ACS RESEARCH & EVALUATION ANALYSIS PLAN

2017 ACS Mail Design Test

Table of Contents

List of Tables

1. Introduction

In 2015, the U.S. Census Bureau conducted the "2015 Summer Mandatory Messaging Test" (SMMT) to assess the impact on response, cost, and reliability of survey estimates of four sets of proposed design changes to the American Community Survey (ACS) mail materials, using the September 2015 ACS panel (Oliver et al., 2015). The proposed changes aimed to improve the way we communicate the importance and benefits of the ACS while updating the look and feel of the mail materials. Of the four designs evaluated, the *Revised Design*, which included the use of different logos on the envelopes and letters, the use of bold lettering and boxes to highlight elements of the material, and the addition of a box that read "Open Immediately" on the envelopes, proved to be the most promising. The *Revised Design* increased the self-response rates significantly and increased the precision of the survey estimates.

However, the *Revised Design* does not address the concern by some members of the public about the strong mandatory messages found throughout the ACS mail materials. Of the remaining candidate treatments, a variation of the *Revised Design* called the *Softened Revised Design*, where references to the mandatory nature of the survey were either removed or softened throughout the mail materials, offered the best compromise. Unfortunately, the *Softened Revised Design* lowered self-response (Oliver et al, 2015). Therefore, we resumed our research into mail designs that soften the mandatory messages, with the hope that the resulting self-response rates would be higher than that of the *Softened Revised Design*.

In June 2016, we presented the results of the SMMT and other related research (Clark, 2015a; Clark, 2015b; Barth, 2015, Heimel et al., 2016) as well as recommendations made by the White House's Social and Behavioral Science Team (SBST), to the National Academies' Committee on National Statistics (CNSTAT) to obtain feedback from experts in the field. In July 2016, we held a series of meetings with Don Dillman, a leading expert in the field of survey methodology to assist us in redesigning the ACS mail materials to soften the mandatory messages while maximizing self-response. The result is two proposed experimental treatments that are derivatives of the *Softened Revised Design* – the *Partial Redesign* and the *Full Redesign* (Roberts, 2016).

For the "2017 ACS Mail Design Test," we will evaluate these two new experimental treatments and a third — a modification of the *Softened Revised Design* treatment. These experimental treatments are designed to increase awareness of the ACS through new messaging and an updated look-and-feel that increases respondent engagement and self-response while softening the tone of the mandatory requirement of the survey.

Modifications to the original *Softened Revised Design* include the placement of the phrase "our toll free number" before the toll free number; an updated confidentiality statement; and a new design for the reminder letter-outgoing envelope that incorporates the Reingold design

recommendations (U.S. Census Bureau, 2015). The *Partial Redesign* and the *Full Redesign* treatments depart from the *Softened Revised Design* in the following ways:

- Removal of the "Multilingual Brochure" to reduce the number of mail pieces. This information is now included on the enclosed letter.
- The addition of a "Why We Ask" pamphlet, a color pamphlet designed to engage the recipient and provide summary information about the benefits of the ACS.
- Design changes to the front page of the questionnaire to provide instruction information that would have been contained on the "Instruction Card."
- The use of a letter instead of a postcard for the final reminder to allow us to include login information on the letter to make responding easier. The accompanying envelope contains a new message, "Final Notice Respond Now" to make a strong push for response.

Unlike recent research (Clark, 2015a; Clark, 2015b; Barth, 2015; Oliver et al., 2016; Heimel et al., 2016), which focused on changes to specific mail materials, the *Partial Redesign* and *Full Redesign* treatments test holistic changes to the mailing strategy. The *Full Redesign* treatment differs from the *Partial Redesign* in that it varies communication content in the mail materials. Per Don Dillman's recommendations, the messages in the letters are written in a "folksy," deferential style that is "non-threatening" (see Dillman et al., 2014 to learn more about this approach).

