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. | |

| Form Name | Replacing ACS Form | Location/Page | Message Wording | Minimal Design Treatment | Softened Design Treatment | Design Treatment |
|-----------------|-----------------------|------------------|-----------------------------|--|--|--|
| D 0 000 1 1 | | #, if applicable | | | | 37 1 |
| Rem2_Official | ACS-20(L) | Heading of | Your response to this | Your response to this | Your response to this | No changes |
| Reminder Letter | | third paragraph | survey is required by law. | survey is required by | survey is required by | |
| | | | Your response is critically | law. | law. | |
| | | | important to your local | Your response is critically | Your response is critically | |
| | | | community and your | important to your local | important to your local | |
| | | | country. Responding | community and your | community and your | |
| | | | promptly will prevent you | country. Responding | country and is required by | |
| | | | receiving additional | promptly will prevent you | law. Responding | |
| | | | reminder mailings, phone | receiving additional | promptly will prevent you | |
| | | | calls, or personal visits | reminder mailings, phone | receiving additional | |
| | | | from Census Bureau | calls, or personal visits | reminder mailings, phone | |
| | | | interviewers. | from Census Bureau | calls, or personal visits | |
| | | | | interviewers. | from Census Bureau | |
| | | | | | interviewers. | |
| 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 U.S. |
| Choice Letter | | third paragraph | Law to respond to this | U.S. Law to respond to | U.S. Law to respond to | Law to respond to this |
| | | | <mark>survey.</mark> | this survey. | this survey. | survey. |
| | | | The Census Bureau has | Your response is | Your response is | The Census Bureau has |
| | | | randomly selected your | important to your | important to your | randomly selected your |
| | | | address, not you | community. | community. | address , not you |
| | | | personally, to receive this | The Census Bureau has | The Census Bureau has | personally, to receive this |
| | | | survey as part of a | randomly selected your | randomly selected your | survey as part of a |
| | | | nationally representative | address , not you | address , not you | nationally representative |
| | | | sample. | personally, to receive this | personally, to receive this | sample. |
| | | | | survey as part of a | survey as part of a | |
| | | | | nationally representative | nationally representative | |
| | | | | sample. | sample. You are required | |
| | | | | | by U.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. | 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. | 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. | |