



U.S. Census Bureau <census@subscriptions.census.gov>
Thu 3/26/2015 10:00 AM

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Figure 1: Sender for all emails

10-minute U.S. Census Survey to Help your Community

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://respond.census.gov/study/login>

The survey will take 10 minutes or less to complete.

We are conducting this survey under the 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, Sections 9 and 214). Your participation in this study is voluntary. This data collection is approved under OMB No. 0607-0978, approval expires 04/30/17.

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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/aboutus/contact-us.html>).

Figure 2: Panel 1: Text format/Short content

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.

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Research Study

U.S. Census Bureau
4800 Silver Hill Road
Washington D.C., 20233

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Figure 3: Panel 2: Graphical content/Short text

10-minute U.S. Census Survey to Help your Community

Dear Resident:

To prepare for the next census, the U.S. Census Bureau is conducting the 2015 Census Study. Your response to this brief survey is important and will help in our efforts to develop new methods that will make the next census easier, more convenient, and less costly for taxpayers. Results from the next census will be used to help each community get its fair share of federal funding for many programs that you and your neighbors need.

Please complete the survey online by **March 27** at

<https://respond.census.gov/study/login>

Help us conserve natural resources, process data more efficiently, and save taxpayer money by responding online.

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Thank you.

Sincerely,

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



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Figure 4: Panel 3: Text format/Long content (due date will change)



Dear Resident,

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Figure 5: Panel 4 Graphical format/Long text (due date will change)

Reminder: Complete the U.S. Census Survey

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://respond.census.gov/study/login>

We are conducting this survey under the 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, Sections 9 and 214). Your participation in this study is voluntary. This data collection is approved under OMB No. 0607-0978, approval expires 04/30/17.



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Figure 6: Panel 1: First reminder

Reminder: Complete the U.S. Census Survey



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Figure 7: Panel 2 First reminder

Reminder: Complete the U.S. Census Survey

Important Note: You are receiving this notice because we did not receive your response by March 18, 2015.

Dear Resident:

A few days ago, you should have received an email about completing the 2015 Census Study online. If you have already provided your information, thank you.

If you have not yet responded, complete the survey online at

<https://respond.census.gov/study/login>

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Figure 8: Panel 3: First reminder(due date will change)

Reminder: Complete the U.S. Census Survey



Important Note: You are receiving this notice because we did not receive your response by March 18, 2015.

Dear Resident,

A few days ago, you should have received an email about completing the 2015 Census Study online. If you have already provided your information, thank you.

If you have not yet responded, complete the survey online.

[▶ Start the Survey](#)

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Figure 9: Panel 4 First reminder(due date will change)

The image shows a screenshot of an email with a blue header bar containing the text "Final Reminder for the U.S. Census Survey". The main body of the email contains the following text:

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://respond.census.gov/study/login>

The survey will take 10 minutes or less to complete.

The U.S. Census Bureau is conducting this research to develop new methods to make the next census easier, more convenient, and less costly for taxpayers. We are conducting this survey under the 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, Sections 9 and 214). Your participation in this study is voluntary. This data collection is approved under OMB No. 0607-0978, approval expires 04/30/17.

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Figure 10: Panel 1 Final reminder

Final reminder for the U.S. Census Survey



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.

▶ [Start the Survey](#)

This survey will take 10 minutes or less to complete.

The Census Bureau is required by U.S. law to keep your answers confidential. Your answers will only be used for statistical purposes, and no other purpose. For more information about how we protect your information, please visit our website at www.census.gov and click on "Data Protection & Privacy Policy." Your participation in this study is voluntary. This data collection is approved under OMB No. 0607-0978 and the approval expires 04/30/17.



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Figure 11: Panel 2 Final Reminder

Final reminder for the U.S. Census Survey

Important Note: You are receiving this notice because we did not receive your response by March 25, 2015.

Dear Resident:

Last week, you should have received an email about completing the 2015 Census Study online. If you have already provided your information, thank you.

If you have not yet responded, complete the survey online at

<https://respond.census.gov/study/login>

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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 12: Panel 3 Final reminder(due date will change)

Final reminder for the U.S. Census Survey



Important Note: You are receiving this notice because we did not receive your response by March 25, 2015.

Dear Resident,

Last week, you should have received an email about completing the 2015 Census Study online. If you have already provided your information, thank you.

If you have not yet responded, complete the survey online.

