

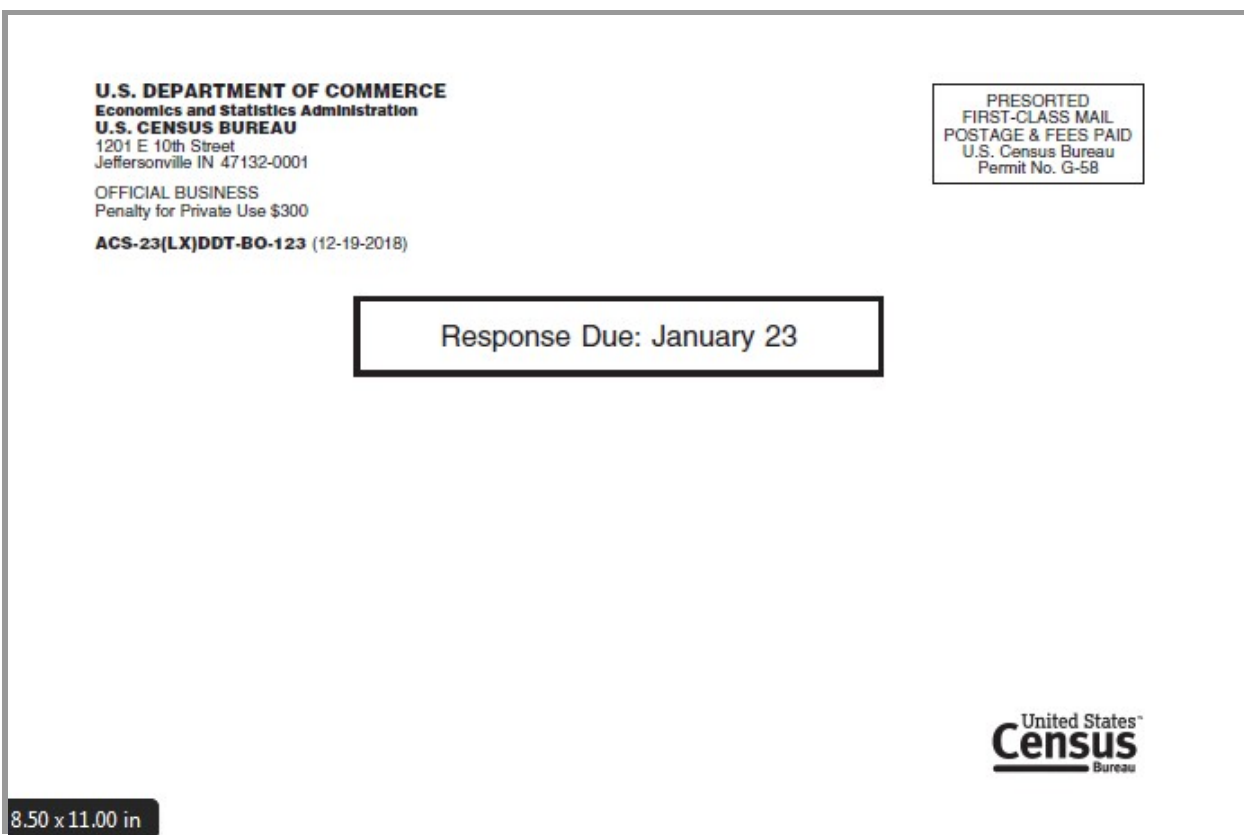
Enclosure 1

The following documents will be cognitively tested to make sure they are easily understood by respondents as intended. The images below contain the date “January 23” but all sample materials will contain a date 7-10 days from the date of the cognitive test. This is to simulate the urgency of response for participants. The five dates will be January 23, January 30, February 6, February 13, and February 20.

Fifth Mailing to ACS 2019 Due Date Experiment Sample

Outside of pressure sealer mailer “Box only” version:

Box only version contains a due date inside the box of the letter and is otherwise unmodified form the current 5th mailing for the ACS production. The outside of the pressure sealer also has a due date.



Inside of pressure seal mailer “Box only” version:

ACS-23(LX)DDT-BO-123
(12-19-2018)



UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
Washington, DC 20233-0001
OFFICE OF THE DIRECTOR

A message from the Director, U.S. Census Bureau ...

Within the last few weeks, the U.S. Census Bureau mailed an American Community Survey questionnaire package to your address. **You are required by U.S. law to respond to this survey.** The Census Bureau is required by law to keep your information confidential. If you have already responded, thank you. If you have not, please complete the questionnaire and send it now, or complete the survey online.

Due: January 23, 2019

Respond now at <https://respond.census.gov/acs>

Log in using this user ID:

Your response is critically important to your local community and to your country. If you do not respond, a Census Bureau interviewer may contact you by personal visit to complete the survey.