Table 1 provides an overview of the differences among the four treatments (1 control and 3 experimental treatments). The data are organized by the five possible mailings that an address in sample could receive. The *current production* ACS mail contact strategy begins with an "initial mailing". Prospective respondents are invited to complete the ACS online or wait for a paper questionnaire. About seven days later, these recipients receive a reminder letter. About fourteen days later, recipients who have not responded receive a "questionnaire package" containing a paper questionnaire. About four days later, these recipients receive a reminder postcard. About fourteen days later, the nonrespondents who are not eligible for the Computer-Assisted Telephone Interview (CATI) operation (we do not have a telephone number for them) receive a final reminder postcard.

See Appendices A – D for facsimiles of the mail materials listed in Table 1. The Appendices are presented in the following order:

- Appendix A: Current Production Treatment Materials (pages 1-12)
- Appendix B: Softened Revised Design Treatment Materials (pages 1-12)
- Appendix C: Partial Redesign Treatment Materials (pages 1-13)
- Appendix D: Full Redesign Treatment Materials (pages 1-13)

Table 1. Description of Mail Materials for all Treatments in the 2017 Mail Design Test

APPENDIX A

Mailing Classification	Current Production (control)	Softened Revised Design (experimental)	Partial Redesign (experimental)	Full Redesign (experimental)
Initial Mailing				
Outgoing Envelope	Your Response is Required by Law	Your Response is Important to Your Community	Your Response is Important to Your Community	Your Response is Important to Your Community
		Open Immediately	Open Immediately	
	11.5 x 6 (envelope size)	11.5 x 6	11.5 x 6	9.5 x 4.375
Frequently Asked Questions Brochure	YES	NO	NO	NO
Letter	No Callout Box	Callout Box	Callout Box	Callout Box
		Softened Wording	Softened Wording	Wording Changes
Instruction Card	YES	YES	YES*	NO
Multilingual Information	Brochure Included	Brochure Included	Included in the letter	Included in the letter
"Why We Ask" pamphlet	NO	NO	YES	YES
Reminder Letter				
Outgoing Envelope	No message	No message	No message	No message
Letter				Wording changes
Questionnaire Package				
Outgoing Envelope	Your Response is Required by Law	Your Response is Important to Your Community	Your Response is Important to Your Community	Your Response is Important to Your Community
		Open Immediately	Open Immediately	
Questionnaire	Current	Current	Design Changes**	Design Changes**
Frequently Asked Questions Brochure	YES	NO	NO	NO
Letter	Current	Softened Wording	Softened Wording	Wording Changes
Instruction Card	YES	YES	NO	NO
Return Envelope	YES	YES	YES	YES
Reminder Postcard	Postcard	Postcard	Postcard	Postcard
		Softened Wording	Softened Wording	Wording changes
Final Reminder (only nonrespondents not eligible for CATI)	Postcard	Postcard	Letter***	Letter
		Softened Wording	Softened Wording	Wording changes
			'Final Notice Respond Now' on envelope	'Final Notice Respond Now' on envelope

** Necessary because the letter did not have space to print both the respondent address and the log in information.*

***The front page will include instruction information that would have been placed on the instruction card.*

****The wording placement is slightly different compared to the Softened Revised Design Treatment postcard.*

Because we provide more instruction information about the ACS on the first page of the paper questionnaire associated with the *Partial and Full Redesign* treatments, the "please print today's date" question found on the first page of the current production questionnaire (see page 9 of Appendix A) has been moved to the second page of the revised questionnaire (see page 11 of Appendix E). This move could potentially affect analysts' ability to calculate a person's age when not provided.

When a person's age is not provided and only the month and year of birth are provided (see question 4 of Appendix E), analysts calculate the missing age using the "please print today's date" information. Historically, such cases are not common. However, these cases could be impacted by the move of the "please print today's date" to the second page of the questionnaire. We will assess this change in this study.

