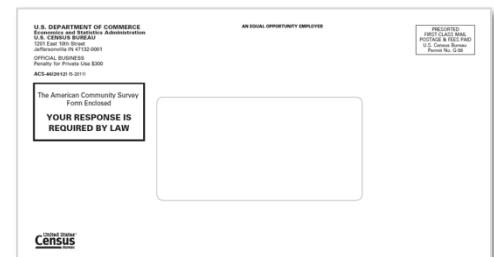
Demographic Quotas

We used quotas to balance age, gender, and racial/ethnic characteristics. The quotas used a cross-design (age **x** gender **x** racial/ethnic group). The following table provides a detailed breakdown of the demographic quotas for the survey:

Age	Gender	Race	"Official"	"Community"	"Patriotic"	"Control"	Total
18-29	Male	White, non-His.	21	21	21	21	**84**
18-29	Female	White, non-His.	24	24	24	24	**96**
18-29	Male	Hispanic, any	3	3	3	3	**12**
18-29	Female	Hispanic, any	4	4	4	4	**16**
18-29	Male	Black, non-His.	4	4	4	4	**16**
18-29	Female	Black, non-His.	4	4	4	4	**16**
18-29	Male	Asian, non-His.	2	2	2	2	**8**
18-29	Female	Asian, non-His.	2	2	2	2	**8**
18-29	Male	Other/multiracial, non-His.	2	2	2	2	**8**
18-29	Female	Other/multiracial, non-His.	2	2	2	2	**8**
30-44	Male	White, non-His.	45	45	45	45	**180**
30-44	Female	White, non-His.	49	49	49	49	**196**
30-44	Male	Hispanic, any	7	7	7	7	**28**
30-44	Female	Hispanic, any	8	8	8	8	**32**
30-44	Male	Black, non-His.	8	8	8	8	**32**
30-44	Female	Black, non-His.	8	8	8	8	**32**
30-44	Male	Asian, non-His.	3	3	3	3	**12**
30-44	Female	Asian, non-His.	3	3	3	3	**12**
30-44	Male	Other/multiracial, non-His.	2	2	2	2	**8**
30-44	Female	Other/multiracial, non-His.	2	2	2	2	**8**
45-64	Male	White, non-His.	65	65	65	65	**260**
45-64	Female	White, non-His.	73	73	73	73	**292**
45-64	Male	Hispanic, any	10	10	10	10	**40**
45-64	Female	Hispanic, any	11	11	11	11	**44**
45-64	Male	Black, non-His.	11	11	11	11	**44**
45-64	Female	Black, non-His.	12	12	12	12	**48**
45-64	Male	Asian, non-His.	4	4	4	4	**16**
45-64	Female	Asian, non-His.	4	4	4	4	**16**
45-64	Male	Other/multiracial, non-His.	2	2	2	2	**8**
45-64	Female	Other/multiracial, non-His.	2	2	2	2	**8**
65+	Male	White, non-His.	32	32	32	32	**128**
65+	Female	White, non-His.	50	50	50	50	**200**
65+	Male	Hispanic, any	5	5	5	5	**20**
65+	Female	Hispanic, any	8	8	8	8	**32**
65+	Male	Black, non-His.	5	5	5	5	**20**
65+	Female	Black, non-His.	8	8	8	8	**32**
65+	Male	Asian, non-His.	2	2	2	2	**8**
65+	Female	Asian, non-His.	3	3	3	3	**12**
65+	Male	Other/multiracial, non-His.	2	2	2	2	**8**
65+	Female	Other/multiracial, non-His.	2	2	2	2	**8**
		Total*	514	514	514	514	**2056**

*note totals add up to more than n=500 because of rounding and minimum cell size of two cases.

Introduction and Screening Question

(ALL SAW THE FOLLOWING) PSB Interviewing, an independent research firm, is conducting interviews to solicit feedback on potential methods to respond to research surveys.

Participation is voluntary, but your responses are important. Answers will be kept anonymous and the survey will not ask for information that could personally identify you. At the end of the interview, you will be provided with an email address where you can send any comments or questions about this survey. This survey has been approved by U.S. Office of Management and Budget approval number 0607-0760, on behalf of the U.S. Census Bureau, expiring on September 30th, 2014.

If you agree to participate, we will begin by asking you a few questions to see if you qualify to participate in the study. If you are eligible, the survey will take approximately 20 minutes to complete.

1.   Do you generally handle the mail for your household?

(%)	All	Package			
		Official	Community	Patriotic	Control
Count (n-size)	*2009*	*509*	*500*	*501*	*499*
Yes	**100**	100	100	100	100
No	*	*	*	*	*
Don't know	*	*	*	*	*

   *By definition, all participants had to handle the mail for their household.

Mail Stack Exercise
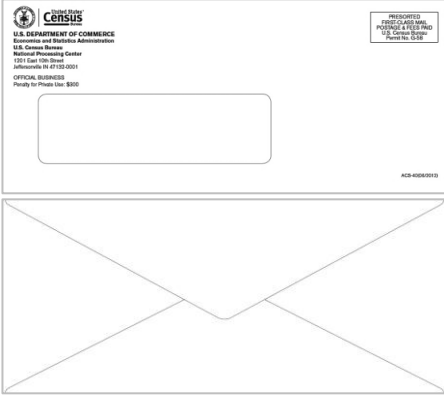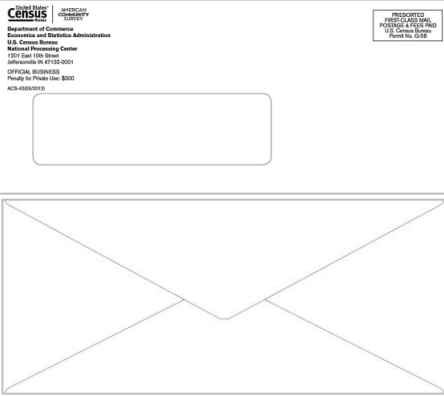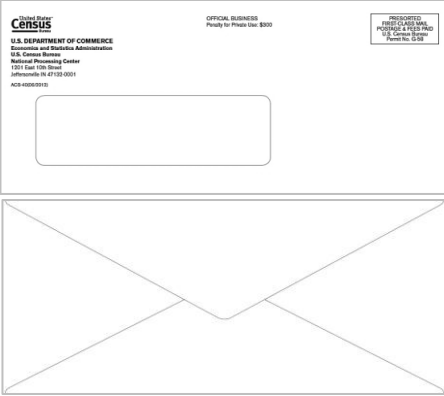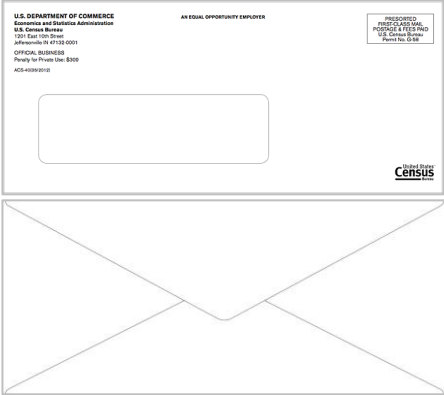
(ALL SAW THE FOLLOWING) Thank you. You qualify to participate in the study.

On the next screen, you will be asked to sort several mail items that you might see in your household's mail. After looking at each item, please click-and-drag the item to indicate if you would "save and read later" or if you would put it in the "trash." You may flip over the mail item by clicking at the top of the screen.
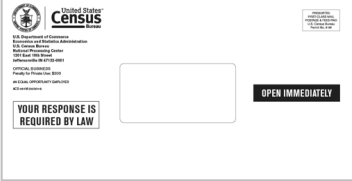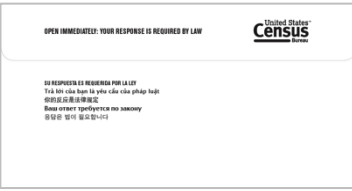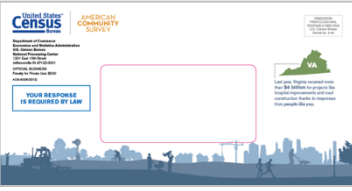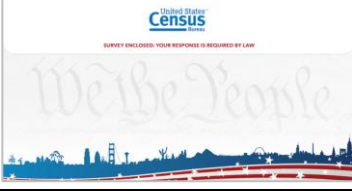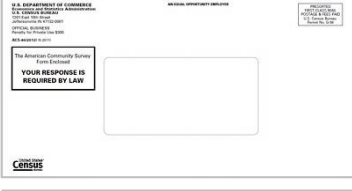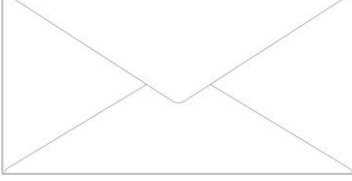
When you are ready, please click on the arrow at the bottom of the screen to load the mail sort exercise.

2.   SELECT TWO ITEMS FOR MAIL SORT EXERCISE **(CODED AT-RANDOM)**

(%)	All	Package			
		Official	Community	Patriotic	Control
Count (n-size)	*2009*	*509*	*500*	*501*	*499*
Pre-notice envelope	**66**	65	66	65	67
Envelope	**66**	66	66	66	67
Reminder postcard	**68**	69	68	68	66

	Image	% overall select "Save and Read Later"	% Read by Side	Flip Over	Median View Time*
Pre1_Official		**85%** selected "Save and Read Later" (15% select "Trash")	Among those who saw the <u>front</u> first:		
			93% selected "Save and Read Later"	**13%** flipped over mail item to view back side	F: 5.5 seconds (s.d.: 5.4) B: 1.0 second (s.d.: 2.5)
			Among those who saw the <u>back</u> first:		
			78% selected "Save and Read Later"	**64%** flipped over mail item to view front side	F: 5.5 seconds (s.d.: 5.7) B: 3.5 seconds (s.d.: 4.4)
Pre1_Community		**86%** selected "Save and Read Later" (14% select "Trash")	Among those who saw the <u>front</u> first:		
			91% selected "Save and Read Later"	**14%** flipped over mail item to view back side	F: 5.5 seconds (s.d.: 5.7) B: 1.0 second (s.d.: 2.7)
			Among those who saw the <u>back</u> first:		
			80% selected "Save and Read Later"	**64%** flipped over mail item to view front side	F: 6.0 seconds (s.d.: 4.8) B: 3.5 seconds (s.d.: 4.8)
Pre1_Patriotic		**88%** selected "Save and Read Later" (12% selected "Trash")	Among those who saw the <u>front</u> first:		
			93% selected "Save and Read Later"	**12%** flipped over mail item to view back side	F: 4.5 seconds (s.d.: 5.3) B: 1.5 seconds (s.d.: 3.3)
			Among those who saw the <u>back</u> first:		
			84% selected "Save and Read Later"	**68%** flipped over mail item to view front side	F: 5.5 seconds (s.d.: 5.2) B: 4.0 seconds (s.d.: 4.6)
Pre1_Control		**80%** selected "Save and Read Later" (20% selected "Trash")	Among those who saw the <u>front</u> first:		
			87% selected "Save and Read Later"	**14%** flipped over mail item to view back side	F: 6.5 seconds (s.d.: 5.8) B: 1.5 seconds (s.d.: 3.5)
			Among those who saw the <u>back</u> first:		
			73% selected "Save and Read Later"	**67%** flipped over mail item to view front side	F: 6.5 seconds (s.d.: 5.3) B: 3.5 seconds (s.d.:4.0)

Median time among those who saw a particular side (excluding those who did not view the side).

	Image	% overall select "Save and Read Later"	% Read by Side	Flip Over	
A1/C1_Official	F B	**91%** selected "Save and Read Later" (9% selected "Trash")	**95%** selected "Save and Read Later"	**10%** flipped over mail item to view back side	
			86% selected "Save and Read Later"	**18%** flipped over mail item to view front side	
A1/C1_Community	F B	**93%** selected "Save and Read Later" (7% selected "Trash")	**90%** selected "Save and Read Later"	**10%** flipped over mail item to view back side	
			96% selected "Save and Read Later"	**26%** flipped over mail item to view front side	
A1/C1_Patriotic	F B	**94%** selected "Save and Read Later" (6% selected "Trash")	**94%** selected "Save and Read Later"	**8%** flipped over mail item to view back side	
			94% selected "Save and Read Later"	**18%** flipped over mail item to view front side	
A1/C1_Control	F B	**86%** selected "Save and Read Later" (14% selected "Trash")	**92%** selected "Save and Read Later"	**18%** flipped over mail item to view back side	
			78% selected "Save and Read Later"	**67%** flipped over mail item to view front side	

Median time among those who saw a particular side (excluding those who did not view the side).

	Image	% overall select "Save and Read Later"	% Read by Side	Flip Over	Median View Time*
B1_Official	F B	**89%** selected "Save and Read Later" (11% selected "Trash")	*Among those who saw the front first:*		
			93% selected "Save and Read Later"	**12%** flipped over mail item to view back side	F: 4.5 seconds (s.d.: 4.6) B: 5.5 seconds (s.d.: 6.8)
			Among those who saw the back first:		
			84% selected "Save and Read Later"	**17%** flipped over mail item to view front side	F: 6.0 seconds (s.d.: 3.9) B: 7.0 seconds (s.d.: 6.6)
B1_Community	F B	**84%** selected "Save and Read Later" (16% selected "Trash")	*Among those who saw the front first:*		
			90% selected "Save and Read Later"	**13%** flipped over mail item to view back side	F: 5.0 seconds (s.d.: 4.2) B: 5.0 seconds (s.d.: 8.2)
			Among those who saw the back first:		
			79% selected "Save and Read Later"	**11%** flipped over mail item to view front side	F: 3.0 seconds (s.d.: 4.7) B: 7.0 seconds (s.d.: 5.8)
B1_Patriotic	F B	**80%** selected "Save and Read Later" (20% selected "Trash")	*Among those who saw the front first:*		
			91% selected "Save and Read Later"	**9%** flipped over mail item to view back side	F: 5.0 seconds (s.d.: 4.3) B: 7.0 seconds (s.d.: 7.2)
			Among those who saw the back first:		
			69% selected "Save and Read Later"	**14%** flipped over mail item to view front side	F:4.0 seconds (s.d.: 5.2) B: 7.0 seconds (s.d.: 7.0)
B1_Control	F B	**83%** selected "Save and Read Later" (17% selected "Trash")	*Among those who saw the front first*		
			91% selected "Save and Read Later"	**19%** flipped over mail item to view back side	F: 6.0 seconds (s.d.: 4.8) B: 9.0 seconds (s.d.: 7.8)
			Among those who saw the back first:		
			77% selected "Save and Read Later"	**10%** flipped over mail item to view front side	F: 2.5 seconds (s.d.: 1.4) B: 9.0 seconds (s.d.: 6.1)

Median time among those who saw a particular side (excluding those who did not view the side).

	Image	% overall select "Save and Read Later"	% Read by Side	Flip Over	Median View Time*
X1: EDA BILL	F [EDA Bill envelope image] B	**70%** select "Save and Read Later" (30% select "Trash")	Among those who saw the <u>front</u> first:		
			74% selected "Save and Read Later"	**15%** flipped over mail item to view back side	F: 8.5 seconds (s.d.: 6.5) B: 1.5 seconds (s.d.: 2.5)
			Among those who saw the <u>back</u> first:		
			66% selected "Save and Read Later"	**61%** flipped over mail item to view front side	F: 9.0 seconds (s.d.: 5.8) B: 4.0 seconds (s.d.: 4.2)
X2: Water Bill	F [Southwest Water Company envelope image] B	**86%** select "Save and Read Later" (14% select "Trash")	Among those who saw the <u>front</u> first:		
			87% selected "Save and Read Later"	**12%** flipped over mail item to view back side	F: 4.5 seconds (s.d.: 5.0) B: 3.0 seconds (s.d.: 3.7)
			Among those who saw the <u>back</u> first:		
			86% selected "Save and Read Later"	**47%** flipped over mail item to view front side	F: 4.0 seconds (s.d.: 4.4) B: 5.0 seconds (s.d.: 4.6)
X3: Dental Ad	F [Aetna dental ad image] B	**13%** selected "Save and Read Later" (87% selected "Trash")	Among those who saw the <u>front</u> first:		
			9% selected "Save and Read Later"	**9%** flipped over mail item to view back side	F: 3.5 seconds (s.d.: 3.7) B: 4.5 seconds (s.d.: 5.2)
			Among those who saw the <u>back</u> first:		
			17% selected "Save and Read Later"	**11%** flipped over mail item to view front side	F: 3.0 seconds (s.d.: 4.0) B: 5.0 seconds (s.d.: 4.6)
X4: Retail Ad	F [Macy's retail ad image] B	**20%** selected "Save and Read Later" (80% selected "Trash")	Among those who saw the <u>front</u> first:		
			25% selected "Save and Read Later"	**12%** flipped over mail item to view back side	F: 3.5 seconds (s.d.: 3.8) B: 4.5 seconds (s.d.: 4.7)
			Among those who saw the <u>back</u> first:		
			16% selected "Save and Read Later"	**11%** flipped over mail item to view front side	F: 3.5 seconds (s.d.: 3.6) B: 5.5 seconds (s.d.: 5.0)

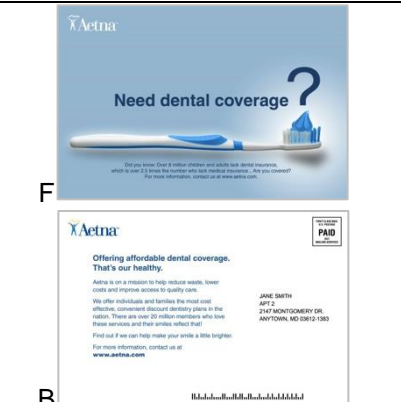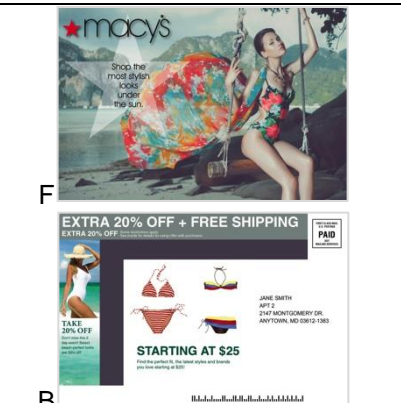*Median time among those who saw a particular side (excluding those who did not view the side).*

	Image	% overall select "Save and Read Later"	% Read by Side	Flip Over	Median View Time*
X5: Hand-written card	F / B	**85%** select "Save and Read Later" (15% select "Trash")	Among those who saw the <u>front</u> first:		
			90% selected "Save and Read Later"	**15%** flipped over mail item to view back side	F: 5.5 seconds (s.d.: 5.2) B: 1.5 seconds (s.d.: 4.8)
			Among those who saw the <u>back</u> first:		
			80% selected "Save and Read Later"	**64%** flipped over mail item to view front side	F: 6.0 seconds (s.d.: 4.9) B: 4.0 seconds (s.d.: 4.9)
X6: Auto Ad	F / B	**5%** select "Save and Read Later" (95% select "Trash")	Among those who saw the <u>front</u> first:		
			5% selected "Save and Read Later"	**12%** flipped over mail item to view back side	F: 3.5 seconds (s.d.: 3.4) B: 4.5 seconds (s.d.: 5.1)
			Among those who saw the <u>back</u> first:		
			5% selected "Save and Read Later"	**9%** flipped over mail item to view front side	F: 3.0 seconds (s.d.: 3.9) B: 4.0 seconds (s.d.: 4.6)

Median time among those who saw a particular side (excluding those who did not view the side).

