

2015 Summer Mail Messaging Test- Minimal Design Treatment, Softened Design Treatment, and Design Treatment

The following table outlines how the current messaging in the newly designed materials is being modified for the Summer Mail Messaging Test – Minimal Design Treatment, Softened Design Treatment and Design Treatment. The first and second columns list the form name and the ACS production form number that it is replacing. The third column explains where the current mandatory messaging appears on the newly designed form. The fourth column shows the wording of the current message and the final three columns show how the mandatory messaging is modified for these test treatments. In order to make the mandatory messaging easier to identify, it has been highlighted in this table.

Form Name	Replacing ACS Form	Location/Page #, if applicable	Message Wording	Minimal Design Treatment	Softened Design Treatment	Design Treatment
C4_OfficialFAQ	ACS-10SM	Middle Panel – answer to “Am I required to fill out the survey”	Yes. Your response to this survey is required by law (Title 13, U.S. Code, Sections 141 and 193). As a randomly selected representative of your community, you are the voice of your neighbors and peers. To create an accurate picture of your community, it is critical that you respond.	This FAQ brochure will not be included in this test. However, information from the third paragraph on page 1 and the first 2 paragraphs on page 2 must be included in A3 letter.	This FAQ brochure will not be included in this test. However, information from the third paragraph on page 1 and the first 2 paragraphs on page 2 must be included in A3 letter.	This FAQ brochure will not be included in this test. However, information from the third paragraph on page 1 and the first 2 paragraphs on page 2 must be included in A3 letter.

Form Name	Replacing ACS Form	Location/Page #, if applicable	Message Wording	Minimal Design Treatment	Softened Design Treatment	Design Treatment
A3_Official Internet Invitation Letter	ACS-13(L)SM	Third Paragraph heading	<p>Your response is required by U.S. law. Because your household has been asked to participate on behalf of your community, it is vital that you complete this survey to help meet critical needs in your area.</p>	<p>Your response is required by U.S. law. Because your household has been asked to participate on behalf of your community, it is vital that you complete this survey to help meet critical needs in your area.</p> <p>Back of Letter:</p> <p>Information about Your Responses</p> <p>(See Attachment J - Minimal Design Treatment Initial Letter - Second paragraph)</p> <p>As a randomly selected representative of your community, you are the voice of your neighbors and peers. To create an accurate picture of your community, it is critical that you respond. Your response to this survey is required by Title 13, U.S. Code, Sections 141, 193, and 221.</p>	<p>Your response is required by U.S. law. Because your household has been asked to participate on behalf of your community, it is vital that you complete this survey to help meet critical needs in your area. Your response is required by U.S. law.</p> <p>Back of Letter:</p> <p>Am I required to fill out the survey? Yes. Your response to this survey is required by law (Title 13, U.S. Code, Sections 141, 193, and 221). As a randomly selected representative of your community, you are the voice of your neighbors and peers. To create an accurate picture of your community, it is critical that you respond.</p>	No changes

Form Name	Replacing ACS Form	Location/Page #, if applicable	Message Wording	Minimal Design Treatment	Softened Design Treatment	Design Treatment
Rem2_Official Reminder Letter	ACS-20(L)	Heading of third paragraph	Your response to this survey is required by law. Your response is critically important to your local community and your country. Responding promptly will prevent you receiving additional reminder mailings, phone calls, or personal visits from Census Bureau interviewers.	Your response to this survey is required by law. Your response is critically important to your local community and your country. Responding promptly will prevent you receiving additional reminder mailings, phone calls, or personal visits from Census Bureau interviewers.	Your response to this survey is required by law. Your response is critically important to your local community and your country and is required by law. Responding promptly will prevent you receiving additional reminder mailings, phone calls, or personal visits from Census Bureau interviewers.	No changes
C6_Official Choice Letter	ACS-14(L)SM	Heading of third paragraph	You are required by U.S. Law to respond to this survey. The Census Bureau has randomly selected your address, not you personally, to receive this survey as part of a nationally representative sample.	You are required by U.S. Law to respond to this survey. Your response is important to your community. The Census Bureau has randomly selected your address, not you personally, to receive this survey as part of a nationally representative sample.	You are required by U.S. Law to respond to this survey. Your response is important to your community. The Census Bureau has randomly selected your address, not you personally, to receive this survey as part of a nationally representative sample. You are required by U.S. Law to respond to this survey.	You are required by U.S. Law to respond to this survey. The Census Bureau has randomly selected your address, not you personally, to receive this survey as part of a nationally representative sample.
D1_Official Second Reminder Card	ACS-29	Second paragraph	Your response is required by U.S. law. If you do not respond promptly, a Census Bureau interviewer may contact you to complete the survey.	Your response is required by U.S. law. If you do not respond promptly, a Census Bureau interviewer may contact you to complete the survey.	Your response is required by U.S. law. If you do not respond promptly, a Census Bureau interviewer may contact you to complete the survey.	No changes