2. Research Questions and Methodology

2.1 Research Questions

The results of the "2017 ACS Mail Design Test" has the potential to improve the respondent experience by addressing two concerns: increasing respondent engagement and reducing respondent burden. It is our hope that if these concerns are satisfied, it will result in a higher self-response rate for either the *Partial Redesign* or *Full Redesign* treatment as compared to the *Softened Revised Design*. Table 2 presents the research questions that this test will answer at specified points in time.

Table 2. Research Questions for the Mail Design Test

Research Question	Treatment Comparison	When to Compare
What is the impact of placing the multilingual information on a letter instead of a brochure and including a "Why We Ask" pamphlet on *self-response return rates*?	Partial Redesign vs Softened Revised Design	▪ Date Questionnaire Package is mailed ▪ Date final reminder postcard/letter is mailed ▪ Date CATI ends
What is the impact of placing the multilingual information on a letter instead of a brochure; including a "Why We Ask" pamphlet; and using "folksy" wording that conveys a deferential tone on *self-response return rates*?	Full Redesign vs Softened Revised Design	▪ Date Questionnaire Package is mailed ▪ Date final reminder postcard/letter is mailed ▪ Date CATI ends
What is the impact of using "folksy" wording that expresses a deferential tone on *self-response return rates*?	Full Redesign vs Partial Redesign	▪ Date Questionnaire Package is mailed ▪ Date final reminder postcard/letter is mailed ▪ Date CATI ends
Research Question	**Treatment Comparison**	**When to Compare**

What is the overall impact of the experimental treatment vs the control treatment on *final response rates*, *data collection costs*, and *reliability of survey estimates*?	All Experimental Treatments vs Current Production	▪ Closeout
Research Question	**Treatment Comparison**	**When to Compare**
Is the *item missing data rate* for the month/day fields of the "please print today's date" question the same?	Partial and Full Redesign Treatments vs. Current Production	▪ Closeout

The *self-response return rates* for the treatment comparisons will be calculated at the following points in time:

- *Date the mail questionnaire package is mailed to households that did not respond online*:
  - Rationale: Determine the effect of each treatment on self-response for households provided one mode for self-response (Internet) and a reminder letter (M1 mailing universe).

- *Date the final reminder postcard/letter is mailed to households that did not respond to the survey online or by mail*:
  - Rationale: Determine the cumulative effect of each treatment on self-response for nonrespondent households that now have two choices for self-response (Internet and mail) and have received a reminder postcard (M2 mailing universe).

- *Through the Computer-Assisted Telephone Interview* (CATI) closeout:
  - Rationale: Determine the cumulative effect of each treatment on self-response for the households that have received a final reminder postcard or letter and still have not responded and (M3 mailing universe).

The *final response rates* will be calculated at closeout after all data collection operations, including the nonresponse operations, CATI and the Computer-Assisted Personal Interview (CAPI) are completed.

  - Rationale: Determine the effect of each treatment on overall survey response and the impact on costs and survey estimates.

Self-response return rates, final response rates, data collection costs, and effect on survey estimates will play a role in evaluating the experimental treatments. See Section 2.2 for the formulae for the self-response return rates and the final response rates.

To assess if there is an impact of moving the date from the first page of the questionnaire to the second page, we will first answer the following question: Is the item missing data rate for the month/day fields of the "please print today's date" question the same for the treatment and production questionnaires? The *item missing data rates* will be calculated for the control treatment, the *Partial Redesign* treatment, and the *Full Redesign* treatment. If the answer to the

above question is "yes" then there is no impact. If there is an impact, we will provide the number of cases where the age calculation would be affected.

2.2 Methodology

2.2.1 Sample Design

The monthly ACS production sample of approximately 295,000 addresses is divided into 24 groups, where each group contains approximately 12,000 addresses. Each group is a representative subsample of the entire monthly sample and each monthly sample is representative of the entire yearly sample and the country. We will use two randomly selected groups for each treatment. Hence, each treatment will have a sample size of approximately 24,000 addresses. In total, approximately 96,000 addresses will be used for the four treatments, which includes the current production treatment group. The current production treatment will have the same mail materials as the rest of production, but will be sorted and mailed at the same time as the other treatment materials.

