

Materials Shown to Respondents

Attachment A. GovDelivery Emails for Contact Frame Sample

Initial Email

From: U.S. Census Bureau <census@subscriptions.census.gov>

To: _____

Subject: 10-minute U.S. Census Survey

The U.S. Census Bureau is conducting research to improve how we describe our policies and procedures to respondents. This research will help us understand how to communicate more clearly with you – members of the public.

Please complete the research study online at <https://www.surveymonkey.com/r/censusmessaging>

The survey will take 10 minutes or less to complete.

Your responses will not be shared with anyone in a way that could personally identify you. Your participation in this study is voluntary. The legal authority under which this information is being collected is Title 13 U.S.C. Chapter 5 Sections 141 and 193. This data collection is approved under OMB No. 0607-0978 and the approval expires 04/30/17. This data collection uses third-party web site to collect data. This survey does not collect personally identifiable information. The results from this survey will be used to conduct primary research to enhance planning efforts for current and future surveys and censuses.



U.S. Department of Commerce
Economics and Statistics Administration
U.S. Census Bureau
census.gov

First Reminder (Contact Frame Sample)

From: U.S. Census Bureau <census@subscriptions.census.gov>

To: _____

Subject: 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 survey. 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/censusmessaging>

Your responses will not be shared with anyone in a way that could personally identify you. Your participation in this study is voluntary. The legal authority under which this information is being collected is Title 13 U.S.C. Chapter 5 Sections 141 and 193. This data collection is approved under OMB No. 0607-0978 and the approval expires 04/30/17. This data collection uses third-party web site to collect data. This survey does not collect personally identifiable information. The results from this survey will be used to conduct primary research to enhance planning efforts for current and future surveys and censuses.



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Final Reminder (Contact Frame Sample)

From: U.S. Census Bureau <census@subscriptions.census.gov>

To: _____

Subject: Final Reminder: Complete the U.S. Census Study

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/censusmessaging>

The survey will take 10 minutes or less to complete.

Your responses will not be shared with anyone in a way that could personally identify you. Your participation in this study is voluntary. The legal authority under which this information is being collected is Title 13 U.S.C. Chapter 5 Sections 141 and 193. This data collection is approved under OMB No. 0607-0978 and the approval expires 04/30/17. This data collection uses third-party web site to collect data. This survey does not collect personally identifiable information. The results from this survey will be used to conduct primary research to enhance planning efforts for current and future surveys and censuses.



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Attachment B. Text Shown on Mechanical Turk to Respondents

(Note: Character limits prevent us from being able to display the full text of the contact frame emails).

Instructions

The U.S. Census Bureau is conducting research to improve how we describe our policies and procedures to respondents. This research study will help us understand how to communicate more clearly with you - members of the public.

Make sure to leave this window open as you complete the survey. When you are finished, you will return to this page to paste the code into the box.

Survey link:

<https://www.surveymonkey.com/r/censusmessaging>

Provide the survey code here:

e.g. 123456

Submit

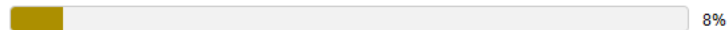
Attachment C. Survey Questions for Both Samples



Introduction

Thank you for agreeing to participate in this survey. On the next screens, you will be asked to read nine short excerpts about the U.S. Census Bureau. After each excerpt, you will be asked a follow up question. Please answer each question to the best of your abilities. Remember that your answers will be kept confidential. This survey will take 10 minutes or less to complete.

Your responses will not be shared with anyone in a way that could personally identify you. Your participation in this study is voluntary. The legal authority under which this information is being collected is Title 13 U.S.C. Chapter 5 Sections 141 and 193. This data collection is approved under OMB No. 0607-0978 and the approval expires 04/30/17. This data collection uses third-party web site to collect data. This survey does not collect personally identifiable information. The results from this survey will be used to conduct primary research to enhance planning efforts for current and future surveys and censuses.



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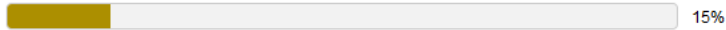
Example Message and Probe:

Respondents are shown 9 screens like this one with different messages.




This data collection is approved under OMB No. 0607-0978 and the approval expires 04/30/17. If a valid OMB Control Number does not appear on the following collection, this form is not authorized for collection.

1. In your own words, what is this message telling you?



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10. What did you like or dislike about this survey?