3. What kind of mail items do you remember seeing in the mail sort exercise?
(OPEN-ENDED, CODED, MULTIPLE-CODES PERMITTED)

(%)	All	Package			
		Official	Community	Patriotic	Control
Count (n-size)	*1960*	*496*	*491*	*491*	*482*
Mentioned Census	**61**	68	69	65	40
Personal letter/card / Letter / Card	**46**	44	47	47	47
Abelcar / Flier for cars	**44**	44	48	43	43
Macy's Swimsuit ad / 20% off / Coupons	**39**	38	40	37	40
Statement / Bills (not specific)	**36**	31	36	37	39
Aetna Dental ad	**35**	34	38	34	32
Southwest Water Company bill	**33**	35	32	34	32
Advertising	**32**	31	30	33	35
Government/official mail (no mention of Census)	**12**	7	3	6	33
EDA bill / Financial statement / Lawyer's bill	**9**	8	10	9	7
Junk mail	**9**	11	8	9	7
Blank envelope(s) / Back of envelope(s)	**6**	5	6	5	6
Survey (unspecific)	**2**	1	1	2	3
Others	**7**	7	6	6	9
None / Don't Know / No Response	**1**	1	1	0	1

(PARTICIPANTS HEARD EITHER QUESTION 4 OR QUESTION 6)

4.   **(HALF HEARD)** Did you recall seeing anything from the federal government?

(%)	All	Package			
		Official	Community	Patriotic	Control
Count (n-size)	1027	258	242	251	276
Yes	**90**	91	87	94	89
No	**5**	3	5	3	8
Don't know	**4**	6	7	2	3

5.   **(IF YES)** What do you recall seeing from the federal government?
(OPEN-END, CODED, MULTIPLE-CODES PERMITTED)

(%)	All	Package			
		Official	Community	Patriotic	Control
Count (n-size)	914	234	206	235	239
Census	**83**	91	96	91	54
Item(s) / Mailer(s)	**11**	8	11	13	13
Request to fill out survey	**9**	6	6	12	11
Letter(s)	**9**	9	13	8	8
Commerce Department	**8**	1	0	1	29
Document(s) / Report(s)	**7**	8	9	7	4
Required by law / Mandatory	**4**	3	2	3	5
Postcard(s)	**4**	4	2	3	6
Form(s) to fill out	**4**	5	4	6	3
Reminder/follow up	**3**	1	3	3	4
Notice(s)	**2**	1	2	1	3
Envelope(s)	**2**	2	1	2	4
IRS	**1**	0	0	0	1
Federal Government / Government	**1**	0	0	1	4
American Community Survey (ACS) / Community Survey	**0**	0	0	0	1
Don't Know / No Response	**3**	2	1	2	6
Others	**5**	3	4	4	8

6. **(HALF HEARD)** Did you recall seeing anything from the Census Bureau?

(%)	All	Package			
		Official	Community	Patriotic	Control
Count (n-size)	982	251	258	250	223
Yes	**92**	95	96	96	81
No	**4**	2	2	3	11
Don't know	**2**	1	2	1	5

7. **(IF YES)** What do you recall seeing from the Census Bureau?
    (OPEN-END, CODED, MULTIPLE-CODES PERMITTED)

(%)	All	Package			
		Official	Community	Patriotic	Control
Count (n-size)	878	231	240	236	171
Request to fill out survey	**26**	24	26	28	26
Letter(s)	**21**	23	16	21	24
Required by law / Mandatory	**19**	16	25	19	17
Census / The name	**18**	17	19	17	16
Document(s) / Paper(s) / Material(s)	**18**	22	21	15	15
Envelope(s)	**14**	11	16	16	13
Postcard(s) / Card(s)	**9**	9	6	9	13
Reminder/follow-up	**5**	3	5	4	9
Open immediately	**4**	13	1	2	1
Important	**4**	4	5	3	3
Government/official-looking	**3**	3	2	4	4
Notice(s) / Notification	**3**	2	3	3	2
Addressed to resident	**3**	3	2	2	6
Should have recently received / Will be receiving soon	**2**	1	1	1	5
Go to website / Complete online	**2**	1	3	3	2
Commerce Department	**1**	0	0	0	4
Junk mail	**1**	1	0	1	1
American Community Survey (ACS) / Community Survey	**1**	0	2	0	1
Other	**10**	5	11	11	15
Don't Know / Haven't read contents yet	**6**	6	7	6	5

Image Click #1 (Pre-notice Letter)

(ALL SAW THE FOLLOWING) Now we will have you take a closer look at a letter that would be inside one of the envelopes that you just saw. First, we will ask about your initial visual impression of the letter. Then we will ask about the content of the letter.
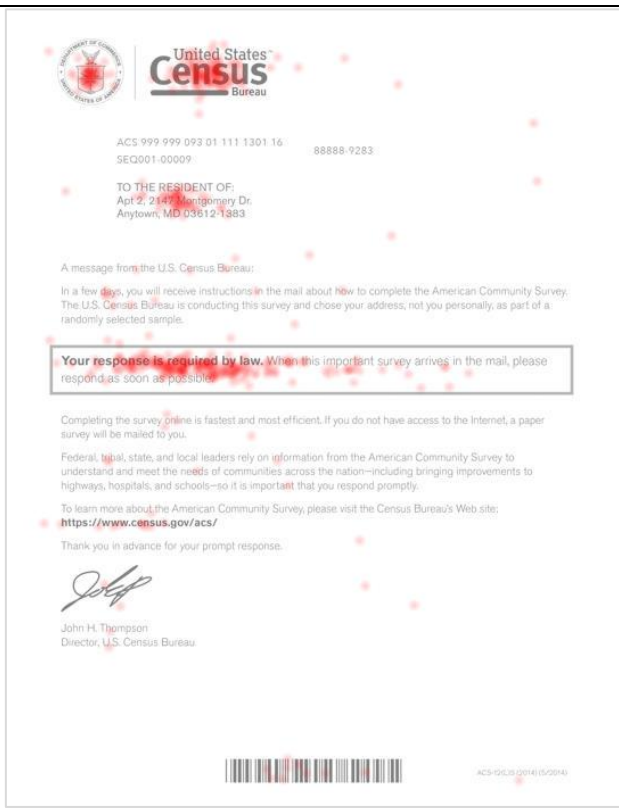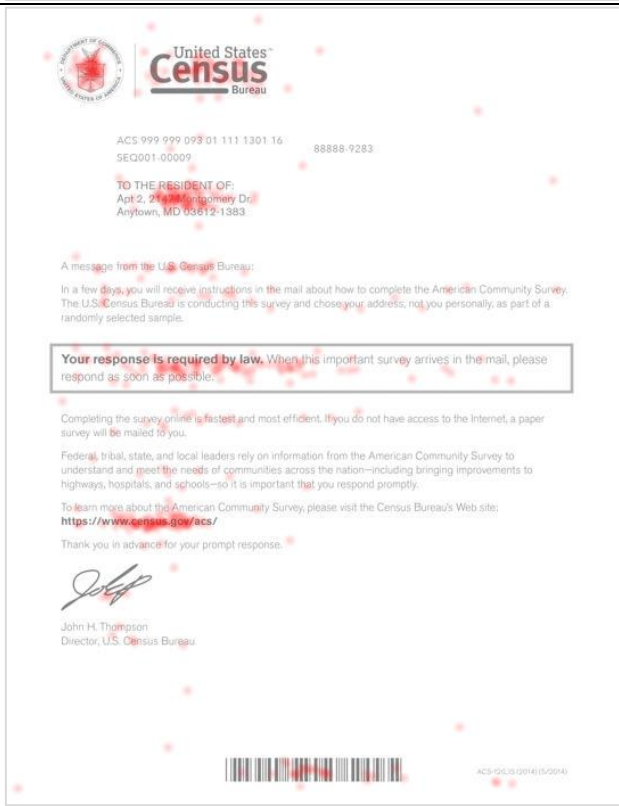
8.   Pre-notice letter (Official)

(INSTRUCTIONS) Please click on the image below in areas that caught your attention when you first looked at this letter. This could be pictures, words, logos, etc. Please click three times.

(%)	Click		
	1st Click	2nd Click	3rd Click
Logo	67%	33%	23%
Address	3%	11%	17%
Greeting	1%	1%	4%
Paragraph 1	1%	2%	5%
Required	27%	45%	21%
Paragraph 2	0%	1%	3%
Paragraph 3	<1%	1%	2%
Link	1%	2%	16%
Signature	<1%	1%	3%
Footer	<1%	2%	6%

Pre2_Official

1st Click

2nd Click	
3rd Click	

"Official" Pre-notice Message Highlighting #1

(INSTRUCTIONS) Now looking closer at the content of the letter, please identify the words or phrases that you find most compelling by highlighting that portion of the text by clicking and dragging your cursor over the words. You may highlight up to 40 words. After you are finished, click on the arrow at the bottom of the screen to continue.

TO THE RESIDENT OF:
Apt 2, 2147 Montgomery Dr.
Anytown, MD 03612-1383

A message from the U.S. Census Bureau:

In a few days, you will receive instructions in the mail about how to complete the American Community Survey. The U.S. Census Bureau is conducting this survey and chose your address, not you personally, as part of a randomly selected sample.

Your response is required by law. When this important survey arrives in the mail, please respond as soon as possible.

Completing the survey online is fastest and most efficient. If you do not have access to the Internet, a paper survey will be mailed to you.

Federal, tribal, state, and local leaders rely on information from the American Community Survey to understand and meet the needs of communities across the nation -- including bringing improvements to highways, hospitals, and schools -- so it is important that you respond promptly.

To learn more about the American Community Survey, please visit the Census Bureau's Web site:
https://www.census.gov/acs/

Thank you in advance for your prompt response.

John H. Thompson
Director, U.S. Census Bureau

Official Pre-notice Letter
Word-by-Word Messaging Highlighting
Frequency Chart

TO 9%	THE 9%	RESIDENT 12%	OF: 9%	
Apt 6%	2, 6%	2147 6%	Montgomery 7%	Dr. 6%
Anytown, 4%	MD 4%	03612-1383 4%		

A 18%	message 21%	from 20%	the 21%	U.S. 35%	Census 37%	Bureau: 37%

In 12%	a 12%	few 14%	days, 15%	you 13%	will 13%	receive 16%	instructions 17%	in 11%	the 11%	mail 12%	about 9%	how 10%
to 10%	complete 11%	the 12%	American 19%	Community 20%	Survey. 20%	The 6%	U.S. 9%	Census 9%	Bureau 8%	is 4%	conducting 5%	this 4%
survey 7%	and 5%	chose 9%	your 9%	address, 11%	not 10%	you 10%	personally, 9%	as 4%	part 4%	of 4%	a 5%	randomly 8%
selected 7%	sample. 6%											

Your 83%	response 88%	is 83%	required 92%	by 88%	law. 92%	When 20%	this 19%	important 20%	survey 20%	arrives 19%	in 19%	the 19%
mail, 19%	please 22%	respond 25%	as 25%	soon 26%	as 26%	possible. 26%						

Completing 22%	the 21%	survey 25%	online 29%	is 20%	fastest 23%	and 17%	most 18%	efficient. 20%	If 5%	you 5%	do 5%	not 5%
have 5%	access 5%	to 4%	the 4%	Internet, 6%	a 5%	paper 7%	survey 7%	will 5%	be 5%	mailed 6%	to 4%	you. 4%

Federal, 8%	tribal, 8%	state, 8%	and 5%	local 7%	leaders 8%	rely 8%	on 6%	information 7%	from 5%	the 5%	American 8%	Community 9%
Survey 8%	to 5%	understand 7%	and 6%	meet 8%	the 7%	needs 9%	of 7%	communities 8%	across 6%	the 6%	nation— 8%	including 8%
bringing 8%	improvements 11%	to 8%	highways, 11%	hospitals, 11%	and 7%	schools—so 11%	it 3%	is 3%	important 4%	that 4%	you 4%	respond 6%
promptly. 7%												

To 5%	learn 5%	more 5%	about 5%	the 5%	American 8%	Community 8%	Survey, 8%	please 7%	visit 7%	the 7%	Census 9%	Bureau's 9%
Web 9%	site: 13%	https://census.... 36%										

Thank 1%	you 1%	in 1%	advance 1%	for 1%	your 1%	prompt 2%	response. 2%

John 1%	H. 1%	Thompson 1%	
Director, 13%	U.S. 15%	Census 16%	Bureau 15%

9.   If you had to explain the purpose of the item you just saw to a friend, how would you describe it to them? **(CODED OPEN-ENDS)**

Pre-notice letter (Official)	
Count (n-size)	*488*
Letter from the Census Bureau (mentioned Census specifically)	29%
Survey helps determine the needs of my community / How funds are allocated	20%
Mandatory / Required by law	14%
Survey / Reminder to fill out a survey (did not mention Census)	6%
Randomly selected to do the survey	5%
Explaining the importance of filling out the survey/why they are conducting the survey	4%
Online survey / Important to complete online	4%
More than one way to fill out the survey	4%
Letter about previous or soon to come letter / Instructions coming soon	2%
Not legitimate / A scam / Not part of the regular census	1%
Junk mail / Spam / Garbage / Nonsense	1%
Unnecessary / Useless	1%
Government snooping / Using threats / Intimidation	1%
All other negatives	1%
Voluntary	0%
Others	2%
Don't Know / No Response	3%

10. Thinking about the item you just read, were there any parts you found to be unclear or confusing? **(CODED OPEN-ENDS)**

Pre-notice letter (Official)	
Count (n-size)	*463*
It was fine / Nothing was unclear	79%
Why is this required by law / What happens if I do not respond	4%
What is the survey about / Need to see the real survey	3%
Everything was unclear	2%
Confusion about how to respond / response mode	2%
Is it legitimate / Looks like junk mail	2%
Letter was too vague / Was not sure what the letter was about	1%
Who is this organization / Never heard of ACS	1%
Addressed to 'resident' / Not addressed to me personally	1%
Waste of money sending multiple mailings	1%
Who benefits from my information / Does my information really help	<1%
How will the funds be distributed / Will the data be used	<1%
How was I 'Randomly selected'	<1%
When is it due / How long do we get to complete it	<1%
Cluttered / Too many fonts/sizes/colors / Writing too small to read easily	<1%
Others	1%
Don't Know / Did Not Read It All / No Response	2%
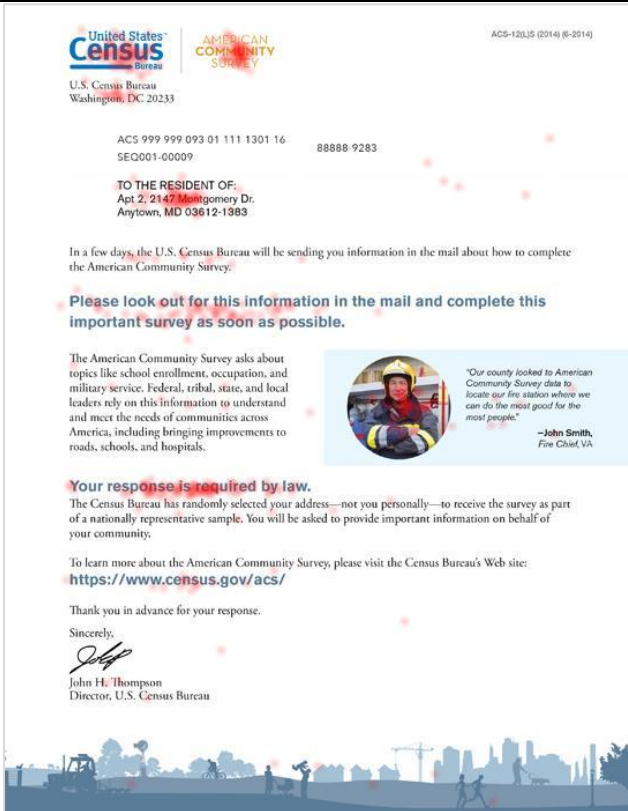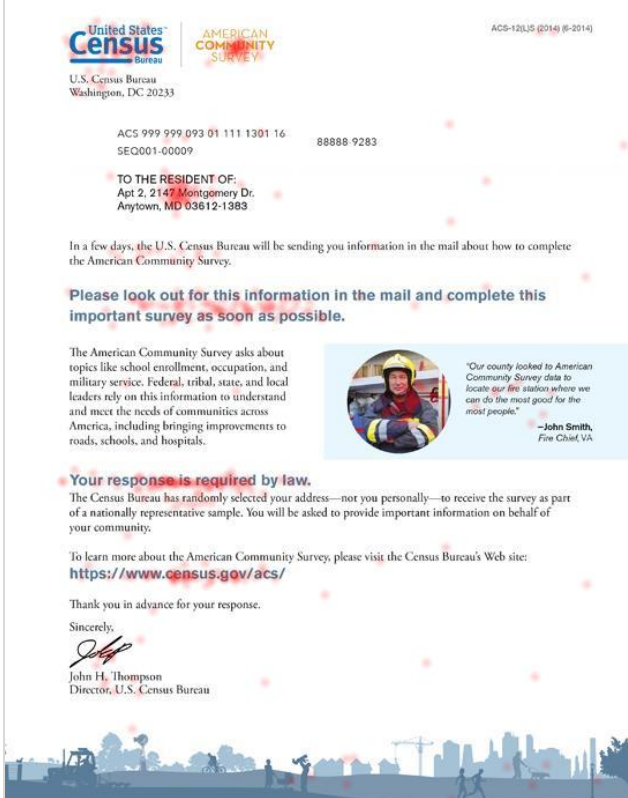
11. Pre-notice letter (Community)

(INSTRUCTIONS) Please click on the image below in areas that caught your attention when you first looked at this letter. This could be pictures, words, logos, etc. Please click three times.

(%)	Click		
	1st Click	2nd Click	3rd Click
Logo	71%	29%	19%
Print Code	<1%	0%	<1%
Address	3%	13%	11%
Paragraph 1	<1%	3%	3%
Paragraph 2	6%	15%	18%
Paragraph 3	2%	1%	1%
Image (Firefighter)	7%	12%	11%
Quote	1%	1%	2%
Paragraph 4	5%	21%	18%
Link	1%	3%	12%
Signature	1%	1%	4%
Footer	<1%	1%	2%

Pre2_Community

1st Click	

2nd Click	
3rd Click	

"Community" Pre-notice Message Highlighting #1

(INSTRUCTIONS) Now looking closer at the content of the letter, please identify the words or phrases that you find most compelling by highlighting that portion of the text by clicking and dragging your cursor over the words. You may highlight up to 40 words. After you are finished, click on the arrow at the bottom of the screen to continue.

U.S. Census Bureau
Washington, DC 20233

TO THE RESIDENT OF:
Apt 2, 2147 Montgomery Dr.
Anytown, MD 03612-1383

In a few days, the U.S. Census Bureau will be sending you information in the mail about how to complete the American Community Survey.

Please look out for this information in the mail and complete this important survey as soon as possible.

The American Community Survey asks about topics like school enrollment, occupation, and military service. Federal, tribal, state, and local leaders rely on this information to understand and meet the needs of communities across America, including bringing improvements to roads, schools, and hospitals.

Your response is required by law. The Census Bureau has randomly
selected your address -- not you personally -- to receive the survey as part of a nationally representative sample. You will be asked to provide important information on behalf of your community. To learn more about the American Community Survey, please visit the Census Bureau's Web site: https://www.census.gov/acs/

Thank you in advance for your response.