The sample size(s) are chosen so that we may conduct 90-percent confidence level hypothesis tests to determine if the differences between control and experimental treatment self-response return rates are greater than 1.25-percent. In calculating our sample size, we assume that the survey achieves a 50-percent response rate and that our statistical test has a power value (discernment of this 1.25-percent difference) of 80-percent.

2.2.2 Self-Response Return Rates

$$\text{Self-Response Return Rate} = \frac{\text{Number of mailable/deliverable sample addresses that provided a non-blank[1] paper questionnaire via mail or TQA, OR a complete or sufficient partial Internet response[2]}}{\text{Total number of mailable/deliverable sample addresses[3]}} * 100$$

Note: The numerator encompasses all possible response modes, including Telephone Questionnaire Assistance (TQA) (part of the mail mode), which is available throughout all phases of data collection. Depending upon the point in time though, direct response via paper questionnaire may not be possible.

2.2.3 Final Response Rates

[1] The paper form contains no data defined persons and no respondent-provided telephone number.

[2] Respondent reaches the first question in the detailed person questions section for the first person in the household.

[3] We will remove addresses where the initial mailing was returned by the postal service as undeliverable-as-addressed and for which we did not receive a response in any mode.

$$\text{Final Response Return Rate} = \frac{\text{Number of the addresses that provided a complete or sufficient partial response}}{\text{Total number of mailable/deliverable sample addresses, excluding nonrespondent addresses that were not subsampled for CAPI, and addresses determined to be out-of-scope}} * 100$$

Note: The numerator will be calculated across mode and by mode (Internet, mail, CATI, and CAPI).

2.2.4 Item Missing Data Rates

$$\text{Item Missing Data Rate} = \frac{\text{Number of eligible housing units that did not provide a required response for the item}}{\text{Total number of eligible housing units required to provide a response to the item}} * 100$$

2.2. 5 Standard Error of the Estimates

We will estimate the variances of the point estimates using the Successive Differences Replication (SDR) method with replicates – the standard method used in the ACS (see U.S. Census Bureau, 2014, Chapter 12). In calculating the self-response return rates and final response rates, we will use replicate base weights, which only account for sampling probabilities. We will calculate the variance for each rate and for the difference between rates using the formula below.

$$var(X_0) = \frac{4}{80}\sum_{r=1}^{80}(X_r - X_0)^2$$

Where:

X_r = ¿ the estimate calculated using the r^{th} replicate

X_0 = ¿ the estimate calculated using the full sample

2.2.6 Effect of Response on Cost and Survey Estimates

In evaluating the three experimental treatments, it is not sufficient to only compare their self-response return rates and final response rates. A treatment's data collection costs and effect on the survey estimates, if adopted, are also important. Past and recent research (Dillman, 1996; Barth, 2015; Oliver et al., 2016) has shown that treatments that soften or remove the mandatory language in the ACS reduce self-response. As a result, the CATI and CAPI workloads, which cost more per case to complete than self-response cases, increase.

For each experimental treatment, we will evaluate impacts under the following three scenarios:

- **Maintain the current sample size:** this scenario will apply the results from this test to a full year of ACS sample to evaluate the effect on the cost and reliability of estimates of using the given experimental treatment methodology for an entire ACS data collection year.

- **Maintain current reliability:** this scenario will use the results from this test to determine the initial sample size and cost necessary to maintain the reliability achieved using the current ACS methodology.

- **Maintain costs:** this scenario applies the results from this test to determine how much the sample size would need to decrease or how much it could increase to collect the ACS data using the test strategies within the 2017 budget. The effect on reliability of the survey estimates will also be determined.

