

CBAMS Mailing 1 (Pre-Notification Letter)



<INSERT MONTH, DAY>, 2017

Dear Resident:

I am writing to letting you know we will soon ask you to participate in the **Census Barriers, Attitudes, and Motivators Survey**, a short questionnaire that will help the Census Bureau plan promotional communications for the upcoming count all U.S. residents as part of the 2020 Census. The survey should be completed by the person who typically opens the mail for your household.

PSB Research is an independent research company working on behalf of the U.S. Census Bureau.

We are interested in your opinions and views, but also we respect your time. This survey should take about **15 minutes** for most people to complete. We will also include a small token of appreciation.

Your answers will be anonymous, meaning we will not ask for your name, address, or other personal information that could easily identify you. Your address has been selected randomly to ensure we have a broad mix of households from across the country.

In a few days, we will send you a package. We will ask you to respond to the survey online using log-in information we will provide you, or you can fill it out on a paper questionnaire. Puede contestar esta encuesta en Español por Internet.

We look forward to receiving your future response.

Sincerely,

Curtis Freet
Chief Executive Office, PSB

CBAMS Mailing 2 (Initial Mail Package: Invitation Letter)



<INSERT MONTH, DAY>, 2017

Dear Resident:

I am writing to request your participation in the **Census Barriers, Attitudes, and Motivators Survey**. We need your honest opinions and views to help understand how to design advertisements and public service announcements to encourage participation in the 2020 Census. PSB Research is an independent research company working on behalf of the U.S. Census Bureau to measure opinions.

We are interested in your opinions and views, but also we respect your time. This survey should take about **15 minutes** for most people to complete. The person who typically opens the mail for your household should fill out the survey.

Please accept the attached \$<INSERT INCENTIVE AMOUNT> as a token of appreciation for completing the survey.

Your answers will be anonymous. We will not ask for your name, address, or other personal information that could easily identify you. Your address has been selected randomly to ensure we have a broad mix of households from across the country.

You can respond to the survey online using the following information. Puede contestar esta encuesta en Español por Internet.

Respond by <INSERT DATE> at: <INSERT FINAL: www.PSBresearch.com/survey >	Your User ID is: <INSERT CASE CODE>
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If you prefer, you can fill out the paper questionnaire included in this mailing.

We look forward to receiving your response.

Sincerely

Curtis Freet
Chief Executive Office, PSB

CBAMS Mailing 3 (1st Reminder Postcard)

<INSERT MONTH, DAY>, 2017



A few days ago, I asked you to complete the **Census Barriers, Attitudes, and Motivators Survey**. If you have already completed it, thank you. If not, there is still time to share your views. As you saw my last package, it is a short questionnaire that will help the Census Bureau plan communications for the upcoming count all U.S. residents as part of the 2020 Census.

This survey should only take **15 minutes** for the person who typically opens the mail for your household.

If you have not yet responded, please do so now. You can respond using the paper questionnaire included in the previous mailing or online using the following information. Puede contestar esta encuesta en Español por Internet. por Internet.

Respond by <INSERT DATE> at: <INSERT FINAL: www.PSBresearch.com/survey >	Your User ID is: <INSERT CASE CODE>
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Sincerely,

Curtis Freet
Chief Executive Office, PSB

CBAMS Mailing 4 (2nd Reminder Postcard)

<INSERT MONTH, DAY>, 2017



I recently sent you a letter asking that you participate in the **Census Barriers, Attitudes, and Motivators Survey**.

We hope that you have already responded online — it takes about **15 minutes**. The anonymous results will be critically important in helping us determine how to best to plan communications for the upcoming count all U.S. residents as part of the 2020 Census. línea en español.

If you have not yet responded, please go to use the paper questionnaire sent previously or go online using the following. Puede contestar esta encuesta en Español por Internet. Inter

Respond by <INSERT DATE> at:
<INSERT FINAL: www.PSBresearch.com/survey>

Your User ID is:
<INSERT CASE CODE>

Thank you for your cooperation and support.

Sincerely,

Curtis Freet
Chief Executive Office, PSB

CBAMS Mailing 5 (Final Mail Package; Invitation Letter)

<INSERT MONTH, DAY>, 2017



Dear Resident:

I recently sent you instructions for completing the **Census Barriers, Attitudes, and Motivators Survey**. If you have not yet done so, please complete this **15 minute** survey now.

Your answers will be anonymous. We will not ask for your name, address, or other personal information that could easily identify you.

You can respond using the paper questionnaire included in this mailing or online using the following information. Puede contestar esta encuesta en Español por Internet.

Respond by XXXXX at: www.PSBresearch.com/survey	Your User ID is: <INSERT CASE CODE>
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The **Census Barriers, Attitudes, and Motivators Survey** is a short questionnaire that will help the Census Bureau plan communications for the upcoming count all U.S. residents as part of the 2020 Census. Your responses will help the Census Bureau conduct the 2020 Census in the most efficient and cost-effective way possible. Your opinions are an important part of the process. Thank you for your time.

Sincerely,

Curtis Freet
Chief Executive Office, PSB