[▶ Start the Survey](#)

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Director, U.S. Census Bureau

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Figure 13: Panel 4 Final reminder(due date will change)

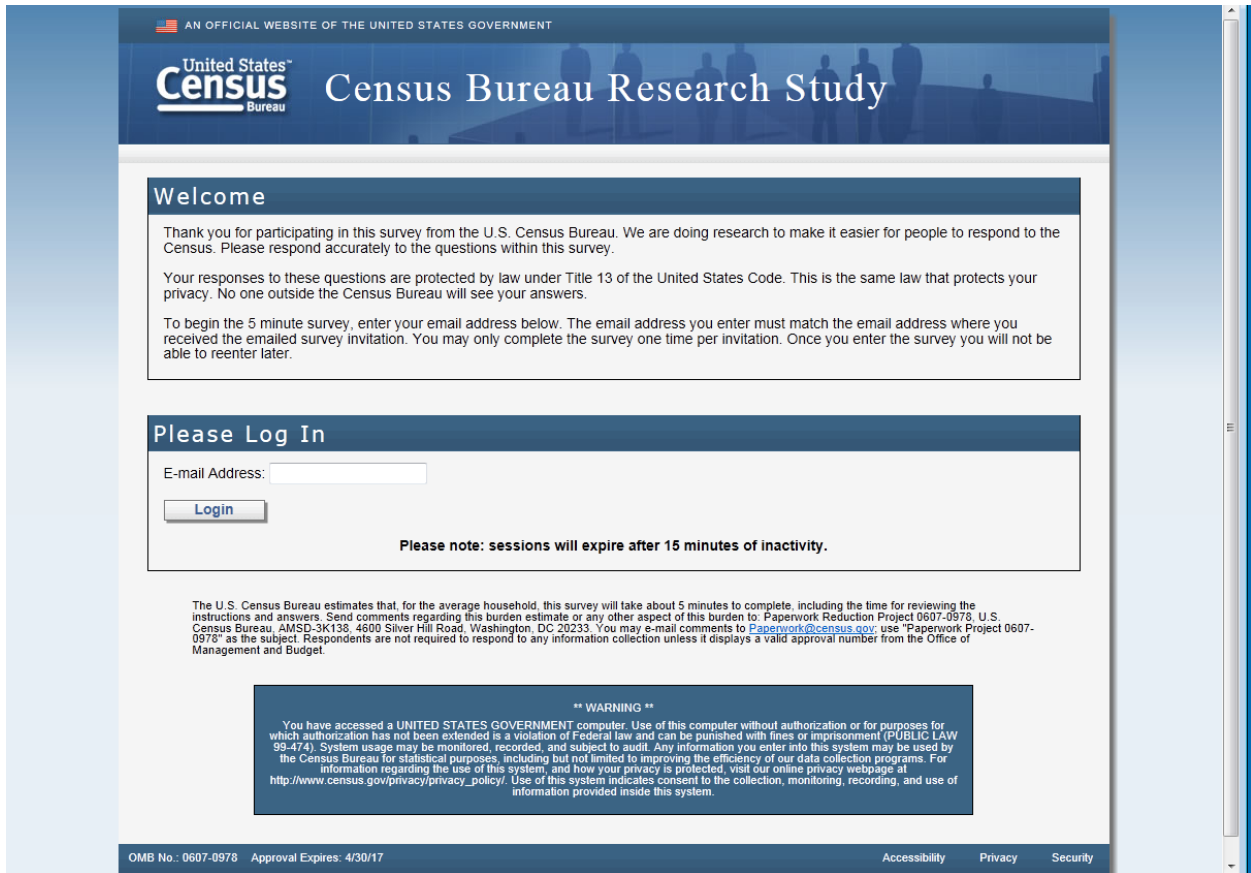


Figure 14: Login screen

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[Instructions](#) [FAQs](#)

1. Every 10 years, the Census Bureau counts everyone living in the United States. We do this by collecting information from each address. For the next census in 2020, how would you prefer to be contacted by the Census Bureau?

- Mail a letter to my home containing the link to the online form
- Email a link to the online form
- Call me on my home phone (landline)
- Call me on my cell phone
- Text message me a link to the online form
- Send an interviewer to my home
- Mail a form to my home

2. For the 2020 Census, would you rather the Census Bureau:

- complete your form for you using information you have already provided other government agencies
- contact you to get your information

3. What information do you think the census typically collects every 10 years?
Select all that apply

- Names of all adults living at your address
- Names of all children living at your address
- Social security number
- Age
- Date of birth
- Race
- Ancestry
- Income
- Relationship
- Citizenship

Figure 15: First set of questions, one long scroll design

4. Do you have...

a. A cell phone?

- Yes
- No

b. A handheld device made primarily for e-book reading, such as a Nook or Kindle e-reader?

- Yes
- No

c. A tablet computer such as an iPad, Samsung Galaxy Tab, Google Nexus or Kindle Fire?

- Yes
- No

d. An iPod or other MP3 player?

- Yes
- No

e. A game console like an Xbox or PlayStation?

- Yes
- No

5. Some cell phones are called 'smartphones' because of certain features they have. Is your cell phone a smartphone or not, or are you not sure?