3. Literature Review

Between October 2013 and November 2014, the U.S. Census Bureau collaborated with Reingold Inc. to research and propose design and messaging changes to the ACS mail materials that could potentially increase the ACS self-response rates (U.S. Census Bureau, 2015). The high-level recommendations from the report are:

- Emphasize the Census brand in ACS mail materials.
- Use visual design principles to draw attention to key messages and help respondents better navigate ACS material.
- Use deadline-oriented messages to attract attention and create a sense of urgency.
- Prioritize an official "governmental" appearance over a visually rich "marketing" approach.
- Emphasize effective "mandatory" messaging.
- Demonstrate benefits of ACS participation to local communities.
- Draw a clearer connection between objectionable questions and real-world applications and benefits.
- Streamline mail packages and individual materials.

Based on these and other recommendations, the ACS conducted five field tests in 2015 to improve the mail materials and messaging and simultaneously address respondent burden, respondent concerns about the perceived intrusiveness of the ACS, and self-response rates. A description of these five tests is provided below:

- Paper Questionnaire Package Test: conducted March 2015 to examine ways to reduce the complexity of this package (Clark, 2015a).
- Mail Contact Strategy Modification Test: conducted April 2015 to examine ways to streamline the mail materials (Clark, 2015b).

- Envelope Mandatory Messaging Test: conducted May 2015 to study the impact of removing mandatory messages from the envelopes (Barth, 2015).
- Summer Mandatory Messaging Test: conducted September 2015 to study the impact of removing or modifying the mandatory messages from the mail materials (Oliver et al., 2016).
- Why We Ask: conducted November 2015 to study the impact of including a flyer in the paper questionnaire mailing package explaining why the ACS asks the questions that it does (Heimel et al., 2016).

In June 2016, we presented the results of these research as well as recommendations made by the Whitehouse's Social and Behavioral Science Team (SBST), to the National Academies' Committee on National Statistics (CNSTAT) to obtain feedback from experts in the field (Plewes, 2016). In July 2016, we also held a series of meetings with Don Dillman who provided a critique of our current mail materials and messaging and 2015 research and offered suggestions for improvement. The result is two newly proposed mail treatments that are derivatives of the *Softened Revised Design* treatment from the "2015 Summer Mandatory Messaging Test" (Oliver et al., 2016) – the *Partial Redesign* and the *Full Redesign*. These two new treatments involve changes to the ACS mail materials and communications strategy based on *social exchange theory*. See Dillman (2014) for details.

4. Potential Actions

The conclusions drawn from the "2017 ACS Mail Design Test" could result in new mail materials put into production, as well as revisions to the current materials.

5. Major Schedule Tasks

Tasks (minimum required)	Planned Start (mm/dd/yy)	Planned Completion (mm/dd/yy)
Author drafts REAP, obtains CR feedback, updates and distributes Final REAP	12/07/16	04/18/17
PM/Author conducts research activities	07/20/17	11/09/17
Author drafts initial report, obtains CR feedback, updates and obtains final report sign off by the CRs and Division Chief	11/13/17	05/09/18
Post report to the Internet	05/10/18	05/31/18

6. References

Barth, D. (2015). "2015 Envelope Mandatory Messaging Test". Washington, DC, U.S. Census Bureau. Retrieved on February 10, 2017 from http://www.census.gov/content/dam/Census/library/working-papers/2016/acs/2016_Barth_01.pdf

Clark, S. (2015a). "2015 Replacement Mail Questionnaire Package Test". Washington, DC, U.S. Census Bureau. Retrieved on March 23, 2017 from https://www.census.gov/content/dam/Census/library/working-papers/2015/acs/2015_Clark_02.pdf

Clark, S. (2015b). "2015 Mail Contact Strategy Modification Test". Washington, DC, U.S. Census Bureau. Retrieved on March 23, 2017 from https://www.census.gov/content/dam/Census/library/working-papers/2015/acs/2015_Clark_03.pdf

Dillman, D., Singer, E., Clark, J., & Treat, J. (1996). "Effects of Benefits (Appeals, Mandatory Appeals, and Variations in Statements of Confidentiality) on Completion Rates for Census Questionnaires," *Public Opinion Quarterly*, 60, 376-389.

