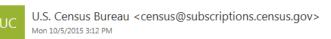


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The U.S. Census Bureau is conducting research to develop new methods to make the next census easier, more convenient and less costly for taxpayers.

Please complete the survey online at https://www.surveymonkey.com/r/uscensussurvey

The survey will take 10 minutes or less to complete.

More responses lead to greater impact! Forward this message to family and friends and help the Census Bureau reach a wider audience!

We are conducting this survey under that authority of Title 13 of the United States Code, Section 193. Federal law protects your privacy and keeps your answers confidential (Title 13, U.S. Code, Section 9 and 214). This data collection is approved under OMB No. 0607-0978, approval expires 04/30/17.



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Figure 1: Initial email

NOTE: All survey URLs will be https://www.surveymonkey.com/r/censusstudy

 $\hat{\sim}$ Remember: Encourage your friends and family to complete the U.S. Census Survey Mark as unread U.S. Census Bureau <census@subscriptions.census.gov> Mon 10/5/2015 2:55 PM To: Jessica Holzberg (CENSUS/CSM FED); + Get more add-ins Unsubscribe SHARE Thank you for your response to the U.S. Census Bureau study. More responses lead to greater impact! Forward the message below to family and friends and help the Census Bureau reach a wider audience! The U.S. Census Bureau is conducting research to develop new methods to make the next census easier, more convenient and less costly for taxpayers. Please complete the survey online at https://www.surveymonkey.com/r/uscensussurvey The survey will take 10 minutes or less to complete. We are conducting this survey under that authority of Title 13 of the United States Code, Section 193. Federal law protects your privacy and keeps your answers confidential (Title 13, U.S. Code, Section 9 and 214). This data collection is approved under OMB No. 0607-0978, approval expires 04/30/17. SHARE United States U.S. Department of Commerce **Economics and Statistics Administration** U.S. CENSUS BUREAU census.gov CONNECT WITH US ON SOCIAL MEDIA. SUBSCRIBER SERVICES: Unsubscribe | [[[ONECLICK_UNSUB_URL]]]Remove me from All Subscriptions | Help

Figure 2: First reminder (clicked initial email)

This is an official email from the U.S. Census Bureau. If you have any questions or comments, please contact us (http://www.census.gov/about/contact-us.html

Having trouble viewing this email? View it as a Web page.



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

If you have not yet responded, now is the time to complete the survey online at https://www.surveymonkey.com/r/uscensussurvey

More responses lead to greater impact! Forward this message to family and friends and help the Census Bureau reach a wider audience!

We are conducting this survey under that authority of Title 13 of the United States Code, Section 193. Federal law protects your privacy and keeps your answers confidential (Title 13, U.S. Code, Section 9 and 214). This data collection is approved under OMB No. 0607-0978, approval expires 04/30/17.



Figure 3: First reminder (did not click initial email)

☆ Remember: Encourage your friends and family to complete the U.S. Census Survey Mark as unread U.S. Census Bureau <census@subscriptions.census.gov> Mon 10/5/2015 2:55 PM To: Jessica Holzberg (CENSUS/CSM FED); + Get more add-ins Unsubscribe SHARE Thank you for your response to the U.S. Census Bureau study. More responses lead to greater impact! Forward the message below to family and friends and help the Census Bureau reach a wider audience! The U.S. Census Bureau is conducting research to develop new methods to make the next census easier, more convenient and less costly for taxpayers. Please complete the survey online at https://www.surveymonkey.com/r/uscensussurvey The survey will take 10 minutes or less to complete. We are conducting this survey under that authority of Title 13 of the United States Code, Section 193. Federal law protects your privacy and keeps your answers confidential (Title 13, U.S. Code, Section 9 and 214). This data collection is approved under OMB No. 0607-0978, approval expires 04/30/17. SHARE United States U.S. Department of Commerce **Economics and Statistics Administration** U.S. CENSUS BUREAU census.gov CONNECT WITH US ON SOCIAL MEDIA. SUBSCRIBER SERVICES: Unsubscribe | [[[ONECLICK_UNSUB_URL]]]Remove me from All Subscriptions | Help

Figure 4: Final reminder (clicked in one or both of previous emails)

This is an official email from the U.S. Census Bureau. If you have any questions or comments, please contact us (http://www.census.gov/about/contact-us.html

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 $\hat{\sim}$

About a week ago, you should have received a couple of emails about completing an important U.S. Census Bureau study. If you have not yet responded, this is your last chance to complete the survey online at https://www.surveymonkey.com/r/uscensussurvey

The survey will take 10 minutes or less to complete.

More responses lead to greater impact! Forward this message to family and friends and help the Census Bureau reach a wider audience!

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This is an official email from the U.S. Census Bureau. If you have any questions or comments, please contact us (http://www.census.gov/about/contact-us.html)

Figure 5: Final reminder (did not click in one of previous emails)