- Yes
- No
- Not sure

6. Which of the following best describes the type of cell phone you have? Is it an iPhone, a Blackberry, an Android phone, a Windows phone, or something else?

- iPhone
- Blackberry
- Android
- Windows
- Something else

Figure 16: Continuation of first screen

7. Are you male or female?

Male
 Female

8. What is your age?

Less than 18 years old
 18-24
 25-34
 35-44
 45-54
 55-64
 65 or older

9. Are you of Hispanic, Latino or Spanish origin?

Yes
 No

10. What is your race? You may choose one or more.

White
 Black or African American
 American Indian or Alaska Native
 Asian
 Native Hawaiian or Other Pacific Islander

11. What is your highest level of education?

Less than High School Diploma or GED
 High School Diploma or GED
 Some College
 College Graduate or Professional Degree

12. In the last 3 months have you attended school or college?

Yes
 No

Figure 17: Continuation of first screen

13. Last week, did you work for pay at a job (or business)?

Yes
 No - Did not work (or retired)

14. Did you work for -

a government (federal, state, local) office or agency?
 a college or university?
 another private organization or were self-employed?

15. What was your occupation?

Education, training, and library (e.g., teachers, professors)
 Community and social service (e.g., social workers)
 Management, business, and science occupations (e.g., human resources workers, economists)
 Legal occupations
 Healthcare practitioners and technical occupations
 Healthcare support occupations
 Sales and office occupations (e.g., real estate agents, billing clerks)
 Other — Please specify

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Figure 1814: End of first screen

Where do you currently live? [\(Help\)](#)

Please select the type of address associated with your residence.

Address Type: Street Address P.O. Box Rural Route

Address Number: Street Name: Apt/Unit:

For example: (5007) (N Maple Ave) (*Apt. A* or *Lot 3*)

City: State: ZIP Code:

[Previous](#)

[Next](#)

Figure 19: Default address screen

Where do you currently live? [\(Help\)](#)

Please select the type of address associated with your residence.

Address Type: Street Address P.O. Box Rural Route

P.O. Box #:

City: State: ZIP Code:

[Previous](#)

[Next](#)

Figure 20: If respondent selects the P.O. Box radio button

Where do you currently live? [\(Help\)](#)

Please select the type of address associated with your residence.

Address Type: Street Address P.O. Box Rural Route

Rural Route Descriptor: Rural Route #: Box #:

City: State: ZIP Code:

[Previous](#)

[Next](#)

Figure 21: If respondent selects the Rural Route radio button

Which best describes the address where you live?

Include all apartments, flats, etc., even if vacant. [\(Help\)](#)

- A mobile home
- A one-family house detached from any other house
- A one-family house attached to one or more houses
- A building with 2 apartments
- A building with 3 or 4 apartments
- A building with 5 to 9 apartments
- A building with 10 to 19 apartments
- A building with 20 to 49 apartments
- A building with 50 or more apartments
- Boat, RV, van, etc.

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Figure 22: Type of unit screen, data are used for house/apartment/mobile home or unit fill in the question on the next screen

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a. How many separate rooms are in this house?
Rooms must be separated by built-in archways or walls that extend out at least 6 inches and go from floor to ceiling.

- INCLUDE bedrooms, kitchens, etc.
- EXCLUDE bathrooms, porches, balconies, foyers, halls, or unfinished basements.

Number of rooms

b. How many of these rooms are bedrooms?
Count as bedrooms those rooms you would list if this house were for sale or rent. If this is an efficiency/studio apartment, enter "0".

Number of bedrooms

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Figure 23: Number of rooms question: ACS design

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[Instructions](#) [FAQs](#)

1. We want to get usability feedback on the number of rooms screen you just completed.
Overall, completing the number of rooms screen was:
Very Easy ○ ○ ○ ○ ○ Very Difficult

2. We want to get feedback on possible email message subject lines to use in future Census Bureau studies.
Which email message subject line(s) would you be likely to click on if you saw it in your inbox?
You may select more than one.

- U.S. Census Survey - Your response is required by law
- Answer the U.S. Census - Help your community
- Help improve the U.S. Census - Take a 10 minute survey
- 10 minutes to improve the U.S. Census and help your community
- 10-minute U.S. Census Survey
- Your Civic Duty - Answer the U.S. Census!
- A message from the Director of the U.S. Census Bureau
- Confidential 2014 Census Study
- Important Census Study

3. Do you have any additional comments on either the address screens or the possible email subject lines?

250 characters left

4. Would you like to receive an email with a link to the research report for this study when it is complete?

Yes
 No

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Figure 24: Usability page



Census Bureau Research Study

Thank you!

Thank you for your participation in this survey. Your responses are very helpful in our research!

Figure 25: Thank you screen after submitting



Census Bureau Research Study

Closed

This survey link is now closed. Thank you for your interest.

Figure 26: Screen when survey is closed out or when have previously entered survey