Dillman, D., Smyth, J., & Christian, L. (2014). *Internet, Phone, Mail, and Mixed-Mode Surveys*: *The Tailored Design Method* (4th ed.). Hoboken, NJ: Wiley.

Heimel, S., Barth, D., & Rabe, M. (2016). "Why We Ask" Mail Package Insert Test". Washington, DC, U.S. Census Bureau. Retrieved on February 21, 2017 from http://www.census.gov/content/dam/Census/library/working-papers/2016/acs/2016_Heimel_01.pdf

Oliver, B., Risley, M., & Roberts, A. (2016). "2015 Summer Mandatory Messaging Test". Washington DC, U.S. Census Bureau. Retrieved on February 10, 2017 from https://www.census.gov/content/dam/Census/library/working-papers/2016/acs/2016_Oliver_01.pdf

Plewes, T.J. (2016). "Reducing Response Burden in the American Community Survey". Proceedings of a Workshop at the National Academies of Sciences, Engineering, and Medicine, Committee on National Statistics, Washington, DC, March 8-9, 2016.

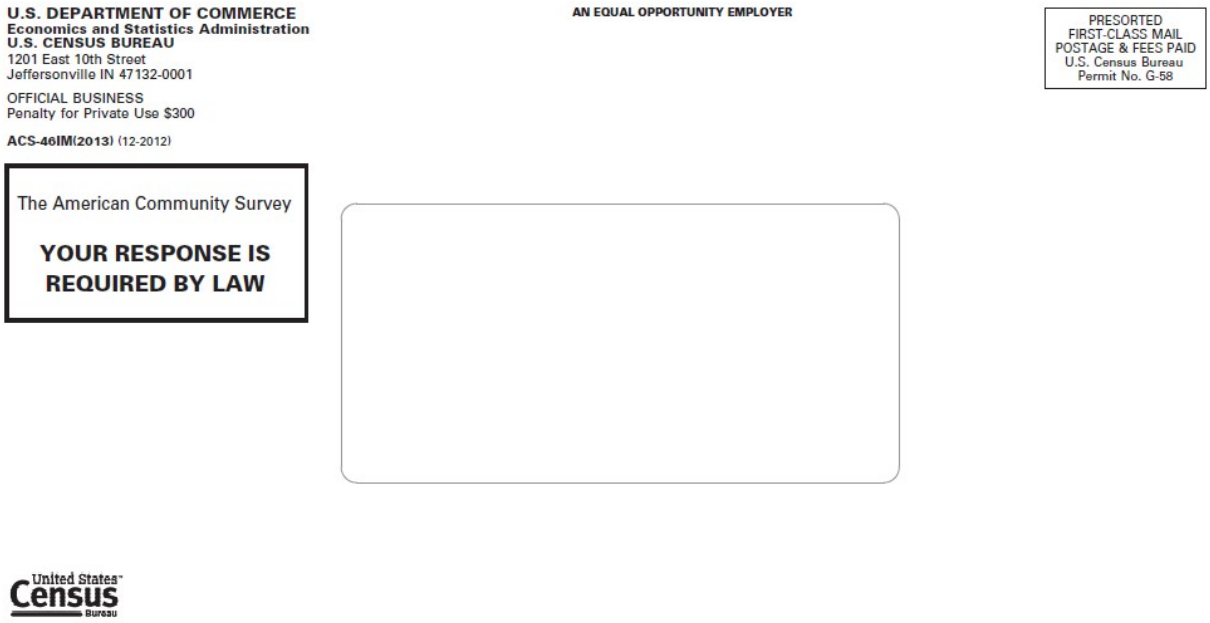
Roberts, A. (2016). "2017 ACS Mail Design Test". Washington DC, U.S. Census Bureau. Retrieved on February 10, 2017 from the "2017 Mail Design Test" folder located in the ACSO SharePoint site.