Sincerely,

John H. Thompson
Director, U.S. Census Bureau

"Our county looked to American Community Survey data to locate our fire station where we can do the most good for the most people."
- John Smith Fire Chief, VA

U.S. 42%	Census 45%	Bureau 43%
Washington, 12%	DC 10%	20233 8%

Community Pre-notice Letter
Message Highlighting
Word-by-Word Frequency Chart

TO 6%	THE 6%	RESIDENT 7%	OF: 6%
Apt 6%	2, 6%	2147 6%	Montgomery 6%	Dr. 5%
Anytown, 5%	MD 5%	03612-1383 4%	

In 14%	a 15%	few 16%	days, 16%	the 15%	U.S. 21%	Census 22%	Bureau 22%	will 16%	be 16%	sending 18%	you 16%	information 18%
in 14%	the 14%	mail 15%	about 12%	how 14%	to 14%	complete 16%	the 15%	American 22%	Community 22%	Survey. 22%	

Please 39%	look 40%	out 40%	for 39%	this 39%	information 40%	in 38%	the 38%	mail 39%	and 36%	complete 48%	this 44%	important 48%
survey 47%	as 45%	soon 48%	as 46%	possible. 47%	

The 4%	American 6%	Community 6%	Survey 6%	asks 4%	about 4%	topics 7%	like 6%	school 11%	enrollment, 11%	occupation, 11%	and 8%	military 11%
service. 11%	Federal, 6%	tribal, 6%	state, 5%	and 4%	local 5%	leaders 6%	rely 6%	on 5%	this 5%	information 7%	to 5%	understand 6%
and 5%	meet 7%	the 6%	needs 8%	of 6%	communities 7%	across 5%	America, 5%	including 4%	bringing 6%	improvements 9%	to 6%	roads, 9%
schools, 9%	and 6%	hospitals. 9%	

Your 77%	response 80%	is 77%	required 85%	by 82%	law. 84%	The 12%	Census 12%	Bureau 11%	has 11%	randomly 16%	selected 16%	your 14%
address—not 16%	you 14%	personally—to 13%	receive 6%	the 5%	survey 6%	as 5%	part 5%	of 5%	a 4%	nationally 6%	representative 5%	sample. 5%
You 5%	will 5%	be 5%	asked 5%	to 5%	provide 6%	important 6%	information 6%	on 5%	behalf 5%	of 5%	your 5%	community. 5%

To 3%	learn 4%	more 4%	about 4%	the 3%	American 5%	Community 5%	Survey, 5%	please 4%	visit 5%	the 5%	Census 7%	Bureau's 8%
Web 7%	site: 9%	https://census... 25%	

Thank 3%	you 3%	in 2%	advance 2%	for 2%	your 2%	response. 2%

Sincerely, <1%

John 1%	H. <1%	Thompson 1%
Director, 6%	U.S. 5%	Census 6%	Bureau 6%

"Our 2%	county 2%	looked 2%	to 2%	American 3%	Community 3%	Survey 2%	data 2%	to 2%	locate 2%	our 2%	fire 2%	station 2%
where 2%	we 2%	can 2%	do 2%	the 2%	most 2%	good 2%	for 2%	the 2%	most 2%	people." 2%	
—John 1%	Smith <1%	Fire 1%	Chief, 0%	VA 1%	

12. If you had to explain the purpose of the item you just saw to a friend, how would you describe it to them? **(CODED OPEN-ENDS)**

Pre-notice letter (Community)	
Count (n-size)	*477*
Letter from the Census Bureau (mentioned Census specifically)	31%
Mandatory / Required by law	22%
Survey helps determine the needs of my community / How funds are allocated	21%
Survey / Reminder to fill out a survey (did not mention Census)	8%
Randomly selected to do the survey	5%
Explaining the importance of filling out the survey/why they are conducting the survey	3%
Letter about previous or soon to come letter / Instructions coming soon	2%
Government snooping / Using threats / Intimidation	2%
Junk mail / Spam / Garbage / Nonsense	1%
All other negatives	1%
Online survey / Important to complete online	<1%
Voluntary	<1%
Not legitimate / A scam / Not part of the regular census	<1%
Unnecessary / Useless	<1%
Others	1%
Don't Know / No Response	3%

13.   Thinking about the item you just read, were there any parts you found to be unclear or confusing? **(CODED OPEN-ENDS)**

Pre-notice letter (Community)	
Count (n-size)	*450*
It was fine / Nothing was unclear	82%
Why is this required by law / What happens if I do not respond	4%
What is the survey about / Need to see the real survey	3%
Everything was unclear	2%
How was I 'Randomly selected'	1%
Is it legitimate / Looks like junk mail	1%
Cluttered / Too many fonts/sizes/colors / Writing too small to read easily	1%
Letter was too vague / Was not sure what the letter was about	<1%
Who benefits from my information / Does my information really help	<1%
How will the funds be distributed / Will the data be used	<1%
When is it due / How long do we get to complete it	<1%
Who is this organization / Never heard of ACS	<1%
Waste of money sending multiple mailings	<1%
Others	2%
Don't Know / Did Not Read It All / No Response	3%

14.   Pre-notice letter (Patriotic)

(INSTRUCTIONS) Please click on the image below in areas that caught your attention when you first looked at this letter. This could be pictures, words, logos, etc. Please click three times.

(%)	Click		
	1st Click	2nd Click	3rd Click
Logo	54%	24%	11%
Header (We The People)	3%	2%	2%
Address	2%	6%	14%
Greeting	1%	1%	3%
Paragraph 1	1%	2%	3%
Paragraph 2	3%	7%	15%
Paragraph 3	<1%	1%	1%
Required	33%	49%	19%
Paragraph 4	1%	1%	2%
Paragraph 5	0%	1%	6%
Signature	1%	1%	3%
Print Code	0%	0%	0%
Paragraph 6	1%	3%	14%
Footer	1%	2%	8%

Pre2_Patriotic

1st Click	

2nd Click		
3rd Click		

"Patriotic" Pre-notice Message Highlighting #1

(INSTRUCTIONS) Now looking closer at the content of the letter, please identify the words or phrases that you find most compelling by highlighting that portion of the text by clicking and dragging your cursor over the words. You may highlight up to 40 words. After you are finished, click on the arrow at the bottom of the screen to continue.

TO THE RESIDENT OF:
Apt 2, 2147 Montgomery Dr.
Anytown, MD 03612-1383

From the **U.S. Census Bureau:**

In a few days, the U.S. Census Bureau will be sending you information in the mail about how to complete the American Community Survey.

Please look out for this information in the mail and complete this important survey as soon as possible.

Federal, tribal, state, and local leaders rely on this information to understand and meet the needs of communities across America, including bringing improvements to roads, schools, and hospitals.

YOUR RESPONSE IS REQUIRED BY LAW

The Census Bureau has randomly selected your address -- not you personally -- to receive the survey as part of a nationally representative sample.

To learn more about the American Community Survey, please visit the Census Bureau's Web site:
https://www.census.gov/acs

Thank you in advance for your response.

Sincerely,
John H. Thompson
Director U.S. Census Bureau

This year communities across the country will receive more than **$400 billion** toward highway planning, medical assistance, and special education.

Patriotic Pre-notice
Message Highlighting
Word-by-Word Frequency Chart

TO 6%	THE 6%	RESIDENT 7%	OF: 6%
Apt 5%	2, 5%	2147 5%	Montgomery 5%
Anytown, 4%	MD 4%	03612-1383 4%	

From 21%	the 21%	U.S. 27%	Census 28%	Bureau: 27%

In 11%	a 11%	few 13%	days, 13%	the 12%	U.S. 15%	Census 17%	Bureau 17%	will 12%	be 13%	sending 14%	you 13%	information 14%
in 11%	the 11%	mail 12%	about 9%	how 10%	to 10%	complete 12%	the 11%	American 17%	Community 16%	Survey. 16%		

Please 41%	look 43%	out 42%	for 41%	this 41%	information 42%	in 41%	the 41%	mail 42%	and 40%	complete 49%	this 46%	important 48%
survey 49%	as 48%	soon 51%	as 50%	possible. 50%								

Federal, 9%	tribal, 8%	state, 8%	and 7%	local 8%	leaders 9%	rely 9%	on 8%	this 7%	information 8%	to 7%	understand 7%	and 6%
meet 8%	the 7%	needs 8%	of 7%	communities 8%	across 6%	America, 6%	including 5%	bringing 6%	improvements 9%	to 7%	roads, 9%	schools, 9%
and 7%	hospitals. 8%											

YOUR 78%	RESPONSE 82%	IS 79%	REQUIRED 88%	BY 84%	LAW 87%

The 12%	Census 15%	Bureau 16%	has 14%	randomly 22%	selected 20%	your 18%	address--not 21%	you 17%	personally--to 17%	receive 9%	the 9%	survey 8%
as 7%	part 7%	of 8%	a 7%	nationally 7%	representative 7%	sample. 7%						

To 3%	learn 4%	more 4%	about 4%	the 4%	American 5%	Community 6%	Survey, 6%	please 5%	visit 5%	the 5%	Census 7%	Bureau's 6%
Web 7%	site: 11%	https://census... 28%										

Thank 1%	you 1%	in 1%	advance 1%	for <1%	your <1%	response. 1%

Sincerely, <1%

John 2%	H. 1%	Thompson 2%
Director 4%		
U.S. 4%	Census 5%	Bureau 4%

This 4%	year 4%	communities 7%	across 6%	the 6%	country 7%	will 6%	receive 8%	more 8%	than 10%	$400 28%	billion 28%	toward 13%
highway 15%	planning, 15%	medical 14%	assistance, 13%	and 10%	special 14%	education 14%						

15.　　If you had to explain the purpose of the item you just saw to a friend, how would you describe it to them? **(CODED OPEN-ENDS)**

Pre-notice letter (Patriotic)	
Count (n-size)	*491*
Letter from the Census Bureau (mentioned Census specifically)	34%
Survey helps determine the needs of my community / How funds are allocated	21%
Mandatory / Required by law	19%
Survey / Reminder to fill out a survey (did not mention Census)	8%
Randomly selected to do the survey	6%
Explaining the importance of filling out the survey/why they are conducting the survey	3%
Letter about previous or soon to come letter / Instructions coming soon	2%
Junk mail / Spam / Garbage / Nonsense	2%
Not legitimate / A scam / Not part of the regular census	1%
Unnecessary / Useless	1%
Government snooping / Using threats / Intimidation	1%
More than one way to fill out the survey	<1%
All other negatives	<1%
Others	2%
Don't Know / No Response	1%

16. Thinking about the item you just read, were there any parts you found to be unclear or confusing? **(CODED OPEN-ENDS)**

Pre-notice letter (Patriotic)	
Count (n-size)	*465*
It was fine / Nothing was unclear	83%
Everything was unclear	3%
How will the funds be distributed / Will the data be used	3%
Why is this required by law / What happens if I do not respond	3%
What is the survey about / Need to see the real survey	2%
How was I 'Randomly selected'	1%
Letter was too vague / Was not sure what the letter was about	<1%
Who benefits from my information / Does my information really help	<1%
When is it due / How long do we get to complete it	<1%
Who is this organization / Never heard of ACS	<1%
Addressed to 'resident' / Not addressed to me personally	<1%
Cluttered / Too many fonts/sizes/colors / Writing too small to read easily	<1%
Others	1%
Don't Know / Did Not Read It All / No Response	2%

17.   Pre-notice letter (Control)

(INSTRUCTIONS) Please click on the image below in areas that caught your attention when you first looked at this letter. This could be pictures, words, logos, etc. Please click three times.

(%)	Click		
	1st Click	2nd Click	3rd Click
Print Code	1%	1%	3%
Logo	8%	15%	13%
Return 1	74%	23%	15%
Address	5%	25%	18%
Greeting	4%	11%	14%
Paragraph 1	5%	12%	13%
Paragraph 2	2%	7%	11%
Link	<1%	3%	6%
Signature	1%	1%	4%
Footer	<1%	1%	3%

Pre2_Control

1st Click	

2nd Click	UNITED STATES DEPARTMENT OF COMMERCE Economics and Statistics Administration U.S. Census Bureau Washington, DC 20233-0001 OFFICE OF THE DIRECTOR ACS-12(L)S (2013) (6-2012) ACS 999 999 093 01 111 1301 16 SEQ001-00009 88888-9283 TO THE RESIDENT OF: Apt 2, 2147 Montgomery Dr. Anytown, MD 03612-1383 A message from the Director, U.S. Census Bureau ... In a few days your household will receive instructions in the mail on how to complete a very important national survey, the American Community Survey. Please follow the instructions to complete the survey promptly. The U.S. Census Bureau is conducting this survey and chose your address, not you personally, as part of a randomly selected sample. The American Community Survey collects information about various topics like education, housing, and jobs. Information from this survey is used by federal, state, local, and tribal governments to meet the needs of communities across America. For example, community leaders use this information to decide where schools, highways, hospitals, and other services are needed. The survey also is used to develop programs to reduce traffic congestion, provide job training, and plan for the health care needs of the elderly. If you have access to the Internet and want to learn more about the American Community Survey, please visit the Census Bureau's Web site: www.census.gov/acs/www. Thank you in advance for your help. Enclosure census.gov
3rd Click	UNITED STATES DEPARTMENT OF COMMERCE Economics and Statistics Administration U.S. Census Bureau Washington, DC 20233-0001 OFFICE OF THE DIRECTOR ACS-12(L)S (2013) (6-2012) ACS 999 999 093 01 111 1301 16 SEQ001-00009 88888-9283 TO THE RESIDENT OF: Apt 2, 2147 Montgomery Dr. Anytown, MD 03612-1383 A message from the Director, U.S. Census Bureau ... In a few days your household will receive instructions in the mail on how to complete a very important national survey, the American Community Survey. Please follow the instructions to complete the survey promptly. The U.S. Census Bureau is conducting this survey and chose your address, not you personally, as part of a randomly selected sample. The American Community Survey collects information about various topics like education, housing, and jobs. Information from this survey is used by federal, state, local, and tribal governments to meet the needs of communities across America. For example, community leaders use this information to decide where schools, highways, hospitals, and other services are needed. The survey also is used to develop programs to reduce traffic congestion, provide job training, and plan for the health care needs of the elderly. If you have access to the Internet and want to learn more about the American Community Survey, please visit the Census Bureau's Web site: www.census.gov/acs/www. Thank you in advance for your help. Enclosure census.gov

"Control" Pre-notice Message Highlighting #1

(INSTRUCTIONS) Now looking closer at the content of the letter, please identify the words or phrases that you find most compelling by highlighting that portion of the text by clicking and dragging your cursor over the words. You may highlight up to 40 words. After you are finished, click on the arrow at the bottom of the screen to continue.

Dear Resident:

In a few days your household will receive instructions in the mail on how to complete a very important national survey, the American Community Survey. Please follow the instructions to complete the survey promptly. The U.S. Census Bureau is conducting this survey and chose your address, not you personally, as part of a randomly selected sample.

The American Community Survey collects information about various topics like education, housing, and jobs. Information from this survey is used by federal, state, local, and tribal governments to meet the needs of communities across America. For example, community leaders use this information to decide where schools, highways, hospitals, and other services are needed. The survey also is used to develop programs to reduce traffic congestion, provide job training, and plan for the health care needs of the elderly.

If you have access to the Internet and want to learn more about the American Community Survey, please visit the Census Bureau's Web site: www.census.gov/acs/

Thank you in advance for your help.

Sincerely,
John Thompson
Director

Enclosure

Dear	Resident:
2%	4%

Control Pre-notice
Message Highlighting
Word-by-Word Frequency Chart

In	a	few	days	your	household	will	receive	instructions	in	the	mail	on
13%	14%	19%	19%	19%	22%	22%	25%	29%	21%	20%	22%	17%
how	to	complete	a	very	important	national	survey,	the	American	Community	Survey.	Please
18%	19%	26%	23%	36%	45%	46%	47%	14%	26%	26%	25%	9%
follow	the	instructions	to	complete	the	survey	promptly.	The	U.S.	Census	Bureau	is
11%	9%	11%	9%	13%	11%	13%	17%	23%	40%	43%	42%	17%
conducting	this	survey	and	chose	your	address,	not	you	personally,	as	part	of
19%	16%	18%	12%	19%	20%	22%	17%	17%	18%	10%	11%	11%
a	randomly	selected	sample.									
12%	20%	16%	16%									

The	American	Community	Survey	collects	information	about	various	topics	like	education,	housing,	and
12%	23%	23%	23%	23%	23%	18%	20%	22%	17%	35%	34%	23%
jobs.	Information	from	this	survey	is	used	by	federal,	state,	local,	and	tribal
34%	10%	8%	14%	14%	10%	16%	15%	26%	26%	25%	15%	23%
governments	to	meet	the	needs	of	communities	across	America.	For	example,	community	leaders
25%	12%	17%	14%	20%	15%	21%	13%	15%	2%	2%	9%	10%
use	this	information	to	decide	where	schools,	highways,	hospitals,	and	other	services	are
9%	9%	12%	10%	16%	17%	29%	28%	27%	16%	20%	23%	19%
needed.	The	survey	also	is	used	to	develop	programs	to	reduce	traffic	congestion,
21%	3%	3%	3%	4%	6%	6%	12%	12%	9%	20%	24%	24%
provide	job	training,	and	plan	for	the	health	care	needs	of	the	elderly.
19%	21%	23%	13%	17%	14%	14%	23%	23%	19%	13%	13%	19%

If	you	have	access	to	the	Internet	and	want	to	learn	more	about
3%	3%	4%	5%	5%	5%	8%	4%	4%	5%	6%	6%	5%
the	American	Community	Survey,	please	visit	the	Census	Bureau's	Web	site:	www.census.....	
5%	11%	11%	11%	7%	8%	7%	13%	12%	15%	15%	32%	
Thank	you	in	advance	for	your	help.						
1%	1%	<1%	<1%	<1%	<1%	1%						

Sincerely,
<1%

John	Thompson	Director
2%	2%	3%

Enclosure
2%

18.   If you had to explain the purpose of the item you just saw to a friend, how would you describe it to them? **(CODED OPEN-ENDS)**

Pre-notice Letter (Control)	
Count (n-size)	*480*
Survey helps determine the needs of my community / How funds are allocated	47%
Letter from the Census Bureau (mentioned Census specifically)	19%
Survey / Reminder to fill out a survey (did not mention Census)	15%
Randomly selected to do the survey	5%
Explaining the importance of filling out the survey/why they are conducting the survey	3%
Letter about previous or soon to come letter / Instructions coming soon	1%
Online survey / Important to complete online	1%
Not legitimate / A scam / Not part of the regular census	1%
Junk mail / Spam / Garbage / Nonsense	1%
Unnecessary / Useless	1%
Government snooping / Using threats / Intimidation	1%
All other negatives	1%
Mandatory / Required by law	<1%
Voluntary	<1%
Others	1%
Don't Know / No Response	2%

19. Thinking about the item you just read, were there any parts you found to be unclear or confusing? **(OPEN-ENDED, CODED)**

Pre-notice Letter (Control)	
Count (n-size)	*459*
It was fine / Nothing was unclear	82%
What is the survey about / Need to see the real survey	3%
Everything was unclear	2%
Cluttered / Too many fonts/sizes/colors / Writing too small to read easily	2%
Letter was too vague / Was not sure what the letter was about	1%
Who benefits from my information / Does my information really help	1%
How will the funds be distributed / Will the data be used	1%
Why is this required by law / What happens if I do not respond	1%
Confusion about how to respond / response mode	1%
When is it due / How long do we get to complete it	1%
Who is this organization / Never heard of ACS	1%
Addressed to 'resident' / Not addressed to me personally	1%
Waste of money sending multiple mailings	1%
Is it legitimate / Looks like junk mail	1%
How was I 'Randomly selected'	<1%
Others	2%
Don't Know / Did Not Read It All / No Response	1%

Image Click #2 (Internet Invitation Envelope)

(ALL SAW THE FOLLOWING) Now we will have you take a closer look at an envelope. First, we will ask about your initial visual impression of the envelope. Then we will ask some follow-up questions.

