

2016 Census Test Mail Materials and Panel Design Matrix

Draft: 10/20/2015

Panel	#1 (Monday, March 21 st)	#2 3 days later (Thursday, March 24 th)	#3* 7 days later (Monday, April 4)	#4* 7 days later (Monday, April 11 th)
1)Internet Push (with Alternate wording)	DF-16(L2)(E/S) + DF-33(E/S) + DF-17(TQA) + DF-6A(IN)(E/S)	Postcard DF-9(B)(E/S)	Postcard DF-9(2B)(E/S)	DF-1(E/S) + DF-17(L2)(E/S) + DF-17(TQA) + DF-6A(1)(IN)(E/S) + DF-8A(E/S)
2) Internet Push with reminder letter	DF-16(L2)(E/S) + DF-33(E/S) + DF-17(TQA) + DF-6A(IN)(E/S)	DF-9L(E/S)+ DF-5(E/S)	Postcard DF-9(2B)(E/S)	DF-1(E/S) + DF-17(L2)(E/S) + DF-17(TQA) + DF-6A(1)(IN)(E/S) + DF-8A(E/S)
3)Internet Push with language brochure	DF-12 + DF-33(E/X) + DF-17(TQA) + DF-6U(IN)	Postcard DF-9(B)(E/X)	Postcard DF-9(2B)(E/X)	DF-1(E/X) + DF-14 + DF-17(TQA) + DF-6U(1)(IN) with URL + DF-8A(E/X)
4)Internet Push with language insert	DF-16(L2)(E/X) + DF-33(E/X) + DF-17I + DF-17(TQA) + DF-6U(IN)	Postcard DF-9(B)(E/X)	Postcard DF-9(2B)(E/X)	DF-1(E/X) + DF-17(L2)(E/X) + DF-17I(E/X) + DF-17(TQA) + DF-6U(1)(IN) + DF-8A(E/X)
5) Internet Choice	DF-1(E/X) + DF-16(L4)(E/X) + DF-17(TQA) + DF-6U(IN) + DF-8A(E/X)	Postcard DF-9(C)(E/X)	Postcard DF-9(2C)(E/X)	DF-1(E/X) + DF-17(L2)(E/X) + DF-17(TQA) + DF-6U(1)(IN) + DF-8A(E/X)