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Demographics

11. Are you male or female?

- Male
- Female

12. What is your age?

- Less than 18 years old
- 18-24
- 24-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75 or older

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

- Yes
- No

14. What is your race? You may select more than one answer.

- White
- Black or African-American
- American Indian or Alaskan Native
- Asian
- Native Hawaiian or other Pacific Islander

15. What is the highest level of school you have completed or the highest degree you have received?

- Less than high school degree
- High school degree or equivalent (e.g., GED)
- Some college but no degree
- Associate degree
- Bachelor degree
- Graduate degree



[Prev](#) [Next](#)



This screen is for Mechanical Turk respondents only:



* 16. Please enter a 5-digit code below (for example, 12345). You will need to enter this same code on the Amazon Mechanical Turk website.



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For all respondents:



Thank you for participating in this survey. Your answers will help improve the census and U.S. Census Bureau surveys!

Please click Done to submit your answers.



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Attachment D: List of All Respondent Messages

Section 1: Official Census Bureau Business

Each respondent will be shown 5 at random.

1. We make sure that the only people who can see your responses are those who need them to perform official Census Bureau duties.
2. Only people working on official Census Bureau business can access your survey response.
3. Only a very limited number of specially authorized people can ever see your information, and only for official Census Bureau business.
4. The Census Bureau will:
 - a. Never share your responses with anyone who is not legally obligated to protect it
 - b. Never use your responses for anything other than statistical research
 - c. Never release your responses in any way that could identify you as an individual
5. By law, your information is confidential and can not be seen by anyone other than:
 - a. the Census Bureau employees who collect and process it,
 - b. the statisticians who tabulate it, and
 - c. specially authorized statistical researchers.
6. Your data are confidential, by law, and the people who see your responses are bound by law to protect them.
7. We are required by law to protect your information.
8. By law, the Census Bureau cannot share your data with law enforcement or allow it to be used for anything other than statistical purposes.
9. By law, we only allow access to data to conduct research that would help carry out the Census Bureau's mission and benefit the public good.
10. By law, the only people who can see your responses are authorized researchers for approved statistical uses.
11. Your answers can only be used for statistical research. They cannot be used for any other purpose.
12. Your information is protected by law. It can only be used to produce statistics. It can never be used against you.
13. Experts review all statistical results before they are released to make sure there is no information that could identify an individual
14. The information we collect can only be used for statistical research.
15. The Census Bureau will only use your responses for statistical research. Responses can never be used to determine whether a person is eligible for a social program or a government benefit.
16. We will never share your information with law enforcement or allow it to be used to determine your eligibility for government benefits.
17. Very few authorized individuals actually see your name or other personal information that could identify you. Most of the time, personal information that could identify you is removed from the file that contains your survey or census answers.

18. Very few authorized people actually see names, addresses or other identifying information. Most of the time, personal information that could identify a person is removed from the file that contains the survey or census answers.
19. Under tightly controlled circumstances, we sometimes share responses with other federal agencies to further the Census Bureau's work. Those agencies must follow the same laws as the Census Bureau to protect your personal information.
20. Sometimes, we give a limited number of employees at other federal agencies access to your data under tightly controlled circumstances. Even in these cases the data can only be used to produce statistics.

Section 2: **PRA Required Language**

Each respondent sees one message from each section.

Mandatory

- You are required by law to respond to the census.
- The census is required by law (Title 13 U.S. Code Sections 141 and 193).
- Collection of the information is Mandatory and is collected under Title 13 U.S. Code Sections 141 and 193.

Confidential

- The Census Bureau is required by U.S. law to keep your answers confidential. This means that the Census Bureau cannot give out information that identifies you or your household.
- 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.
- The Census Bureau is required by U.S. law (Title 13, Section 193) to keep your answers confidential.

Burden

- Public reporting burden for this collection of information is estimated to average 12 minutes, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.
- We estimate that completing the census will take 12 minutes on average.

PRA language

- This data collection is approved under OMB No. 0607-0978 and the approval expires 04/30/17. If a valid OMB Control Number does not appear on the following collection, this form is not authorized for collection.
- A federal agency may not conduct or sponsor, nor shall a person be subject to a penalty for failure to comply with a collection of information subject to the requirements of the Paperwork

Reduction Act unless that collection of information displays a current valid OMB Control Number.

- You are not required to respond to this collection of information if it does not display a valid approval number from the Office of Management and Budget (OMB). The OMB Control Number for this information collection is 0607-XXXX and is located in the upper right hand corner of this form.
- This collection has been approved by the Office of Management and Budget (OMB). The eight-digit OMB approval number that appears at the upper right of the form or login screen confirms this approval. If this number were not displayed we could not conduct this survey.