20.   Internet Invitation Envelope (Official Front)

(INSTRUCTIONS) Please click on the image below in areas that caught your attention when you first looked at this letter. This could be pictures, words, logos, etc. Please click three times.

(%)	Click		
	1st Click	2nd Click	3rd Click
Logo	57%	28%	22%
Stamp	0%	0%	0%
Return 1	3%	2%	6%
Return 2	<1%	0%	0%
Address	2%	5%	16%
Open Immediately	11%	17%	38%
Required	27%	49%	18%

A1_C1_Official_Front

1st Click

2nd Click	
3rd Click	

21.   Internet Invitation Envelope (Official Back)

(INSTRUCTIONS) Please click on the image below in areas that caught your attention when you first looked at this letter. This could be pictures, words, logos, etc. Please click three times.

(%)	Click		
	1st Click	2nd Click	3rd Click
Required	41%	56%	52%
Logo	55%	36%	18%
Multi-language	4%	9%	31%

A1_C1_Official_Back

1st Click	
2nd Click	

3rd Click	

22.   Internet Invitation Envelope (Community Front)

(INSTRUCTIONS) Please click on the image below in areas that caught your attention when you first looked at this letter. This could be pictures, words, logos, etc. Please click three times.

(%)	Click		
	1st Click	2nd Click	3rd Click
Logo	70%	25%	26%
Stamp	0%	1%	0%
Return 1	<1%	2%	10%
Return 2	<1%	1%	1%
Address	5%	9%	26%
Image (Virginia)	4%	6%	9%
Required	19%	54%	23%
Footer	1%	1%	4%

A1_C1_Community_Front

1st Click

2nd Click

| 3rd Click | |
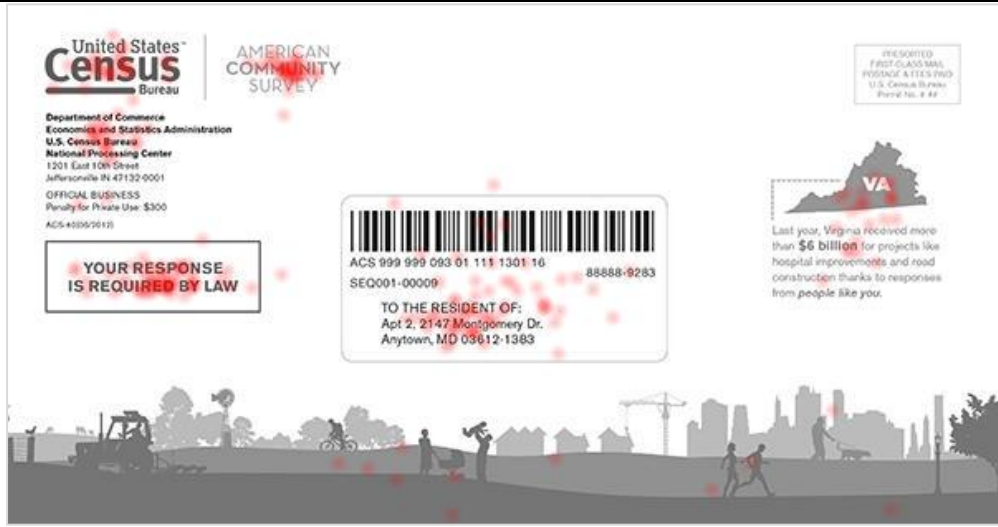
23.   Internet Invitation Envelope (Community Back)

(INSTRUCTIONS) Please click on the image below in areas that caught your attention when you first looked at this letter. This could be pictures, words, logos, etc. Please click three times.

(%)	Click		
	1st Click	2nd Click	3rd Click
Logo	76%	24%	22%
Required	23%	72%	40%
Multi-language	1%	4%	25%
Footer	0%	<1%	13%

A1_C1_Community_Back

1st Click	
2nd Click	

3rd Click	

24.   Internet Invitation Envelope (Patriotic Front)

(INSTRUCTIONS) Please click on the image below in areas that caught your attention when you first looked at this letter. This could be pictures, words, logos, etc. Please click three times.

(%)	Click		
	1st Click	2nd Click	3rd Click
Logo	54%	33%	10%
Stamp	1%	<1%	1%
Return 1	3%	6%	11%
Return 2	0%	2%	3%
Required	36%	42%	18%
Address	3%	13%	36%
Multi-language	1%	1%	5%
Footer	2%	3%	15%

A1_C1_Patriotic_Front

1st Click	
2nd Click	

91

3rd Click	

25.   Internet Invitation Envelope (Patriotic Back)

(INSTRUCTIONS) Please click on the image below in areas that caught your attention when you first looked at this letter. This could be pictures, words, logos, etc. Please click three times.

(%)	Click		
	1st Click	2nd Click	3rd Click
Logo	65%	26%	13%
Required	15%	42%	30%
Image (We the People)	12%	17%	25%
Footer	8%	16%	32%

A1_C1_Patriotic_Back

1st Click	
2nd Click	

3rd Click	
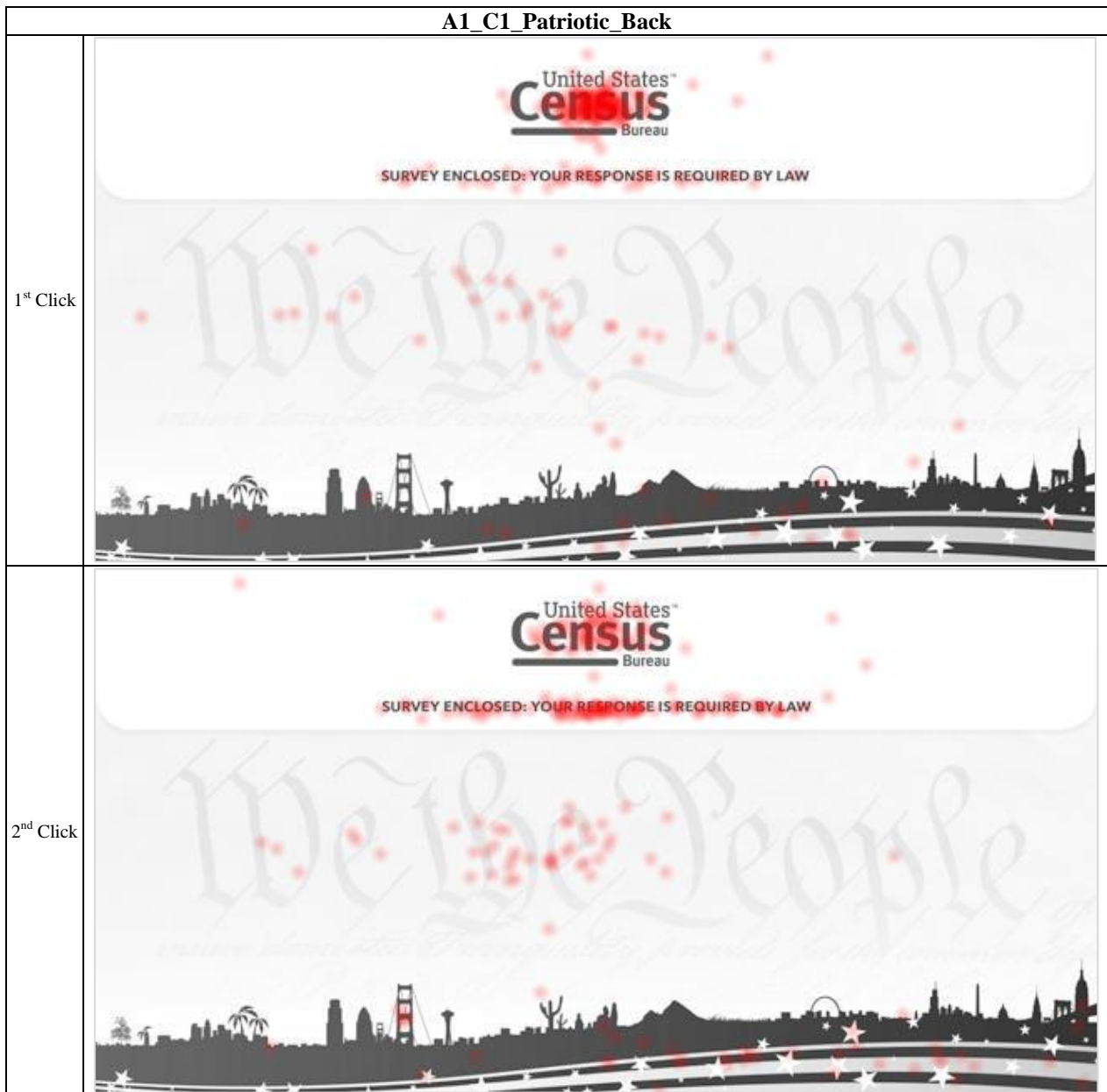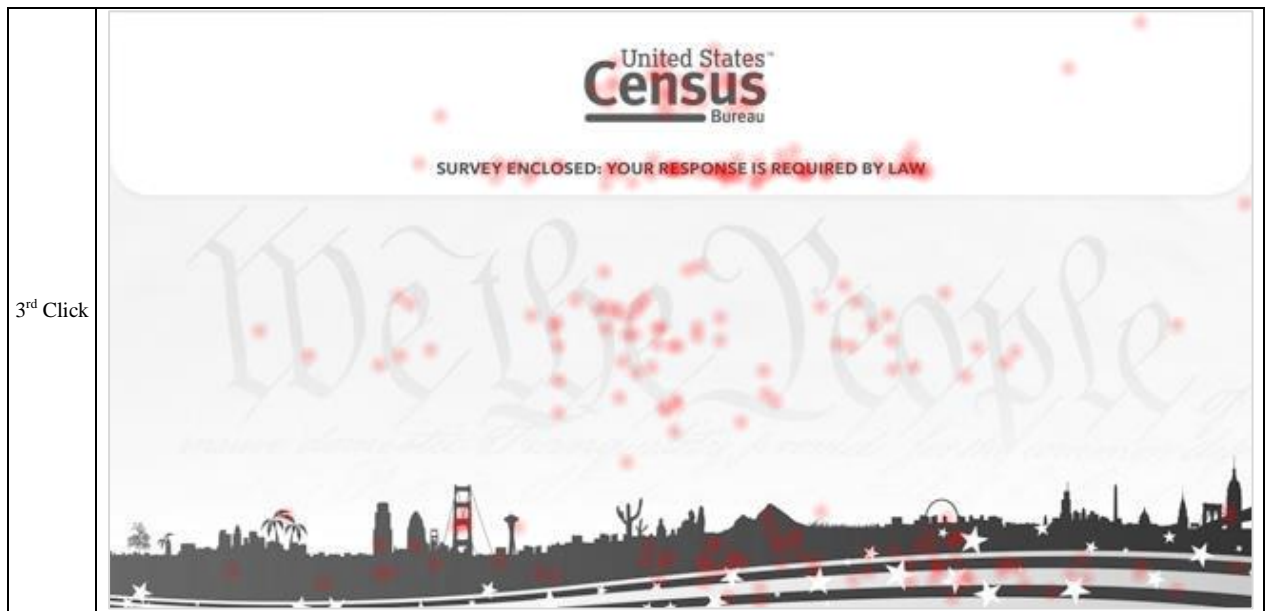
26. Internet Invitation Envelope (Control Front)

(INSTRUCTIONS) Please click on the image below in areas that caught your attention when you first looked at this letter. This could be pictures, words, logos, etc. Please click three times.

(%)	Click		
	1st Click	2nd Click	3rd Click
Return 1	32%	39%	20%
Equal Opportunity	0%	<1%	1%
Stamp	<1%	2%	4%
Return 2	1%	2%	7%
Required	57%	34%	17%
Address	7%	14%	27%
Logo	2%	8%	26%

A1_C1_Control_Front

1st Click

2nd Click

3rd Click	

Attributes

Please indicate how much you believe the following words apply to the envelope you just viewed.

(%)	% "Applies completely"				
	ALL	Official	Community	Patriotic	Control
Official	**64**	69	60	64	63
Important	**56**	65	53	58	48
Attention-grabbing	**51**	60	43	56	44
Easy-to-understand	**46**	49	43	51	41
Urgent	**40**	58	30	39	33
Trustworthy	**31**	30	31	34	28
Informative	**28**	31	28	31	22

27. Official

(%)	All	Package			
		Official	Community	Patriotic	Control
Count (n-size)	2009	509	500	501	499
Applies completely	**64**	69	60	64	63
Applies somewhat	**23**	18	26	23	24
Applies a little	**8**	9	9	9	5
Does not apply at all	**3**	2	3	2	3
Don't know	**2**	2	2	2	2

28. Important

(%)	All	Package			
		Official	Community	Patriotic	Control
Count (n-size)	2009	509	500	501	499
Applies completely	**56**	65	53	58	48
Applies somewhat	**27**	21	29	27	33
Applies a little	**10**	8	12	10	11
Does not apply at all	**4**	3	3	3	5
Don't know	**2**	2	2	2	2

29. Attention-grabbing

(%)	All	Package			
		Official	Community	Patriotic	Control
Count (n-size)	2009	509	500	501	499
Applies completely	**51**	60	43	56	44
Applies somewhat	**31**	24	37	29	32
Applies a little	**12**	9	12	10	17
Does not apply at all	**4**	4	5	4	4
Don't know	**1**	1	1	1	1

30. Easy-to-understand

(%)	All	Package			
		Official	Community	Patriotic	Control
Count (n-size)	2009	509	500	501	499
Applies completely	**46**	49	43	51	41
Applies somewhat	**31**	29	35	29	32
Applies a little	**15**	14	15	13	16
Does not apply at all	**5**	4	4	5	7
Don't know	**2**	2	1	1	2

31. Urgent

(%)	All	Package			
		Official	Community	Patriotic	Control
Count (n-size)	2009	509	500	501	499
Applies completely	**40**	58	30	39	33
Applies somewhat	**31**	25	35	32	32
Applies a little	**17**	10	22	18	18
Does not apply at all	**8**	4	9	7	11
Don't know	**2**	2	2	2	3

32. Trustworthy

(%)	All	Package			
		Official	Community	Patriotic	Control
Count (n-size)	*2009*	*509*	*500*	*501*	*499*
Applies completely	**31**	30	31	34	28
Applies somewhat	**32**	30	31	35	32
Applies a little	**20**	22	21	18	21
Does not apply at all	**9**	9	9	8	10
Don't know	**6**	7	6	4	7

33. Informative

(%)	All	Package			
		Official	Community	Patriotic	Control
Count (n-size)	2009	509	500	501	499
Applies completely	**28**	31	28	31	22
Applies somewhat	**35**	31	38	35	37
Applies a little	**23**	22	23	23	25
Does not apply at all	**10**	11	8	9	12
Don't know	**2**	3	1	2	3

Image Click #3 (Internet Invitation Letter)

(ALL SAW THE FOLLOWING) Now we will have you take a closer look at a letter that would be inside the envelope you just saw. First, we will ask about your initial visual impression of the letter. Then we will ask about the content of the letter.

34. Internet Invitation Letter (Official)

(INSTRUCTIONS) Please click on the image below in areas that caught your attention when you first looked at this letter. This could be pictures, words, logos, etc. Please click three times.

(%)	Click		
	1st Click	2nd Click	3rd Click
Logo	52%	18%	8%
Return 1	9%	15%	9%
Greeting	<1%	1%	1%
Paragraph 1	1%	1%	3%
Link	32%	39%	17%
Paragraph 2	1%	3%	2%
Paragraph 3	<1%	<1%	1%
Paragraph 4	4%	21%	41%
Paragraph 5	<1%	2%	14%
Paragraph 6	<1%	<1%	1%
Paragraph 7	0%	<1%	1%
Signature	<1%	<1%	1%
Print Code	<1%	0%	0%

A3_Official

1st Click

2nd Click		
3rd Click		

"Official" Internet Invitation Letter Message Highlighting #1

(INSTRUCTIONS) Now looking closer at the content of the letter, please identify the words or phrases that you find most compelling by highlighting that portion of the text by clicking and dragging your cursor over the words. You may highlight up to 40 words. After you are finished, click on the arrow at the bottom of the screen to continue.

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
National Processing Center
1201 East 10th Street Jeffersonville IN 47132-0001

An important message from the Director, U.S. Census Bureau:

Your address has been randomly chosen to complete the American Community Survey. The Census Bureau conducts this survey each month to give our country an up-to-date picture of how we live-- our education, employment, housing, and more.

Using the enclosed Internet instruction card, please complete the survey online as soon as possible at: https://respond.census.gov/acs

Communities use information from this survey to decide where important services are needed, including things like:

- Reducing traffic congestion
- Providing job-training programs
- Building schools and hospitals

If you are unable to complete the survey online, there is no need to contact us. We will send you a paper questionnaire in a few weeks.

Your response is required by law (Title 13, U.S. Code, Sections 141 and 193).
As a representative member of your community, you will be asked to provide information about your household that is critical to meeting needs in your area. Because you'll be speaking on behalf of your neighbors and other members of your community, your response is critical to our ability to collect accurate data.

Your responses will be kept completely confidential. By law (Title 13, U.S. Code, Section 9), the Census Bureau cannot publish or release information that would identify you or your household.

We may combine your answers with information that you gave to other agencies to enhance the statistical use of these data. This information will be given the same protections as your survey responses. Based on the answers you provide, you may be asked to participate in other Census Bureau surveys that are voluntary.

If you need help completing the survey or have questions, please call 1-800-354-7271.

Thank you in advance for your prompt response.