If you would like to complete the survey by telephone or need assistance, please call our toll-free number (1-800-354-7271).

Thank you.

Outside of pressure sealer mailer "Add" version:

This version contains a due date in the box and text about being added to a schedule for a visit.

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU
1201 E 10th Street
Jeffersonville IN 47132-0001

OFFICIAL BUSINESS
Penalty for Private Use \$300

ACS-23(LX)DDT-AS-123 (12-19-2018)

PRESORTED
FIRST-CLASS MAIL
POSTAGE & FEES PAID
U.S. Census Bureau
Permit No. G-58

United States[™]
Census
Bureau

Inside of pressure seal mailer “Add” version:

ACS-23(LX)DDT-AS-123
(12-19-2018)



UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
Washington, DC 20233-0001
OFFICE OF THE DIRECTOR

A message from the Director, U.S. Census Bureau ...

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Due: January 23, 2019

Respond now at <https://respond.census.gov/acs>

Log in using this user ID:

Your response is critically important to your local community and to your country. A Census Bureau interviewer may come to your home to complete the survey in person. **If you do not respond by January 23, 2019, we will add you to our schedule for a visit.**

If you would like to complete the survey by telephone or need assistance, please call our toll-free number (1-800-354-7271).

Thank you.

Outside of pressure sealer mailer “Neutral” version:

This version contains a due date in the box and language and emphasizes language about an interviewer coming to visit in a more neutral style than the Add or Remove versions.

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU
1201 E 10th Street
Jeffersonville IN 47132-0001

OFFICIAL BUSINESS
Penalty for Private Use \$300

ACS-23(LX)DDT-AS-123 (12-19-2018)

PRESORTED
FIRST-CLASS MAIL
POSTAGE & FEES PAID
U.S. Census Bureau
Permit No. G-58

United States[™]
Census
Bureau

Inside of pressure seal mailer “Neutral” version:

ACS-23(LX)DDT-OR-123
(12-19-2018)



UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
Washington, DC 20233-0001
OFFICE OF THE DIRECTOR

A message from the Director, U.S. Census Bureau ...

Within the last few weeks, the U.S. Census Bureau mailed an American Community Survey questionnaire package to your address. **You are required by U.S. law to respond to this survey.** The Census Bureau is required by law to keep your information confidential. If you have already responded, thank you. If you have not, please complete the questionnaire and send it now, or complete the survey online.

Due: January 23, 2019

Respond now at <https://respond.census.gov/acs>

Log in using this user ID:

Your response is critically important to your local community and to your country. **Respond by January 23, 2019, or a Census Bureau interviewer may come to your home to complete the survey in person.**

If you would like to complete the survey by telephone or need assistance, please call our toll-free number (1-800-354-7271).

Thank you.

Outside of pressure seal mailer “Remove” version:

This version contains a due date in the box and text about being removed from the schedule for an interviewer visit.

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU
1201 E 10th Street
Jeffersonville IN 47132-0001

OFFICIAL BUSINESS
Penalty for Private Use \$300

ACS-23(LX)DDT-AS-123 (12-19-2018)

PRESORTED
FIRST-CLASS MAIL
POSTAGE & FEES PAID
U.S. Census Bureau
Permit No. G-58

United States[™]
Census
Bureau

Inside of pressure seal mailer “Remove” version:

ACS-23(LX)DDT-RS-123
(12-19-2018)



UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
Washington, DC 20233-0001
OFFICE OF THE DIRECTOR

A message from the Director, U.S. Census Bureau ...

Within the last few weeks, the U.S. Census Bureau mailed an American Community Survey questionnaire package to your address. **You are required by U.S. law to respond to this survey.** The Census Bureau is required by law to keep your information confidential. If you have already responded, thank you. If you have not, please complete the questionnaire and send it now, or complete the survey online.

Due: January 23, 2019

Respond now at <https://respond.census.gov/acs>

Log in using this user ID:

Because your response is critically important to your local community and to your country, a Census Bureau interviewer may come to your home to complete the survey in person. **If you respond by January 23, 2019, we will remove you from our schedule for a visit.**

If you would like to complete the survey by telephone or need assistance, please call our toll-free number (1-800-354-7271).

Thank you.

Handout to compare possible alternative version of “Remove” text:

Version 1:

Because your response is critically important to your local community and to your country, a Census Bureau interviewer may come to your home to complete the survey in person. If you respond by October 19, 2018, we will remove you from our schedule for a visit.

Version 2:

Your response is critically important to your local community and to your country. If you respond by October 19, 2018, we will remove you from our schedule for a visit. If you do not respond, a Census Bureau interviewer may come to your home to complete the survey in person.