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	Location/Page	Message Wording	Minimal Design	Softened Design	Design Treatment
	Form	#, if applicable		Treatment	Treatment	
C4_OfficialFA Q	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	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.
			community, it is critical that you respond.			

Form Name	Replacing ACS	Location/Page	Message Wording	Minimal Design	Softened Design	Design Treatment
A3_Official Internet Invitation Letter	Replacing ACS Form ACS-13(L)SM	Location/Page #, if applicable Third Paragraph heading	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.	Treatment 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. Back of Letter: Information about Your	Treatment 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. Back of Letter: Am I required to fill out	Design Treatment No changes
				Responses (See Attachment J - Minimal Design Treatment Initial Letter - Second paragraph) 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,	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.	

Rem2_Official Reminder Letter Rem2_Official Reminder Letter 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. Form 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. Form 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 and is required by law. Responding promptly will prevent you receiving additional reminder mailings, phone calls, or personal visits from Census Bureau interviewers.
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C6_Official ACS-14(L)SM Heading of You are required by U.S. You are required by You are required by You are required by
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by Û.S. Law to respond to
this survey.
D1_Official ACS-29 Second Your response is Your response is Your response is No changes
Second paragraph required by U.S. law. required by U.S. law.
Reminder Card If you do not respond If you do not respond If you do not respond
promptly, a Census Bureau promptly, a Census promptly, a Census
interviewer may contact Bureau interviewer may Bureau interviewer may
you to complete the contact you to complete contact you to complete
survey. the survey.

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

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