Sincerely, John H. Thompson Director, U.S. Census Bureau

"Official" Internet Invitation Letter (A_3)
Messaging Highlighting
Word-by-Word Frequency Chart

U.S. 26%	Department 28%	of 24%	Commerce 28%
Economics 12%	and 10%	Statistics 13%	Administration 12%

U.S. 32%	Census 34%	Bureau 33%
National 6%	Processing 6%	Center 6%

1201 <1%	East <1%	10th <1%	Street <1%	Jeffersonville 1%	IN 1%	47132 1%

An 8%	important 13%	message 13%	from 9%	the 9%	Director, 13%	U.S. 14%	Census 15%	Bureau 15%

Your 8%	address 9%	has 9%	been 10%	randomly 17%	chosen 15%	to 7%	complete 7%	the 7%	American 12%	Community 12%	Survey. 12%	The 4%	Census 6%	Bureau 6%
conducts 6%	this 5%	survey 6%	each 8%	month 8%	to 5%	give 6%	our 5%	country 5%	an 6%	up-to-date 8%	picture 8%	of 6%	how 8%	we 7%
live--our 8%	education, 9%	employment, 9%	housing, 9%	and 5%	more. 6%									

Using 33%	the 32%	enclosed 34%	Internet 37%	instruction 36%	card, 36%	please 36%	complete 43%	the 39%	survey 44%	online 43%	as 38%	soon 39%	as 39%	possible 39%
at 32%	https://respond... 39%													

Communities 8%	use 7%	information 8%	from 7%	this 7%	survey 7%	to 6%	decide 7%	where 7%	important 9%	services 9%	are 7%	needed, 8%	including 3%	things 3%
like: 3%														

Reducing 15%	traffic 16%	congestion 15%	
Providing 14%	job-training 17%	programs 14%	
Building 16%	schools 17%	and 12%	hospitals 16%

If 3%	you 3%	are 3%	unable 4%	to 3%	complete 3%	the 3%	survey 4%	online, 4%	there 3%	is 3%	no 4%	need 4%	to 3%	contact 4%
us. 3%	We 3%	will 3%	send 4%	you 4%	a 4%	paper 5%	questionnaire 5%	in 3%	a 3%	few 3%	weeks. 3%			

Your 64%	response 71%	is 65%	required 78%	by 74%	law 77%	(Title 11%	13, 7%	U.S. 8%	Code, 7%	Sections 7%	141 7%	and 6%	193). 7%	
As 3%	a 3%	representative 3%	member 3%	of 3%	your 3%	community, 3%	you 2%	will 2%	be 2%	asked 2%	to 2%	provide 3%	information 3%	about 2%
your 2%	household 3%	that 1%	is 2%	critical 3%	to 2%	meeting 2%	needs 2%	in 2%	your 2%	area. 2%	Because <1%	you'll 1%	be 1%	speaking 2%
on 1%	behalf 2%	of 2%	your 2%	neighbors 3%	and 1%	other 1%	members 1%	of 1%	your 1%	community, 1%	your 1%	response 1%	is 1%	critical 1%
to <1%	our <1%	ability <1%	to 1%	collect 1%	accurate 1%	data. 1%								

Your 39%	responses 43%	will 40%	be 40%	kept 42%	completely 48%	confidential. 53%	By 5%	law 5%	(Title 3%	13, 3%	U.S. 3%	Code, 3%	Section 3%	9), 2%
the 1%	Census 2%	Bureau 2%	cannot 2%	publish 2%	or 2%	release 2%	information 2%	that 2%	would 2%	identify 2%	your 2%	household. 2%		

We 2%	may 2%	combine 3%	your 2%	answers 3%	with 2%	information 3%	that 2%	you 2%	gave 3%	to 2%	other 3%	agencies 3%	to 2%	enhance 2%
the 1%	statistical 2%	use 1%	of 1%	these 1%	data. 1%	The <1%	information 1%	will 1%	be <1%	given 1%	the <1%	same 1%	protections 1%	as <1%
your <1%	survey 1%	responses. 1%	Based 2%	on 1%	the 1%	answers 2%	you 2%	provide, 2%	you 2%	may 3%	be 3%	asked 4%	to 2%	participate 4%
in 3%	other 4%	Census 5%	Bureau 5%	surveys 5%	that 3%	are 3%	voluntary. 4%							

If 2%	you 2%	need 3%	help 3%	completing 2%	the 2%	survey 2%	or 2%	have 3%	questions, 4%	please 4%	call 4%	1-800... 6%
Thank 1%	you 1%	in <1%	advance <1%	for <1%	your <1%	prompt 1%	response. 1%					

Sincerely, 0%

John <1%	H. <1%	Thompson <1%
Director, 2%	U.S. 2%	Census 2%	Bureau 2%

35.   If you had to explain the purpose of the item you just saw to a friend, how would you describe it to them? **(CODED OPEN-ENDS)**

Internet Invitation Letter (Official)	
Count (n-size)	*475*
Survey helps determine the needs of my community / How funds are allocated	30%
Letter from the Census Bureau (mentioned Census specifically)	15%
Mandatory / Required by law	12%
Survey / Reminder to fill out a survey (did not mention Census)	7%
Explaining the importance of filling out the survey/why they are conducting the survey	6%
Online survey / Important to complete online	6%
More than one way to fill out the survey	5%
Randomly selected to do the survey	4%
Government snooping / Using threats / Intimidation	2%
Letter about previous or soon to come letter / Instructions coming soon	1%
Not legitimate / A scam / Not part of the regular census	1%
Junk mail / Spam / Garbage / Nonsense	1%
Unnecessary / Useless	1%
All other negatives	1%
Voluntary	<1%
Others	2%
Don't Know / No Response	4%

35.   Thinking about the item you just read, were there any parts you found to be unclear or confusing? **(CODED OPEN-ENDS)**

Internet Invitation Letter (Official)	
Count (n-size)	*450*
It was fine / Nothing was unclear	84%
Why is this required by law / What happens if I do not respond	3%
Everything was unclear	2%
Who are the other agencies the information will be combined with	2%
What is the survey about / Need to see the real survey	1%
Confusion about how to respond / response mode	1%
Who is this organization / Never heard of ACS	1%
Is it legitimate / Looks like junk mail	1%
Cluttered / Too many fonts/sizes/colors / Writing too small to read easily	1%
Letter was too vague / Was not sure what the letter was about	<1%
Who benefits from my information / Does my information really help	<1%
How will the funds be distributed / Will the data be used	<1%
How was I 'Randomly selected'	<1%
When is it due / How long do we get to complete it	<1%
Waste of money sending multiple mailings	<1%
Others	2%
Don't Know / Did Not Read It All / No Response	1%

36.   Internet Invitation Letter (Community)

(INSTRUCTIONS) Please click on the image below in areas that caught your attention when you first looked at this letter. This could be pictures, words, logos, etc. Please click three times.

(%)	Click		
	1st Click	2nd Click	3rd Click
Logo	73%	29%	12%
Print Code	<1%	<1%	<1%
Greeting	1%	2%	3%
Paragraph 1	2%	3%	3%
Paragraph 2	3%	5%	6%
Link	14%	35%	22%
Paragraph 3	1%	4%	4%
Paragraph 4	4%	15%	30%
Paragraph 5	1%	3%	11%
Paragraph 6	0%	1%	2%
Signature	<1%	<1%	3%
Footer	<1%	2%	4%

A3_Community

1st Click	

2nd Click	
3rd Click	

"Community" Internet Invitation Letter Message Highlighting #1

(INSTRUCTIONS) Now looking closer at the content of the letter, please identify the words or phrases that you find most compelling by highlighting that portion of the text by clicking and dragging your cursor over the words. You may highlight up to 40 words. After you are finished, click on the arrow at the bottom of the screen to continue.

U.S. Census Bureau
Washington, DC 20233

A message from the U.S. Census Bureau:

Your address has been randomly selected by the U.S. Census Bureau to participate in the American Community Survey. The American Community Survey and the Census show us not only the number of people who live in the country, but also how we live as a nation -- including our education, housing, and jobs.

- Communities use information from this survey to decide where important services are needed, including:
- Improving roads and reducing traffic
- Building schools
- Planning for the health care needs of the elderly

Using the enclosed card, please complete the survey online as soon as possible at: https://respond.census.gov/acs

If you are unable to complete the survey online, there is no need to contact us. We will send you a paper questionnaire in a few weeks. The Census Bureau is using the Internet to collect this information in an effort to conserve natural resources, save taxpayers' money, and process your data more efficiently.

Your response is required by law (Title 13, U.S. Code, Sections 141 and 193).
Because you have been selected to participate on behalf of your community, it is vital that you complete this survey.

Your response will be kept completely confidential. By law (Title 13, U.S. Code, Section 9), the Census Bureau cannot publish or release information that would identify you or your household. We may combine your answers with information that you gave to other agencies to enhance the statistical uses of these data. This information will be given the same protection as your survey response. Based on the information that you provide, you may be asked to participate in other Census Bureau surveys that are voluntary.

If you need help completing the survey or have questions, please call 1-800-354-7271.

Thank you in advance for your prompt response.

Sincerely,

John H. Thompson
Director, U.S. Census Bureau

U.S. 31%	Census 32%	Bureau 31%
Washington, 8%	DC 6%	20233 5%

"Community" Internet Invitation Letter (A_3)
Message Highlighting
Word-by-Word Frequency Chart

A 7%	message 10%	from 9%	the 9%	U.S. 13%	Census 14%	Bureau: 13%

Your 13%	address 14%	has 12%	been 13%	randomly 22%	selected 20%	by 11%	the 12%	U.S. 14%	Census 14%	Bureau 13%	to 8%	participate 9%	in 8%	the 8%
American 14%	Community 13%	Survey. 13%	The 2%	American 3%	Community 3%	Survey 3%	and 3%	the 2%	Census 4%	show 4%	us 3%	not 3%	only 3%	the 3%
number 4%	of 4%	people 4%	who 3%	live 4%	in 3%	the 3%	country, 4%	but 2%	also 2%	how 5%	we 6%	live 6%	as 4%	a 4%
nation-including 6%	our 4%	education, 8%	housing, 8%	and 5%	jobs. 7%									

Communities 12%	use 12%	information 14%	from 11%	this 12%	survey 12%	to 12%	decide 14%	where 13%	important 14%	services 14%	are 13%	needed, 14%	including: 7%

Improving 24%	roads 23%	and 15%	reducing 21%	traffic 21%
Building 21%	schools 21%			
Planning 20%	for 15%	the 14%	health 21%	care 20%	needs 18%	of 13%	the 12%	elderly 18%

Using 28%	the 27%	enclosed 30%	card, 30%	please 31%	complete 40%	the 36%	survey 40%	online 42%	as 36%	soon 37%	as 36%	possible 36%	at: 31%
https://respond.... 40%													

If 13%	you 12%	are 12%	unable 16%	to 14%	complete 16%	the 14%	survey 16%	online, 16%	there 14%	is 14%	no 17%	need 17%	to 16%	contact 17%
us. 15%	We 3%	will 3%	send 4%	you 4%	a 3%	paper 5%	questionnaire 5%	in 2%	a 1%	few 3%	weeks. 3%	The 1%	Census 1%	Bureau 2%
is 1%	using 2%	the 2%	Internet 2%	to 1%	collect 1%	this 1%	information 1%	in 1%	an 1%	effort 2%	to 1%	conserve 3%	natural 3%	resources, 3%
save 2%	taxpayers' 2%	money, 2%	and 1%	process 1%	your 1%	data 1%	more 1%	efficiently. 2%						

Your 67%	response 71%	is 68%	required 80%	by 75%	law 78%	(Title 13%	13, 9%	U.S. 8%	Code, 9%	Sections 8%	141 9%	and 9%	193). 9%
Because 5%	you 5%	have 5%	been 5%	selected 5%	to 4%	participate 5%	on 4%	behalf 5%	of 5%	your 5%	community, 5%	it 5%	is 5%	vital 7%
that 5%	you 5%	complete 6%	this 5%	survey. 5%									

Your 27%	response 30%	will 27%	be 27%	kept 31%	completely 36%	confidential. 41%	By 4%	law 3%	(Title 2%	13, 2%	U.S. 2%	Code, 2%	Section 1%	9), 1%
the 1%	Census 2%	Bureau 1%	cannot 2%	publish 2%	or 1%	release 2%	information 2%	that 1%	would 1%	identify 2%	you 2%	or 1%	your 1%	household. 1%
We <1%	may 1%	combine <1%	your <1%	answers <1%	with <1%	information <1%	that <1%	you <1%	gave <1%	to <1%	other <1%	agencies <1%	to <1%	enhance <1%
the <1%	statistical <1%	uses <1%	of <1%	these <1%	data. <1%	This <1%	information <1%	will 0%	be 0%	given <1%	the 0%	same <1%	protection <1%	as <1%
your <1%	survey <1%	response. <1%	Based <1%	on 0%	the 0%	information <1%	that 0%	you <1%	provide, <1%	you <1%	may <1%	be <1%	asked 1%	to <1%
participate 1%	in 1%	other 1%	Census 1%	Bureau 1%	surveys 1%	that 1%	are 1%	voluntary. 1%						

If 2%	you 2%	need 3%	help 4%	completing 3%	the 2%	survey 2%	or 2%	have 2%	questions, 3%	please 4%	call 7%	1-800... 0%

Thank 1%	you 1%	in <1%	advance <1%	for <1%	your 1%	prompt 2%	response. 2%

Sincerely, <1%

John 1%	H. <1%	Thompson 1%
Director, 2%	U.S. 2%	Census 2%	Bureau 2%

108

37. If you had to explain the purpose of the item you just saw to a friend, how would you describe it to them? **(CODED OPEN-ENDS)**

Internet Invitation Letter (Community)	
Count (n-size)	*463*
Survey helps determine the needs of my community / How funds are allocated	33%
Letter from the Census Bureau (mentioned Census specifically)	16%
Mandatory / Required by law	9%
Online survey / Important to complete online	9%
More than one way to fill out the survey	8%
Survey / Reminder to fill out a survey (did not mention Census)	5%
Explaining the importance of filling out the survey/why they are conducting the survey	4%
Randomly selected to do the survey	3%
Letter about previous or soon to come letter / Instructions coming soon	2%
Not legitimate / A scam / Not part of the regular census	2%
Junk mail / Spam / Garbage / Nonsense	2%
Government snooping / Using threats / Intimidation	2%
Unnecessary / Useless	1%
All other negatives	1%
Voluntary	<1%
Others	2%
Don't Know / No Response	3%

38. Thinking about the item you just read, were there any parts you found to be unclear or confusing? **(CODED OPEN-ENDS)**

Internet Invitation Letter (Community)	
Count (n-size)	*434*
It was fine / Nothing was unclear	87%
Why is this required by law / What happens if I do not respond	3%
Everything was unclear	2%
What is the survey about / Need to see the real survey	1%
Who benefits from my information / Does my information really help	1%
How was I 'Randomly selected'	1%
Is it legitimate / Looks like junk mail	1%
Cluttered / Too many fonts/sizes/colors / Writing too small to read easily	1%
Letter was too vague / Was not sure what the letter was about	<1%
Confusion about how to respond / response mode	<1%
Who is this organization / Never heard of ACS	<1%
Others	<1%
Don't Know / Did Not Read It All / No Response	1%

39.   Internet Invitation Letter (Patriotic)

(INSTRUCTIONS) Please click on the image below in areas that caught your attention when you first looked at this letter. This could be pictures, words, logos, etc. Please click three times.
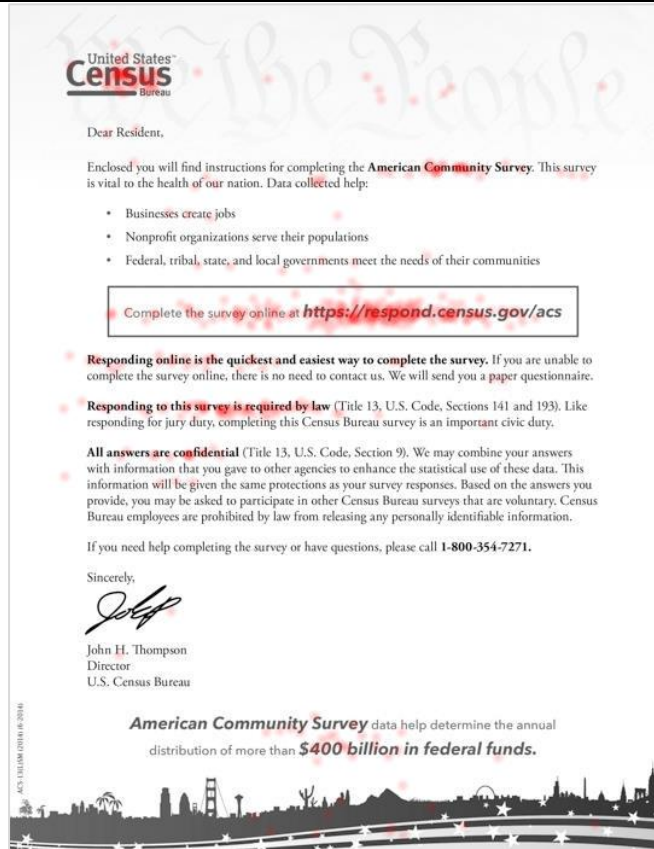
(%)	Click		
	1st Click	2nd Click	3rd Click
Logo	62%	13%	7%
Header (We The People)	1%	2%	2%
Greeting	<1%	<1%	<1%
Paragraph 1	5%	11%	11%
Link	21%	46%	12%
Paragraph 2	4%	5%	5%
Paragraph 3	3%	13%	21%
Paragraph 4	1%	3%	11%
Paragraph 5	0%	0%	3%
Signature	0%	<1%	3%
Print Code	0%	0%	0%
Paragraph 6	2%	5%	20%
Footer	1%	2%	4%

A3_Patriotic

1st Click

2nd Click	
3rd Click	

"Patriotic" Internet Invitation Letter Message Highlighting #1

(INSTRUCTIONS) Now looking closer at the content of the letter, please identify the words or phrases that you find most compelling by highlighting that portion of the text by clicking and dragging your cursor over the words. You may highlight up to 40 words. After you are finished, click on the arrow at the bottom of the screen to continue.

Dear Resident,

Enclosed you will find instructions for completing the American Community Survey. This survey is vital to the health of our nation. Data collected help:

- Businesses create jobs
- Nonprofit organizations serve their populations
- Federal, tribal, state, and local governments meet the needs of their communities

Responding online is the quickest and easiest way to complete the survey. If you are unable to complete the survey online, there is no need to contact us. We will send you a paper questionnaire.

Responding to this survey is required by law (Title 13, U.S. Code, Sections 141 and 193). Like responding for jury duty, completing this Census Bureau survey is an important civic duty. All answers are confidential (Title 13, U.S. Code, Section 9). We may combine your answers with information that you gave to other agencies to enhance the statistical use of these data. This information will be given the same protections as your survey responses. Based on the answers you provide, you may be asked to participate in other Census Bureau surveys that are voluntary. Census Bureau employees are prohibited by law from releasing any personally identifiable information.

If you need help completing the survey or have questions, please call 1-800-354-7271.

Sincerely, John H. Thompson Director U.S. Census Bureau

American Community Survey data help determine the annual distribution of more than $400 billion in federal funds.

