

2015 Summer Mail Messaging Test - Softened Mandatory Messaging Treatment

The following table outlines how the current messaging in the ACS production materials is being modified for the Summer Mail Messaging Test - Softened Mandatory Messaging Treatment. The first and second columns list the form number and title of the envelope, postcard, letter, or brochure. The third column explains where the current mandatory messaging appears. The fourth column shows the wording of the current message and the final column shows how the mandatory messaging is modified for this test. In order to make the mandatory messaging easier to identify, it has been highlighted in this table.

Form	Title	Location/Page #, if applicable	Message Wording	Softened Mandatory Messaging Treatment
ACS-9	Multilingual Brochure	All pages except front and back covers	In a few days you will receive an American Community Survey questionnaire in the mail. Because you are living in the United States, you are required by law to respond to this survey. If you have questions about the form, please call us toll-free at 1-800-354-7271. (This statement is also included in Spanish, Chinese, Vietnamese, Russian, Korean)	The multilingual brochure will not be included in this test.
ACS-10SM	FAQ Brochure	Middle Panel – answer to “Do I have to answer the questions on the American Community Survey”	Your response to this survey is required by law (Title 13, U.S. Code, Sections 141, 193, and 221). Title 13, as changed by Title 18, imposes a penalty for not responding. We estimate this survey will take about 40 minutes to complete.	Your response to this survey is required by law (Title 13, U.S. Code, Sections 141, 193, and 221). Title 13, as changed by Title 18, imposes a penalty for not responding. We estimate this survey will take about 40 minutes to complete.
ACS-13(L)SM ACS-14(L)SM	Intro Letter Mail Follow-up Letter	Second to the last paragraph	The Census Bureau chose your address, not you personally, as part of a randomly selected sample. You are required by U.S. law to respond to this survey. The Census Bureau is required by U.S. law to keep your answers confidential. The enclosed brochure answers frequently asked questions about the survey.	The Census Bureau chose your address, not you personally, as part of a randomly selected sample. You are required by U.S. law to respond to this survey. The Census Bureau is required by U.S. law to keep your answers confidential. The enclosed brochure answers frequently asked questions about the survey.

Form	Title	Location/Page #, if applicable	Message Wording	Softened Mandatory Messaging Treatment
ACS-20(LX)CST	Reminder Letter	Heading of third paragraph	<p>Your response to this survey is required by law.</p> <p>Your response is critically important to your local community and your country. Responding promptly will prevent your receiving additional reminder mailings, phone calls, or personal visits from Census Bureau interviewers.</p>	<p>Your response to this survey is required by law.</p> <p>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.</p>
ACS-29	Reminder Postcard	Second to last paragraph	<p>Your response to this survey is required by U.S. law. If you do not respond, a Census Bureau interviewer may contact you to complete the survey. Local and national leaders use the information from this survey for planning schools, hospitals, roads, and other community needs.</p>	<p>Your response to this survey is required by U.S. law If you do not respond, a Census Bureau interviewer may contact you to complete the survey. Local and national leaders use the information from this survey for planning schools, hospitals, roads, and other community needs.</p>
ACS-23	Second Reminder Postcard	First paragraph	<p>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 U.S. law to keep your answers 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 now at https://respond.census.gov/acs.</p>	<p>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 U.S. law to keep your answers 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 now at https://respond.census.gov/acs.</p>

Form	Title	Location/Page #, if applicable	Message Wording	Softened Mandatory Messaging Treatment
ACS-30	HU Instruction Guide Booklet	Page 2, last paragraph	<p>Your Answers are Confidential and Required by Law</p> <p>The law, Title 13, Sections 9, 141, 193, and 221 of the U.S. Code, authorizing the American Community Survey, also provides that your answers are confidential. No one except Census Bureau employees may see your completed form and they can be fined and/or imprisoned for any disclosure of your answers. The same law that protects the confidentiality of your answers requires that you provide the information asked in this survey to the best of your knowledge.</p>	No changes
ACS-46IM	Outgoing Envelope for Initial Mailing	Front of envelope	<p>The American Community Survey</p> <p>YOUR RESPONSE IS REQUIRED BY LAW</p>	<p>The American Community Survey</p> <p>YOUR RESPONSE IS IMPORTANT TO YOUR COMMUNITY</p>
ACS-46	Outgoing Envelope for Replacement Mailing	Front of envelope	<p>The American Community Survey Form Enclosed</p> <p>YOUR RESPONSE IS REQUIRED BY LAW</p>	<p>The American Community Survey Form Enclosed</p> <p>YOUR RESPONSE IS IMPORTANT TO YOUR COMMUNITY</p>