Form Name	Replacing ACS Form	Location/Page #, if applicable	Message Wording	Minimal Design Treatment	Softened Design Treatment	Design Treatment
E1_Official Final Reminder Card	ACS-23	Second paragraph	You are required by U.S. law to respond to this survey (Title 13, U.S. Code, Sections 141 and 193).	You are required by U.S. law to respond to this survey (Title 13, U.S. Code, Sections 141 and 193): Change color of the postcard	You are required by U.S. law to respond to this survey (Title 13, U.S. Code, Sections 141 and 193): Change color of the postcard	Change color of the postcard
C1_Official Main Envelope	ACS-46IM ACS-46	Front and back of envelope	Front: U.S. CENSUS FORM ENCLOSED YOUR RESPONSE IS REQUIRED BY LAW Back: Your Response is required by law. (This statement is also included in Spanish, Chinese, Vietnamese, Russian, Korean)	Front: U.S. CENSUS FORM ENCLOSED YOUR RESPONSE IS REQUIRED BY LAW YOUR RESPONSE IS IMPORTANT TO YOUR COMMUNITY Back: Your Response is required by law. (This statement is also included in Spanish, Chinese, Vietnamese, Russian, Korean) Eliminate shading at bottom of envelope.	Front: U.S. CENSUS FORM ENCLOSED YOUR RESPONSE IS REQUIRED BY LAW YOUR RESPONSE IS IMPORTANT TO YOUR COMMUNITY Back: Your Response is required by law. (This statement is also included in Spanish, Chinese, Vietnamese, Russian, Korean) Eliminate shading at bottom of envelope.	Back: Your Response is required by law. (This statement is also included in Spanish, Chinese, Vietnamese, Russian, Korean) Eliminate shading at bottom of envelope.

Form Name	Replacing ACS Form	Location/Page #, if applicable	Message Wording	Minimal Design Treatment	Softened Design Treatment	Design Treatment
A1_Official Main Envelope	ACS-46IM	Front and back of envelope	<p>Front: YOUR RESPONSE IS REQUIRED BY LAW</p> <p>Back: Your Response is required by law. (This statement is also included in Spanish, Chinese, Vietnamese, Russian, Korean)</p>	<p>Front: YOUR RESPONSE IS REQUIRED BY LAW YOUR RESPONSE IS IMPORTANT TO YOUR COMMUNITY</p> <p>Back: Your Response is required by law. (This statement is also included in Spanish, Chinese, Vietnamese, Russian, Korean)</p> <p>Eliminate shading at bottom of envelope.</p>	<p>Front: YOUR RESPONSE IS REQUIRED BY LAW YOUR RESPONSE IS IMPORTANT TO YOUR COMMUNITY</p> <p>Back: Your Response is required by law. (This statement is also included in Spanish, Chinese, Vietnamese, Russian, Korean)</p> <p>Eliminate shading at bottom of envelope.</p>	<p>Back: Your Response is required by law. (This statement is also included in Spanish, Chinese, Vietnamese, Russian, Korean)</p> <p>Eliminate shading at bottom of envelope.</p>