Dear	Resident,
1%	2%

"Patriotic" Internet Invitation Letter (A_3)
Message Highlighting
Word-by-Word Frequency Chart

Enclosed	you	will	find	instructions	for	completing	the	American	Community	Survey.	This	survey	is	vital
7%	5%	5%	7%	9%	7%	8%	9%	35%	34%	0%	12%	15%	14%	20%
to	the	health	of	our	nation.	Data	collected	help:						
17%	16%	20%	18%	18%	20%	10%	10%	9%						

Businesses	create	jobs									
0%	17%	19%									
Nonprofit	organizations	serve	their	populations							
19%	0%	14%	14%	12%							
Federal,	tribal,	state,	and	local	governments	meet	the	needs	of	their	communities
10%	11%	0%	14%	14%	14%	11%	15%	15%	13%	12%	15%

Responding	online	is	the	quickest	and	easiest	way	to	complete	the	survey.	If	you	are
12%	12%	14%	56%	59%	49%	48%	54%	47%	51%	47%	44%	47%	44%	45%
unable	to	complete	the	survey	online,	there	is	no	need	to	contact	us.	We	will
6%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%	5%
send	you	a	paper	questionnaire.										
5%	5%	5%	5%	5%										

Responding	to	this	survey	is	required	by	law	(Title	13,	U.S.	Code,	Sections	141	and
5%	6%	6%	67%	63%	63%	68%	66%	81%	79%	81%	15%	11%	10%	9%
193).	Like	responding	for	jury	duty,	completing	this	Census	Bureau	survey	is	an	important	civic
9%	9%	9%	10%	8%	8%	8%	9%	9%	7%	6%	7%	7%	7%	6%
duty.														
7%														

All	answers	are	confidential	(Title	13,	U.S.	Code,	Section	9).	We	may	combine	your	answers
9%	8%	8%	43%	47%	44%	53%	6%	4%	4%	4%	3%	2%	2%	2%
with	information	that	you	gave	to	other	agencies	to	enhance	the	statistical	use	of	these
2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	1%	1%	1%
data.	This	information	will	be	given	the	same	protections	as	your	survey	responses.	Based	on
1%	1%	1%	1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	1%
the	answers	you	provide,	you	may	be	asked	to	participate	in	other	Census	Bureau	surveys
1%	1%	1%	1%	1%	1%	1%	2%	2%	2%	2%	2%	2%	2%	2%
that	are	voluntary.	Census	Bureau	employees	are	prohibited	by	law	from	releasing	any	personally	identifiable
3%	2%	2%	2%	2%	2%	1%	1%	1%	1%	1%	1%	1%	2%	2%
information.														
1%														

If	you	need	help	completing	the	survey	or	have	questions,	please	call	1-800…
2%	2%	2%	4%	4%	4%	5%	4%	4%	5%	4%	4%	4%

Sincerely,
6%

John	H.	Thompson
8%	17%	<1%
Director		
1%		
U.S.	Census	Bureau
<1%	1%	1%

American	Community	Survey	data	help	determine	the	annual	distribution	of	more	than	$400	billion	in
2%	2%	2%	8%	8%	8%	5%	6%	6%	5%	7%	8%	7%	8%	9%
federal	funds.													
23%	22%													

40.   If you had to explain the purpose of the item you just saw to a friend, how would you describe it to them? **(CODED OPEN-ENDS)**

Internet Invitation Letter (Patriotic)	
Count (n-size)	*471*
Survey helps determine the needs of my community / How funds are allocated	27%
Letter from the Census Bureau (mentioned Census specifically)	16%
Mandatory / Required by law	14%
More than one way to fill out the survey	8%
Survey / Reminder to fill out a survey (did not mention Census)	7%
Online survey / Important to complete online	7%
Explaining the importance of filling out the survey/why they are conducting the survey	6%
Letter about previous or soon to come letter / Instructions coming soon	3%
Government snooping / Using threats / Intimidation	2%
Not legitimate / A scam / Not part of the regular census	1%
Junk mail / Spam / Garbage / Nonsense	1%
All other negatives	1%
Randomly selected to do the survey	<1%
Voluntary	<1%
Unnecessary / Useless	<1%
Others	3%
Don't Know / No Response	4%

41.   Thinking about the item you just read, were there any parts you found to be unclear or confusing? **(CODED OPEN-ENDS)**

Internet Invitation Letter (Patriotic)	
Count (n-size)	*456*
It was fine / Nothing was unclear	81%
Why is this required by law / What happens if I do not respond	4%
Everything was unclear	3%
What is the survey about / Need to see the real survey	2%
How will the funds be distributed / Will the data be used	2%
Who are the other agencies the information will be combined with	2%
Confusion about how to respond / response mode	1%
Who is this organization / Never heard of ACS	1%
Letter was too vague / Was not sure what the letter was about	<1%
Who benefits from my information / Does my information really help	<1%
When is it due / How long do we get to complete it	<1%
Waste of money sending multiple mailings	<1%
Is it legitimate / Looks like junk mail	<1%
Cluttered / Too many fonts/sizes/colors / Writing too small to read easily	<1%
Others	2%
Don't Know / Did Not Read It All / No Response	1%

42. Internet Invitation Letter (Control)

(INSTRUCTIONS) Please click on the image below in areas that caught your attention when you first looked at this letter. This could be pictures, words, logos, etc. Please click three times.

(%)	Click		
	1st Click	2nd Click	3rd Click
Logo	17%	13%	8%
Return 1	63%	24%	10%
Greeting	2%	12%	14%
Link	11%	29%	26%
Paragraph 1	3%	7%	10%
Paragraph 2	1%	5%	10%
Paragraph 3	2%	6%	13%
Paragraph 4	0%	1%	5%
Signature	1%	1%	1%
Footer	<1%	0%	1%

A3_Control

1st Click	

2nd Click		
3rd Click		

"Control" Internet Invitation Letter Message Highlighting #1

(INSTRUCTIONS) Now looking closer at the content of the letter, please identify the words or phrases that you find most compelling by highlighting that portion of the text by clicking and dragging your cursor over the words. You may highlight up to 40 words. After you are finished, click on the arrow at the bottom of the screen to continue.

A message from the Director, U.S. Census Bureau:

The U.S. Census Bureau recently sent a letter to your household about the American Community Survey. Using the enclosed instructions, please complete the survey online as soon as possible at:

https://respond.census.gov/acs

The Census Bureau is using the Internet to collect this information in an effort to conserve natural resources, save taxpayers' money, and process your data more efficiently. If you are unable to complete the survey online, there is no need to contact us. We will send you a paper questionnaire in a few weeks.

This survey collects critical up-to-date information used to meet the needs of communities across the United States. For example, results from the survey are used to decide where new schools, hospitals, and fire stations are needed. This information also helps communities plan for the kinds of emergency situations that might affect you and your neighbors, such as floods and other natural disasters.

The Census Bureau chose your address, not you personally, as part of a randomly selected sample. You are required by U.S. law to respond to this survey. The Census Bureau is required by U.S. law to keep your answers confidential. The enclosed brochure answers frequently asked questions about the survey.

If you need help completing the survey, please call our toll-free number (1-800-354-7271).

Thank you.
John Thompson
Director, Census Bureau
Enclosures

"Control" Internet Invitation Letter
Message Highlighting
Word-by-Word Frequency Chart

A	message	from	the	Director,	U.S.	Census	Bureau	...
8%	10%	10%	10%	19%	20%	21%	21%	8%

The	U.S.	Census	Bureau	recently	sent	a	letter	to	your	household	about	the	American	Community
13%	21%	23%	24%	15%	14%	13%	14%	12%	12%	13%	9%	10%	20%	21%
Survey.	Using	the	enclosed	instructions,	please	complete	the	survey	online	as	soon	as	possible	at:
20%	8%	8%	9%	9%	18%	24%	21%	26%	26%	24%	25%	24%	25%	15%

https://respond....
46%

The	Census	Bureau	is	using	the	Internet	to	collect	this	information	in	an	effort	to
9%	17%	17%	12%	19%	17%	24%	15%	21%	17%	21%	12%	12%	15%	16%
conserve	natural	resources,	save	taxpayers'	money,	and	process	your	data	more	efficiently.	If	you	are
32%	33%	34%	35%	34%	36%	14%	22%	18%	22%	19%	22%	5%	5%	6%
unable	to	complete	the	survey	online,	there	is	no	need	to	contact	us.	We	will
9%	7%	8%	7%	8%	8%	6%	6%	8%	8%	8%	8%	8%	8%	9%
send	you	a	paper	questionnaire	in	a	few	weeks.						
10%	8%	8%	12%	12%	8%	8%	10%	9%						

This	survey	collects	critical	up-to-date	information	used	to	meet	the	needs	of	communities	across	the
6%	11%	17%	26%	23%	24%	12%	11%	16%	13%	20%	14%	22%	12%	10%
United	States.	For	example,	results	from	the	survey	are	used	to	decide	where	new	schools,
15%	14%	2%	2%	5%	4%	4%	4%	4%	7%	6%	11%	10%	18%	24%
hospitals,	and	fire	stations	are	needed.	This	information	also	helps	communities	plan	for	the	kinds
25%	14%	24%	25%	13%	16%	2%	4%	3%	5%	7%	12%	8%	7%	8%
of	emergency	situations	that	might	affect	you	and	your	neighbors,	such	as	floods	and	other
8%	22%	20%	5%	5%	6%	6%	3%	4%	7%	3%	3%	9%	3%	4%
natural	disasters.													
9%	9%													

The	Census	Bureau	chose	your	address,	not	you	personally,	as	part	of	a	randomly	selected
8%	13%	13%	16%	16%	18%	15%	15%	15%	7%	8%	8%	8%	16%	13%
sample.	You	are	required	by	U.S.	law	to	respond	to	this	survey.	The	Census	Bureau
14%	27%	27%	46%	40%	43%	45%	31%	35%	28%	28%	29%	9%	11%	12%
is	required	by	U.S.	law	to	keep	your	answers	confidential.	The	enclosed	brochure	answers	frequently
10%	15%	13%	15%	15%	12%	15%	14%	18%	20%	2%	3%	3%	2%	2%
asked	questions	about	the	survey.										
2%	2%	1%	1%	1%										

If	you	need	help	completing	the	survey,	please	call	our	toll-free	number	(1-800...
1%	2%	3%	3%	2%	2%	2%	3%	4%	3%	4%	5%	11%

Thank	you.
1%	1%

John	Thompson
1%	1%

Director
1%

Census	Bureau
1%	1%

Enclosures
1%

43.   If you had to explain the purpose of the item you just saw to a friend, how would you describe it to them? **(CODED OPEN-ENDS)**

Internet Invitation Letter (Control)	
Count (n-size)	470
Survey helps determine the needs of my community / How funds are allocated	39%
Online survey / Important to complete online	11%
Letter from the Census Bureau (mentioned Census specifically)	10%
Survey / Reminder to fill out a survey (did not mention Census)	10%
Mandatory / Required by law	9%
More than one way to fill out the survey	6%
Randomly selected to do the survey	3%
Government snooping / Using threats / Intimidation	3%
Explaining the importance of filling out the survey/why they are conducting the survey	2%
Letter about previous or soon to come letter / Instructions coming soon	1%
Not legitimate / A scam / Not part of the regular census	1%
Junk mail / Spam / Garbage / Nonsense	1%
Unnecessary / Useless	1%
All other negatives	1%
Voluntary	<1%
Others	<1%
Don't Know / No Response	2%

44. Thinking about the item you just read, were there any parts you found to be unclear or confusing? **(CODED OPEN-ENDS)**
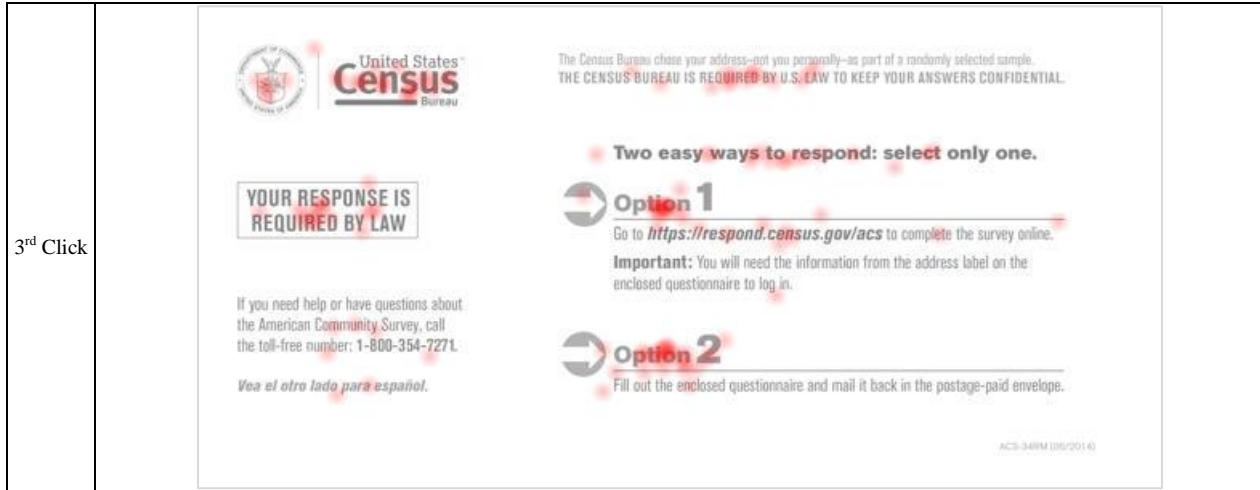
Internet Invitation Letter (Control)	
Count (n-size)	*442*
It was fine / Nothing was unclear	85%
Why is this required by law / What happens if I do not respond	5%
Everything was unclear	2%
Confusion about how to respond / response mode	1%
When is it due / How long do we get to complete it	1%
Who is this organization / Never heard of ACS	1%
Addressed to 'resident' / Not addressed to me personally	1%
Is it legitimate / Looks like junk mail	1%
Cluttered / Too many fonts/sizes/colors / Writing too small to read easily	1%
Letter was too vague / Was not sure what the letter was about	<1%
What is the survey about / Need to see the real survey	<1%
Who benefits from my information / Does my information really help	<1%
How was I 'Randomly selected'	<1%
Who are the other agencies the information will be combined with	<1%
Waste of money sending multiple mailings	<1%
Others	1%
Don't Know / Did Not Read It All / No Response	1%

Image Click #4 (Internet Instruction Card)

(ALL SAW THE FOLLOWING) Now we will have you take a look at an additional mail item. We will ask you about your initial visual impression of the mail item. Then we will ask some follow-up questions.

45.   Internet Instruction Card (Official)

(INSTRUCTIONS) Please click on the image below in areas that caught your attention when you first looked at this letter. This could be pictures, words, logos, etc. Please click three times.

(%)	Click		
	1st Click	2nd Click	3rd Click
Logo	44%	20%	9%
Header	2%	6%	9%
Paragraph 1	17%	20%	12%
Address	3%	3%	5%
Respond now	26%	17%	17%
Multi-language	0%	0%	0%
Link	2%	12%	16%
Required	6%	21%	33%

A2_Official_Front

1st Click	
2nd Click	

3rd Click	
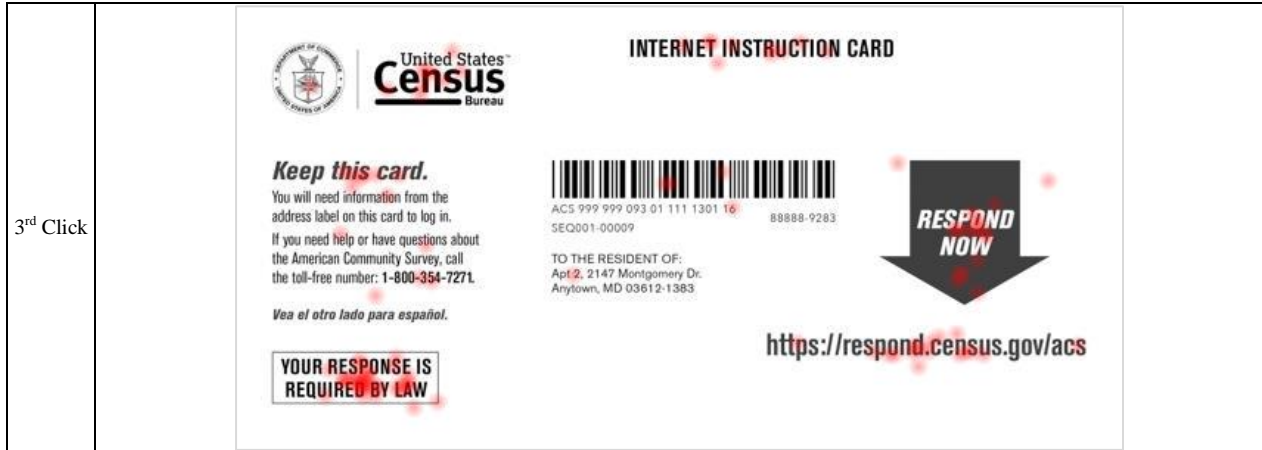
46. If you had to explain the purpose of the item you just saw to a friend, how would you describe it to them? **(CODED OPEN-ENDS)**

Internet Instruction Card (Official)	
Count (n-size)	*46*
Letter from the Census Bureau (mentioned Census specifically)	33%
Online survey / Important to complete online	24%
Mandatory / Required by law	13%
More than one way to fill out the survey	7%
Letter about previous or soon to come letter / Instructions coming soon	4%
Survey / Reminder to fill out a survey (did not mention Census)	2%
Explaining the importance of filling out the survey/why they are conducting the survey	2%
Survey helps determine the needs of my community / How funds are allocated	2%
Government snooping / Using threats / Intimidation	2%
Others	4%
Don't Know / No Response	7%

47. Thinking about the item you just read, were there any parts you found to be unclear or confusing? **(CODED OPEN-ENDS)**

Internet Instruction Card (Official)	
Count (n-size)	*54*
It was fine / Nothing was unclear	85%
Everything was unclear	2%
Letter was too vague / Was not sure what the letter was about	2%
What is the survey about / Need to see the real survey	2%
Why is this required by law / What happens if I do not respond	2%
Confusion about how to respond / response mode	2%
Is it legitimate / Looks like junk mail	2%
Cluttered / Too many fonts/sizes/colors / Writing too small to read easily	2%
Others	2%
Don't Know / Did Not Read It All / No Response	0%

48.   Mail Instruction Card (Official)

(INSTRUCTIONS) Please click on the image below in areas that caught your attention when you first looked at this letter. This could be pictures, words, logos, etc. Please click three times.

(%)	Click		
	1st Click	2nd Click	3rd Click
Logo	57%	20%	19%
Header	2%	3%	11%
Paragraph 1	1%	5%	12%
Required	28%	39%	12%
Option 1	10%	23%	19%
Paragraph 2	0%	1%	4%
Option 2	1%	8%	21%
Multi-language	0%	1%	1%

C2_Official_Front

1st Click	
2nd Click	

3rd Click	

49. If you had to explain the purpose of the item you just saw to a friend, how would you describe it to them? **(CODED OPEN-ENDS)**

Mail Instruction Card (Official)	
Count (n-size)	*54*
More than one way to fill out the survey	31%
Letter from the Census Bureau (mentioned Census specifically)	28%
Mandatory / Required by law	13%
Survey / Reminder to fill out a survey (did not mention Census)	7%
Randomly selected to do the survey	6%
Online survey / Important to complete online	2%
Survey helps determine the needs of my community / How funds are allocated	2%
Government snooping / Using threats / Intimidation	2%
Others	2%
Don't Know / No Response	7%

50. Thinking about the item you just read, were there any parts you found to be unclear or confusing? **(CODED OPEN-ENDS)**

Internet Instruction Card (Official)	
Count (n-size)	*63*
It was fine / Nothing was unclear	94%
Why is this required by law / What happens if I do not respond	2%
Confusion about how to respond / response mode	2%
Others	0%
Don't Know / Did Not Read It All / No Response	3%

51.   Reminder Postcard (Official Front)

(INSTRUCTIONS) Please click on the image below in areas that caught your attention when you first looked at this letter. This could be pictures, words, logos, etc. Please click three times.

(%)	Click		
	1st Click	2nd Click	3rd Click
Logo	60%	30%	21%
Stamp	0%	0%	1%
Return 1	4%	9%	21%
Link	35%	46%	15%
Return 2	0%	5%	9%
Multi-language	1%	6%	11%
Address	0%	4%	22%
Print Code	0%	0%	0%

52.   Reminder Postcard (Official Back)

(%)	Click		
	1st Click	2nd Click	3rd Click
Link	63%	27%	13%
Paragraph 1	2%	5%	9%
Required	33%	51%	11%
Paragraph 2	1%	3%	19%
Paragraph 3	2%	13%	40%
Paragraph 4	0%	1%	8%

(See next pages for heat maps)

B1_Official_Front	
1st Click	
2nd Click	
3rd Click	

B1_Official_Back

1st Click	
2nd Click	
3rd Click	

53.	If you had to explain the purpose of the item you just saw to a friend, how would you describe it to them? **(CODED OPEN-ENDS)**

Reminder Postcard (Official)	
Count (n-size)	*123*
Letter from the Census Bureau (mentioned Census specifically)	36%
Mandatory / Required by law	12%
Survey / Reminder to fill out a survey (did not mention Census)	9%
Survey helps determine the needs of my community / How funds are allocated	9%
Explaining the importance of filling out the survey/why they are conducting the survey	7%
Online survey / Important to complete online	7%
Letter about previous or soon to come letter / Instructions coming soon	6%
Junk mail / Spam / Garbage / Nonsense	4%
More than one way to fill out the survey	2%
Not legitimate / A scam / Not part of the regular census	2%
Government snooping / Using threats / Intimidation	2%
All other negatives	2%
Randomly selected to do the survey	1%
Others	2%
Don't Know / No Response	2%

54.	Thinking about the item you just read, were there any parts you found to be unclear or confusing? **(CODED OPEN-ENDS)**

Reminder Postcard (Official)	
Count (n-size)	*126*
It was fine / Nothing was unclear	85%
Why is this required by law / What happens if I do not respond	6%
Why is Spanish-language materials included	3%
Is it legitimate / Looks like junk mail	2%
Everything was unclear	1%
Letter was too vague / Was not sure what the letter was about	1%
Cluttered / Too many fonts/sizes/colors / Writing too small to read easily	1%
Others	2%
Don't Know / Did Not Read It All / No Response	0%

55.   Internet Instruction Card (Community)

(INSTRUCTIONS) Please click on the image below in areas that caught your attention when you first looked at this letter. This could be pictures, words, logos, etc. Please click three times.

(%)	Click		
	1st Click	2nd Click	3rd Click
Logo	51%	29%	17%
Link	14%	29%	31%
Paragraph 1	2%	8%	15%
Address	4%	8%	10%
Keep this card	30%	26%	27%
Multi-language	0%	0%	0%
Footer	0%	0%	0%

(See next page for heat maps)

A2_Community_Front

1st Click	
2nd Click	
3rd Click	

56. If you had to explain the purpose of the item you just saw to a friend, how would you describe it to them? **(CODED OPEN-ENDS)**

Internet Instruction Card (Community)	
Count (n-size)	61
Online survey / Important to complete online	33%
Letter from the Census Bureau (mentioned Census specifically)	15%
Survey / Reminder to fill out a survey (did not mention Census)	13%
Letter about previous or soon to come letter / Instructions coming soon	7%
Explaining the importance of filling out the survey/why they are conducting the survey	5%
Mandatory / Required by law	3%
More than one way to fill out the survey	3%
All other negatives	3%
Survey helps determine the needs of my community / How funds are allocated	2%
Junk mail / Spam / Garbage / Nonsense	2%
Others	7%
Don't Know / No Response	8%

57. Thinking about the item you just read, were there any parts you found to be unclear or confusing? **(CODED OPEN-ENDS)**

Internet Instruction Card (Community)	
Count (n-size)	53
It was fine / Nothing was unclear	85%
Letter was too vague / Was not sure what the letter was about	4%
Confusion about how to respond / response mode	2%
When is it due / How long do we get to complete it	2%
Addressed to 'resident' / Not addressed to me personally	2%
Cluttered / Too many fonts/sizes/colors / Writing too small to read easily	2%
Others	4%
Don't Know / Did Not Read It All / No Response	0%

58.   Mail Instruction Card (Community)

(INSTRUCTIONS) Please click on the image below in areas that caught your attention when you first looked at this letter. This could be pictures, words, logos, etc. Please click three times.

(%)	Click		
	1st Click	2nd Click	3rd Click
Logo	60%	21%	25%
Header	0%	1%	2%
Paragraph 1	8%	3%	7%
Option 1	19%	51%	33%
Option 2	8%	13%	12%
Paragraph 2	1%	2%	5%
Print Code	0%	0%	2%
Multi-language	4%	6%	14%

(See next page for heat maps)

C2_ Community _Front

1st Click	
2nd Click	
3rd Click	

59.   If you had to explain the purpose of the item you just saw to a friend, how would you describe it to them? **(CODED OPEN-ENDS)**

Mail Instruction Card (Community)	
Count (n-size)	*43*
Letter from the Census Bureau (mentioned Census specifically)	23%
More than one way to fill out the survey	19%
Survey helps determine the needs of my community / How funds are allocated	16%
Mandatory / Required by law	9%
Survey / Reminder to fill out a survey (did not mention Census)	5%
Randomly selected to do the survey	5%
All other negatives	5%
Letter about previous or soon to come letter / Instructions coming soon	2%
Online survey / Important to complete online	2%
Not legitimate / A scam / Not part of the regular census	2%
Government snooping / Using threats / Intimidation	2%
Others	2%
Don't Know / No Response	7%

60.   Thinking about the item you just read, were there any parts you found to be unclear or confusing? **(CODED OPEN-ENDS)**

Mail Instruction Card (Community)	
Count (n-size)	*52*
It was fine / Nothing was unclear	87%
Confusion about how to respond / response mode	4%
Cluttered / Too many fonts/sizes/colors / Writing too small to read easily	4%
Everything was unclear	2%
Letter was too vague / Was not sure what the letter was about	2%
Others	2%
Don't Know / Did Not Read It All / No Response	0%

61.   Reminder Postcard (Community Front)

(INSTRUCTIONS) Please click on the image below in areas that caught your attention when you first looked at this letter. This could be pictures, words, logos, etc. Please click three times.

(%)	Click		
	1st Click	2nd Click	3rd Click
Logo	63%	36%	21%
Stamp	0%	0%	1%
Return 1	2%	4%	5%
Return 2	0%	3%	8%
Address	5%	6%	21%
Required	30%	48%	20%
Paragraph 1	1%	3%	24%

62.   Reminder Postcard (Community Back)

(%)	Click		
	1st Click	2nd Click	3rd Click
Logo	67%	18%	9%
Paragraph 1	5%	10%	12%
Link	25%	53%	21%
Paragraph 2	3%	17%	48%
Paragraph 3	0%	2%	5%
Paragraph 4	1%	1%	5%

(See next pages for heat maps)

B1_ Community _Front	
1st Click	
2nd Click	
3rd Click	

B1_ Community _Back

1st Click	
2nd Click	
3rd Click	

63. If you had to explain the purpose of the item you just saw to a friend, how would you describe it to them? **(CODED OPEN-ENDS)**

Reminder Postcard (Community)	
Count (n-size)	*120*
Letter from the Census Bureau (mentioned Census specifically)	22%
More than one way to fill out the survey	14%
Survey / Reminder to fill out a survey (did not mention Census)	12%
Mandatory / Required by law	11%
Online survey / Important to complete online	10%
Survey helps determine the needs of my community / How funds are allocated	9%
Letter about previous or soon to come letter / Instructions coming soon	5%
Explaining the importance of filling out the survey/why they are conducting the survey	3%
Junk mail / Spam / Garbage / Nonsense	2%
Voluntary	1%
Unnecessary / Useless	1%
All other negatives	1%
Others	2%
Don't Know / No Response	7%

64. Thinking about the item you just read, were there any parts you found to be unclear or confusing? **(CODED OPEN-ENDS)**

Reminder Postcard (Community)	
Count (n-size)	*120*
It was fine / Nothing was unclear	92%
Everything was unclear	2%
Who benefits from my information / Does my information really help	2%
How was I 'Randomly selected'	2%
Why is this required by law / What happens if I do not respond	2%
Is it legitimate / Looks like junk mail	1%
Cluttered / Too many fonts/sizes/colors / Writing too small to read easily	1%
Others	0%
Don't Know / Did Not Read It All / No Response	0%

65.   Internet Instruction Card (Patriotic)

(INSTRUCTIONS) Please click on the image below in areas that caught your attention when you first looked at this letter. This could be pictures, words, logos, etc. Please click three times.

(%)	Click		
	1st Click	2nd Click	3rd Click
Logo	42%	18%	17%
Header	22%	32%	24%
Paragraph 1	3%	11%	21%
Address	5%	9%	7%
Keep this card	26%	27%	24%
Multi-language	0%	0%	0%
Print Code	0%	0%	0%
Footer	2%	2%	7%

A2_Patriotic_Front

1st Click

2nd Click	
3rd Click	

66.   If you had to explain the purpose of the item you just saw to a friend, how would you describe it to them? **(CODED OPEN-ENDS)**

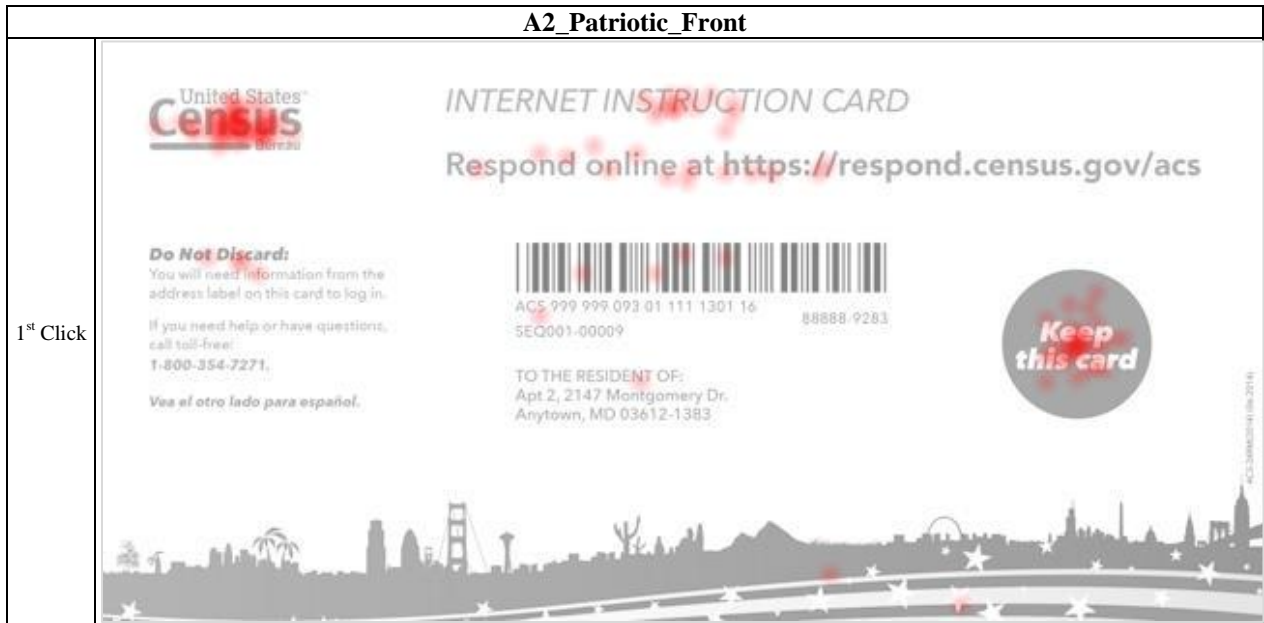| Internet Instruction Card (Patriotic)	
Count (n-size)	*47*
Letter from the Census Bureau (mentioned Census specifically)	34%
Online survey / Important to complete online	34%
Survey / Reminder to fill out a survey (did not mention Census)	9%
Explaining the importance of filling out the survey/why they are conducting the survey	6%
Letter about previous or soon to come letter / Instructions coming soon	2%
Mandatory / Required by law	2%
More than one way to fill out the survey	2%
Junk mail / Spam / Garbage / Nonsense	2%
Others	4%
Don't Know / No Response	4%

67.   Thinking about the item you just read, were there any parts you found to be unclear or confusing? **(CODED OPEN-ENDS)**

Internet Instruction Card (Patriotic)	
Count (n-size)	*66*
It was fine / Nothing was unclear	88%
Everything was unclear	3%
Confusion about how to respond / response mode	3%
Letter was too vague / Was not sure what the letter was about	2%
Others	5%
Don't Know / Did Not Read It All / No Response	0%

68.   Mail Instruction Card (Patriotic)

(INSTRUCTIONS) Please click on the image below in areas that caught your attention when you first looked at this letter. This could be pictures, words, logos, etc. Please click three times.

(%)	Click		
	1st Click	2nd Click	3rd Click
Logo	57%	24%	14%
Header	0%	0%	2%
Paragraph 1	8%	1%	20%
Required	26%	54%	11%
Option 1	9%	18%	30%
Option 2	1%	4%	21%
Print Code	0%	0%	0%
Multi-language	0%	0%	0%
Paragraph 2	0%	0%	2%

C2_ Patriotic _Front

1st Click

2nd Click	
3rd Click	

69.   If you had to explain the purpose of the item you just saw to a friend, how would you describe it to them? **(CODED OPEN-ENDS)**

Mail Instruction Card (Community)	
Count (n-size)	72
More than one way to fill out the survey	33%
Letter from the Census Bureau (mentioned Census specifically)	25%
Mandatory / Required by law	10%
Survey / Reminder to fill out a survey (did not mention Census)	8%
Not legitimate / A scam / Not part of the regular census	4%
Explaining the importance of filling out the survey/why they are conducting the survey	3%
Online survey / Important to complete online	3%
Junk mail / Spam / Garbage / Nonsense	1%
Government snooping / Using threats / Intimidation	1%
All other negatives	1%
Others	6%
Don't Know / No Response	4%

70.   Thinking about the item you just read, were there any parts you found to be unclear or confusing? **(CODED OPEN-ENDS)**

Mail Instruction Card (Community)	
Count (n-size)	57
It was fine / Nothing was unclear	88%
Why is this required by law / What happens if I do not respond	4%
Everything was unclear	2%
Confusion about how to respond / response mode	2%
Why is Spanish-language materials included	2%
Others	2%
Don't Know / Did Not Read It All / No Response	2%

71.   Reminder Postcard (Patriotic Front)

(INSTRUCTIONS) Please click on the image below in areas that caught your attention when you first looked at this letter. This could be pictures, words, logos, etc. Please click three times.

(%)	Click		
	1st Click	2nd Click	3rd Click
Logo	64%	23%	18%
Stamp	0%	1%	2%
Return 1	2%	2%	8%
Paragraph 1	1%	1%	5%
Link	33%	63%	37%
Address	1%	10%	30%
Code	0%	0%	1%

72.   Reminder Postcard (Patriotic Back)

(%)	Click		
	1st Click	2nd Click	3rd Click
Paragraph 1	23%	13%	20%
Image (Lincoln)	35%	11%	11%
Paragraph 2	0%	1%	4%
Required	39%	46%	15%
Paragraph 3	1%	4%	4%
Link	3%	20%	32%
Paragraph 4	0%	1%	11%
Footer	0%	4%	4%

(See next pages for heat maps)

B1_ Patriotic _Front	
1st Click	
2nd Click	
3rd Click	

B1_ Patriotic _Back

1st Click	
2nd Click	
3rd Click	

73. If you had to explain the purpose of the item you just saw to a friend, how would you describe it to them? **(CODED OPEN-ENDS)**

Reminder Postcard (Patriotic)	
Count (n-size)	*124*
Letter from the Census Bureau (mentioned Census specifically)	25%
Mandatory / Required by law	16%
More than one way to fill out the survey	15%
Survey / Reminder to fill out a survey (did not mention Census)	12%
Online survey / Important to complete online	8%
Explaining the importance of filling out the survey/why they are conducting the survey	4%
Survey helps determine the needs of my community / How funds are allocated	4%
Letter about previous or soon to come letter / Instructions coming soon	2%
Junk mail / Spam / Garbage / Nonsense	2%
Government snooping / Using threats / Intimidation	2%
Others	5%
Don't Know / No Response	5%

74. Thinking about the item you just read, were there any parts you found to be unclear or confusing? **(CODED OPEN-ENDS)**

Reminder Postcard (Patriotic)	
Count (n-size)	*99*
It was fine / Nothing was unclear	90%
Cluttered / Too many fonts/sizes/colors / Writing too small to read easily	3%
Everything was unclear	2%
Is it legitimate / Looks like junk mail	2%
Why is this required by law / What happens if I do not respond	1%
Confusion about how to respond / response mode	1%
Others	1%
Don't Know / Did Not Read It All / No Response	0%

75.   Internet Instruction Card (Control)

(INSTRUCTIONS) Please click on the image below in areas that caught your attention when you first looked at this letter. This could be pictures, words, logos, etc. Please click three times.

(%)	Click		
	1st Click	2nd Click	3rd Click
Logo	64%	27%	13%
Header	21%	34%	15%
Link	5%	16%	18%
Address	7%	11%	20%
Multi-language	0%	2%	2%
Footer	3%	11%	32%

A2_Control_Front

1st Click	
2nd Click	

3rd Click

76. If you had to explain the purpose of the item you just saw to a friend, how would you describe it to them? **(CODED OPEN-ENDS)**

Internet Instruction Card (Control)	
Count (n-size)	*63*
Letter from the Census Bureau (mentioned Census specifically)	29%
Online survey / Important to complete online	22%
Survey / Reminder to fill out a survey (did not mention Census)	21%
Explaining the importance of filling out the survey/why they are conducting the survey	6%
Survey helps determine the needs of my community / How funds are allocated	3%
Mandatory / Required by law	2%
Junk mail / Spam / Garbage / Nonsense	2%
Unnecessary / Useless	2%
Others	5%
Don't Know / No Response	10%

77. Thinking about the item you just read, were there any parts you found to be unclear or confusing? **(CODED OPEN-ENDS)**

Internet Instruction Card (Control)	
Count (n-size)	*54*
It was fine / Nothing was unclear	72%
Is it legitimate / Looks like junk mail	7%
Letter was too vague / Was not sure what the letter was about	4%
Who is this organization / Never heard of ACS	4%
Why is Spanish-language materials included	4%
Everything was unclear	2%
How was I 'Randomly selected'	2%
Why is this required by law / What happens if I do not respond	2%
Others	2%
Don't Know / Did Not Read It All / No Response	2%

78.   Mail Instruction Card (Control)

(INSTRUCTIONS) Please click on the image below in areas that caught your attention when you first looked at this letter. This could be pictures, words, logos, etc. Please click three times.

(%)	Click		
	1st Click	2nd Click	3rd Click
Logo	52%	10%	9%
Header	12%	24%	2%
Paragraph 1	8%	7%	22%
Required	26%	38%	29%
Option 1	0%	15%	22%
Paragraph 2	1%	6%	15%
Multi-language	0%	0%	0%
Option 2	0%	0%	0%
Footer	0%	0%	0%

C2_ Control _Front

1st Click	

2nd Click	
3rd Click	

79. If you had to explain the purpose of the item you just saw to a friend, how would you describe it to them? **(CODED OPEN-ENDS)**

Mail Instruction Card (Control)	
Count (n-size)	*58*
More than one way to fill out the survey	43%
Survey / Reminder to fill out a survey (did not mention Census)	24%
Letter from the Census Bureau (mentioned Census specifically)	14%
Online survey / Important to complete online	7%
Letter about previous or soon to come letter / Instructions coming soon	5%
Not legitimate / A scam / Not part of the regular census	2%
Junk mail / Spam / Garbage / Nonsense	2%
Government snooping / Using threats / Intimidation	2%
Others	2%
Don't Know / No Response	0%

80. Thinking about the item you just read, were there any parts you found to be unclear or confusing? **(CODED OPEN-ENDS)**

Mail Instruction Card (Control)	
Count (n-size)	*60*
It was fine / Nothing was unclear	93%
Everything was unclear	2%
Letter was too vague / Was not sure what the letter was about	2%
Confusion about how to respond / response mode	2%
Who is this organization / Never heard of ACS	2%
Others	0%
Don't Know / Did Not Read It All / No Response	0%

81.   Reminder Postcard (Control Front)

(INSTRUCTIONS) Please click on the image below in areas that caught your attention when you first looked at this letter. This could be pictures, words, logos, etc. Please click three times.

(%)	Click		
	1st Click	2nd Click	3rd Click
Return 1	82%	29%	22%
Stamp	4%	16%	13%
Return 2	7%	32%	30%
Print Code	1%	0%	4%
Address	5%	23%	31%

82.   Reminder Postcard (Control Back)

(%)	Click		
	1st Click	2nd Click	3rd Click
Print Code	0%	1%	3%
Logo	24%	21%	3%
Return 1	66%	33%	13%
Greeting	2%	7%	15%
Paragraph 1	7%	31%	36%
Paragraph 2	1%	4%	14%
Paragraph 3	0%	2%	14%
Signature	0%	1%	2%

(See next pages for heat maps)

B1_ Control _Front

1st Click	
2nd Click	
3rd Click	

B1_ Control _Back
1st Click
2nd Click
3rd Click

83. If you had to explain the purpose of the item you just saw to a friend, how would you describe it to them? **(CODED OPEN-ENDS)**

Reminder Postcard (Control)	
Count (n-size)	*122*
Letter from the Census Bureau (mentioned Census specifically)	29%
Survey / Reminder to fill out a survey (did not mention Census)	18%
Survey helps determine the needs of my community / How funds are allocated	15%
More than one way to fill out the survey	7%
Explaining the importance of filling out the survey/why they are conducting the survey	4%
Letter about previous or soon to come letter / Instructions coming soon	3%
Online survey / Important to complete online	3%
Mandatory / Required by law	2%
Junk mail / Spam / Garbage / Nonsense	2%
Unnecessary / Useless	2%
Government snooping / Using threats / Intimidation	2%
Randomly selected to do the survey	1%
Not legitimate / A scam / Not part of the regular census	1%
Others	7%
Don't Know / No Response	6%

84. Thinking about the item you just read, were there any parts you found to be unclear or confusing? **(CODED OPEN-ENDS)**

Reminder Postcard (Control)	
Count (n-size)	*97*
It was fine / Nothing was unclear	94%
Addressed to 'resident' / Not addressed to me personally	2%
Why is this required by law / What happens if I do not respond	1%
When is it due / How long do we get to complete it	1%
Who is this organization / Never heard of ACS	1%
Is it legitimate / Looks like junk mail	1%
Others	0%
Don't Know / Did Not Read It All / No Response	0%

Attributes

(ALL SAW THE FOLLOWING) Thank you. The mail exercises are complete. You will now see a few brief questions based on what you have just seen.

Thinking about <u>all</u> the mail items you viewed, please indicate how much you believe the following words apply to the mail package you viewed today.

(%)	% "Applies completely"				
	ALL	Official	Community	Patriotic	Control
Official	**60**	64	56	62	58
Important	**53**	59	50	56	44
Easy-to-understand	**50**	51	49	50	49
Attention-grabbing	**47**	55	43	50	39
Urgent	**41**	52	36	42	34
Informative	**36**	39	36	36	35
Trustworthy	**32**	34	33	35	28

85. Official

(%)	All	Package			
		Official	Community	Patriotic	Control
Count (n-size)	*2009*	*509*	*500*	*501*	*499*
Applies completely	**60**	64	56	62	58
Applies somewhat	**25**	20	29	24	28
Applies a little	**9**	10	9	8	8
Does not apply at all	**3**	2	3	3	3
Don't know	**2**	3	2	2	2

86. Important

(%)	All	Package			
		Official	Community	Patriotic	Control
Count (n-size)	*2009*	*509*	*500*	*501*	*499*
Applies completely	**53**	59	50	56	44
Applies somewhat	**29**	23	32	26	34
Applies a little	**12**	12	11	12	13
Does not apply at all	**4**	4	4	4	6
Don't know	**2**	2	2	2	2

87. Easy-to-understand

(%)	All	Package			
		Official	Community	Patriotic	Control
Count (n-size)	*2009*	*509*	*500*	*501*	*499*
Applies completely	**50**	51	49	50	49
Applies somewhat	**34**	32	34	35	34
Applies a little	**11**	11	11	10	11
Does not apply at all	**3**	3	3	3	3
Don't know	**1**	1	2	1	1

88. Attention-grabbing

(%)	All	Package			
		Official	Community	Patriotic	Control
Count (n-size)	*2009*	*509*	*500*	*501*	*499*
Applies completely	**47**	55	43	50	39
Applies somewhat	**32**	26	35	33	35
Applies a little	**14**	13	15	11	18
Does not apply at all	**5**	4	5	4	6
Don't know	**1**	1	1	1	1

89. Urgent

(%)	All	Package			
		Official	Community	Patriotic	Control
Count (n-size)	*2009*	*509*	*500*	*501*	*499*
Applies completely	**41**	52	36	42	34
Applies somewhat	**32**	29	34	31	34
Applies a little	**16**	12	19	18	17
Does not apply at all	**7**	5	8	6	10
Don't know	**2**	1	2	2	3

90. Informative

(%)	All	Package			
		Official	Community	Patriotic	Control
Count (n-size)	*2009*	*509*	*500*	*501*	*499*
Applies completely	**36**	39	36	36	35
Applies somewhat	**36**	32	39	36	37
Applies a little	**18**	18	17	18	18
Does not apply at all	**7**	7	5	7	8
Don't know	**1**	2	2	1	1

91. Trustworthy

(%)	All	Package			
		Official	Community	Patriotic	Control
Count (n-size)	*2009*	*509*	*500*	*501*	*499*
Applies completely	**32**	34	33	35	28
Applies somewhat	**34**	31	33	37	36
Applies a little	**18**	20	19	15	20
Does not apply at all	**8**	8	8	8	10
Don't know	**5**	6	5	4	5

Closing Questions

92.   Overall, how would you describe your feelings about the American Community Survey?

(%)	All	Package			
		Official	Community	Patriotic	Control
Count (n-size)	*2009*	*509*	*500*	*501*	*499*
Very favorable	**27**	23	31	28	26
Somewhat favorable	**45**	46	43	45	46
Somewhat unfavorable	**10**	10	9	12	10
Very unfavorable	**7**	8	6	5	7
Don't know	**10**	12	10	9	10

93.   How likely would you be to participate in the American Community Survey if contacted by the Census Bureau?

(%)	All	Package			
		Official	Community	Patriotic	Control
Count (n-size)	*2009*	*509*	*500*	*501*	*499*
Very likely	**56**	51	61	61	49
Somewhat likely	**26**	29	20	24	30
Somewhat unlikely	**5**	6	5	4	6
Very unlikely	**7**	7	8	6	8
Don't know	**5**	6	5	5	4

94.   Do you believe that answering the American Community Survey could **[ROTATED: personally benefit you | personally harm you]** or neither benefit nor harm you?

(%)	All	Package			
		Official	Community	Patriotic	Control
Count (n-size)	*2009*	*509*	*500*	*501*	*499*
Personally benefit you	**26**	23	28	28	23
Personally harm you	**3**	5	3	2	3
Neither benefit nor harm	**54**	54	49	55	57
Both benefit and harm	**5**	4	6	3	6
Don't know	**12**	13	13	12	10

95.   Do you believe that answering the American Community Survey could **[ROTATED: benefit your community | harm your community]** or neither benefit nor harm your community?

(%)	All	Package			
		Official	Community	Patriotic	Control
Count (n-size)	*2009*	*509*	*500*	*501*	*499*
Benefit your community	**46**	41	50	47	46
Harm your community	**2**	2	2	2	2
Neither benefit nor harm	**31**	34	29	31	31
Both benefit and harm	**7**	7	7	5	8
Don't know	**13**	15	11	14	11

Demographics (from Interviews)

(ALL SAW THE FOLLOWING) Thank you. The following final questions are for statistical purposes only.

96. As best as you can recall, did you or someone else in your household complete the 2010 Census?

(%)	All	Package			
		Official	Community	Patriotic	Control
Count (n-size)	*2009*	*509*	*500*	*501*	*499*
I completed the 2010 Census	**73**	70	77	73	71
Someone else in my household completed the 2010 Census	**7**	8	7	7	7
No one in my household completed the 2010 Census	**7**	6	6	7	7
Don't know	**13**	16	11	12	14

97. As best as you can recall, have you or someone else in your household completed the American Community Survey?

(%)	All	Package			
		Official	Community	Patriotic	Control
Count (n-size)	*2009*	*509*	*500*	*501*	*499*
I have completed the American Community Survey	**13**	14	13	13	11
Someone else in my household has completed the American Community Survey	**2**	3	1	3	1
No one in my household has completed the American Community Survey	**49**	45	46	49	56
Don't know	**36**	37	39	34	32

98. Which of the following do you use to access the Internet?

(%)	All	Package			
		Official	Community	Patriotic	Control
Count (n-size)	*2009*	*509*	*500*	*501*	*499*
Laptop computer	**65**	67	64	64	64
Desktop computer	**62**	61	63	62	63
Cell phone	**42**	39	43	44	44
Tablet	**30**	26	32	30	31
Other	**1**	1	1	1	1

99.   Which of the following is your primary way of accessing the Internet?

(%)	All	Package			
		Official	Community	Patriotic	Control
Count (n-size)	*2009*	*509*	*500*	*501*	*499*
Desktop computer	**46**	46	46	47	47
Laptop computer	**43**	44	44	41	42
Cell phone	**6**	6	5	7	6
Tablet	**4**	3	5	4	4
Other	**0**	0	0	1	0

100.   On an average day, about how many hours do you use the internet at home, work or somewhere else?

(%)	All	Package			
		Official	Community	Patriotic	Control
Count (n-size)	*2009*	*509*	*500*	*501*	*499*
None	**1**	2	1	2	2
1-2 hours per day	**40**	39	41	43	38
3-4 hours	**27**	30	29	24	26
5-6 hours	**13**	14	12	14	13
7-8 hours	**7**	7	6	7	9
9-10 hours	**5**	3	5	4	6
More than 10 hours	**4**	3	4	5	5
Don't know	**1**	2	2	1	1

101.   Were you born in the United States?

(%)	All	Package			
		Official	Community	Patriotic	Control
Count (n-size)	*2009*	*509*	*500*	*501*	*499*
Yes	**91**	91	90	91	90
No	**8**	7	8	8	8
Prefer not to answer	**1**	1	2	0	1

102.   Would you describe the area where you live as urban, suburban, or rural?

(%)	All	Package			
		Official	Community	Patriotic	Control
Count (n-size)	*2009*	*509*	*500*	*501*	*499*
Urban	**24**	22	26	26	21
Suburban	**52**	53	51	51	52
Rural	**22**	22	20	20	24
Prefer not to answer	**2**	2	2	2	2

Demographics (Piped in from Panel Data)

103. HISPANIC ETHNICITY (CODED FROM SAMPLE)

(%)	All	Package			
		Official	Community	Patriotic	Control
Count (n-size)	*2009*	*509*	*500*	*501*	*499*
No, I am not	**89**	89	90	89	89
Yes, Mexican, Mexican-American, Chicano	**5**	5	6	6	5
Yes, Puerto Rican	**1**	2	1	1	1
Yes, Cuban, Cuban American	**1**	1	1	0	1
Yes, Central or South American	**2**	2	1	2	1
Yes, Other Spanish/Hispanic/Latino	**2**	1	1	1	3

104. RACE (CODED FROM SAMPLE)

(%)	All	Package			
		Official	Community	Patriotic	Control
Count (n-size)	*2009*	*509*	*500*	*501*	*499*
White	**80**	79	81	80	80
Black or African American	**12**	12	11	11	12
Asian	**4**	5	4	4	4
2+ races	**3**	4	3	4	2
American Indian or Alaska Native	**0**	0	0	0	0
Native Hawaiian/Pacific Islander	**0**	0	1	0	0

105. GENDER (CODED FROM SAMPLE)

(%)	All	Package			
		Official	Community	Patriotic	Control
Count (n-size)	*2009*	*509*	*500*	*501*	*499*
Male	**46**	46	45	46	46
Female	**54**	54	55	54	54

106. AGE, 7-WAY (BASED ON BIRTH YEAR, CODED FROM SAMPLE)

(%)	All	Package			
		Official	Community	Patriotic	Control
Count (n-size)	*2009*	*509*	*500*	*501*	*499*
17 and under	**0**	0	0	0	0
18-24	**1**	0	0	0	1
25-34	**19**	17	20	22	19
35-44	**19**	21	18	18	19
45-54	**16**	15	17	18	17
55-64	**22**	24	22	20	21
65 and over	**23**	23	23	22	23

107.   AGE, 4-WAY (BASED ON BIRTH YEAR, CODED FROM SAMPLE)

(%)	All	Package			
		Official	Community	Patriotic	Control
Count (n-size)	*2009*	*509*	*500*	*501*	*499*
18-29	**13**	13	13	13	13
30-44	**26**	26	26	26	26
45-64	**38**	38	39	38	38
65+	**23**	23	23	22	23

108.   HIGHEST EDUCATION LEVEL (CODED FROM SAMPLE)

(%)	All	Package			
		Official	Community	Patriotic	Control
Count (n-size)	*2009*	*509*	*500*	*501*	*499*
Less than high school	**3**	4	4	4	2
High school	**23**	25	23	25	20
Some college	**29**	27	28	28	31
Bachelor's degree or higher	**44**	44	45	43	46

109.   CONSIDERS SELF HEAD OF HOUSEHOLD (CODED FROM SAMPLE)

(%)	All	Package			
		Official	Community	Patriotic	Control
Count (n-size)	*2009*	*509*	*500*	*501*	*499*
Yes	**88**	89	87	89	89
No	**12**	11	13	11	11

110.   HOUSEHOLD SIZE (CODED FROM SAMPLE)

(%)	All	Package			
		Official	Community	Patriotic	Control
Count (n-size)	*2009*	*509*	*500*	*501*	*499*
1	**22**	24	21	20	24
2	**41**	38	44	44	38
3	**16**	17	16	16	16
4	**13**	14	12	14	14
5	**4**	5	4	4	4
6	**2**	1	2	1	4
7+	**1**	0	1	1	0

111.   MARITAL STATUS (CODED FROM SAMPLE)

(%)	All	Package			
		Official	Community	Patriotic	Control
Count (n-size)	*2009*	*509*	*500*	*501*	*499*
Married	**58**	59	59	60	56
Never married	**16**	15	13	16	19
Divorced	**11**	12	13	9	10
Living with partner	**7**	7	7	8	7
Widowed	**6**	5	6	6	6
Separated	**2**	2	2	1	2

112. HOUSEHOLD: ADULT MEMBERS, 18+ YEARS OLD (CODED FROM SAMPLE)

(%)	All	Package			
		Official	Community	Patriotic	Control
Count (n-size)	*2009*	*509*	*500*	*501*	*499*
Working - as a paid employee	**53**	51	53	55	55
Not working - retired	**23**	23	22	21	24
Working - self-employed	**7**	10	7	6	6
Not working - disabled	**5**	5	4	6	4
Not working - looking for work	**4**	4	4	4	5
Not working - on temporary layoff from a job	**1**	1	0	1	1
Not working - other	**7**	6	9	7	6

113. HOUSEHOLD INCOME (CODED FROM SAMPLE)

(%)	All	Package			
		Official	Community	Patriotic	Control
Count (n-size)	*2009*	*509*	*500*	*501*	*499*
Less than $5,000	**1**	2	1	1	1
$5,000 to $7,499	**1**	0	1	1	1
$7,500 to $9,999	**1**	1	1	2	0
$10,000 to $12,499	**2**	3	1	2	2
$12,500 to $14,999	**2**	2	2	2	2
$15,000 to $19,999	**3**	3	3	4	3
$20,000 to $24,999	**4**	5	5	2	3
$25,000 to $29,999	**5**	5	5	6	4
$30,000 to $34,999	**5**	4	6	4	3
$35,000 to $39,999	**6**	6	6	6	5
$40,000 to $49,999	**7**	7	6	6	10
$50,000 to $59,999	**10**	9	9	11	10
$60,000 to $74,999	**11**	11	9	9	14
$75,000 to $84,999	**7**	7	7	6	6
$85,000 to $99,999	**7**	6	10	5	9
$100,000 to $124,999	**13**	13	13	12	12
$125,000 to $149,999	**7**	7	6	8	6
$150,000 to $174,999	**4**	4	4	4	4
$175,000 or more	**6**	6	5	8	5

114. REGION 4 - BASED ON STATE OF RESIDENCE (CODED FROM SAMPLE)

(%)	All	Package			
		Official	Community	Patriotic	Control
Count (n-size)	*2009*	*509*	*500*	*501*	*499*
South	**35**	35	35	35	33
West	**25**	23	26	24	27
Midwest	**23**	24	21	24	23
Northeast	**17**	18	17	17	17

115. OWNERSHIP STATUS OF LIVING QUARTERS **(CODED FROM SAMPLE)**

(%)	All	Package			
		Official	Community	Patriotic	Control
Count (n-size)	*2009*	*509*	*500*	*501*	*499*
Owned or being bought by you or someone in your household	**73**	73	73	72	75
Rented for cash	**25**	25	24	26	23
Occupied without payment of cash rent	**2**	2	3	2	2

116. HOUSEHOLD PREVIOUSLY HAD INTERNET **(CODED FROM SAMPLE)**

(%)	All	Package			
		Official	Community	Patriotic	Control
Count (n-size)	*2009*	*509*	*500*	*501*	*499*
Yes	**92**	90	93	89	94
No	**8**	10	7	11	6

117. HOUSEHOLD: CHILDREN, 0-1 YEAR OLD **(CODED FROM SAMPLE)**

(%)	All	Package			
		Official	Community	Patriotic	Control
Count (n-size)	*2009*	*509*	*500*	*501*	*499*
None	**97**	96	98	95	97
1	**3**	4	2	5	2
2	**0**	0	0	0	0

118. HOUSEHOLD: CHILDREN, 2-5 YEARS OLD **(CODED FROM SAMPLE)**

(%)	All	Package			
		Official	Community	Patriotic	Control
Count (n-size)	*2009*	*509*	*500*	*501*	*499*
None	**92**	92	92	92	92
1	**7**	6	6	7	6
2	**2**	2	2	1	2
3	**0**	0	0	0	0
4	**0**	0	0	0	0

119. HOUSEHOLD: CHILDREN, 6-12 YEARS OLD **(CODED FROM SAMPLE)**

(%)	All	Package			
		Official	Community	Patriotic	Control
Count (n-size)	*2009*	*509*	*500*	*501*	*499*
None	**87**	86	88	87	86
1	**8**	9	7	8	9
2	**4**	4	3	4	5
3	**1**	0	1	0	1
4	**0**	0	0	0	0

120. HOUSEHOLD: CHILDREN, 13-17 YEARS OLD **(CODED FROM SAMPLE)**

(%)	All	Package			
		Official	Community	Patriotic	Control
Count (n-size)	*2009*	*509*	*500*	*501*	*499*
None	**89**	87	91	90	88
1	**9**	10	7	8	10
2	**2**	2	2	2	2
3	**0**	0	1	0	0

121. HOUSEHOLD: ADULT MEMBERS, 18+ YEARS OLD **(CODED FROM SAMPLE)**

(%)	All	Package			
		Official	Community	Patriotic	Control
Count (n-size)	*2009*	*509*	*500*	*501*	*499*
1	**24**	27	23	21	27
2	**57**	57	58	62	52
3	**13**	12	15	11	13
4	**4**	3	3	4	6
5	**1**	1	1	2	2
6	**0**	0	0	0	0
7	**0**	0	0	0	0

(ALL SAW THE FOLLOWING) Thank you, that concludes the survey. If you have any questions or comments about this survey you may send to Sam Hagedorn at shagedorn@psasurveys.com.