U.S. Census Bureau (2014). "American Community Survey Design and Methodology". Retrieved on February 10, 2017 from http://www2.census.gov/programs-surveys/acs/methodology/design_and_methodology/acs_design_methodology_ch12_2014.pdf

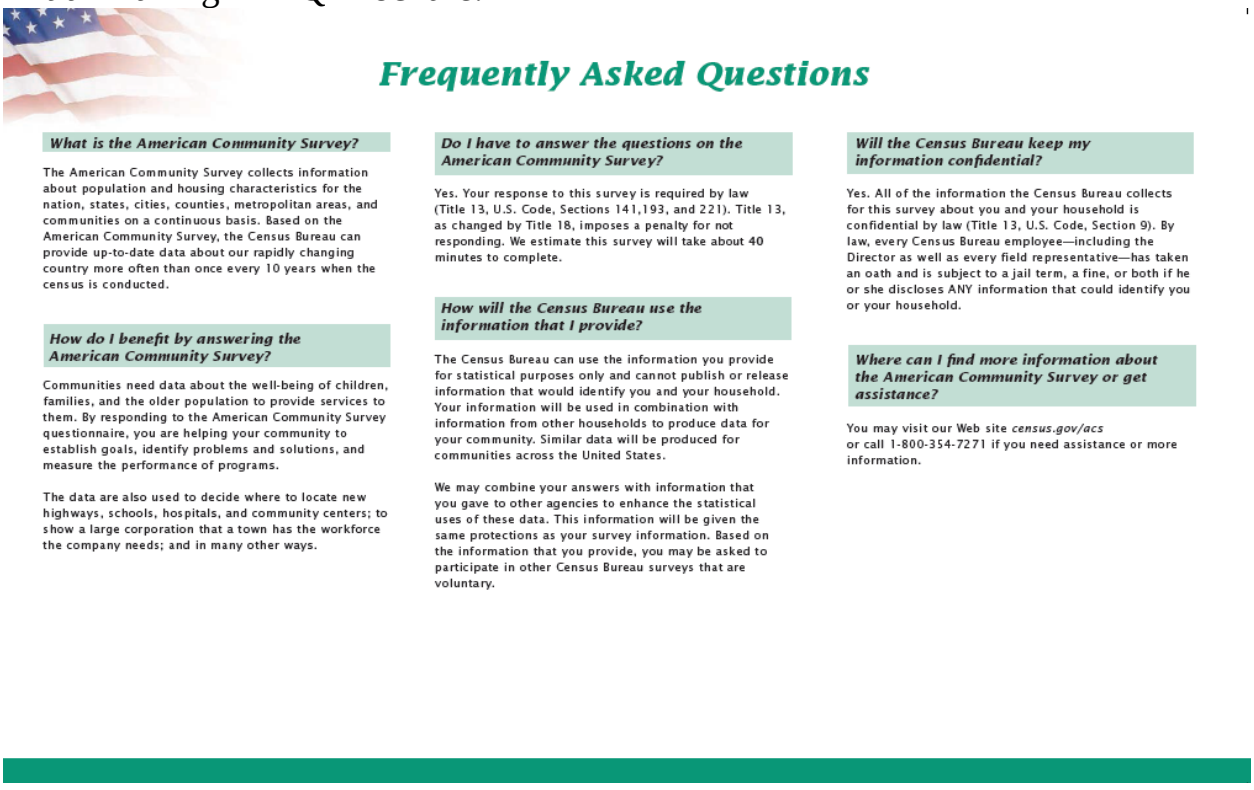
U.S. Census Bureau (2015). "2014 American Community Survey Messaging and Mail Package Assessment Research: Cumulative Findings Report". Retrieved on February 10, 2017 from https://www.census.gov/content/dam/Census/library/working-papers/2014/acs/2014_Walker_02.pdf

Appendix A: Current Production Treatment Materials

Initial Mailing – Outgoing Envelope



Initial Mailing - FAQ Brochure:



Frequently Asked Questions

What is the American Community Survey?

The American Community Survey collects information about population and housing characteristics for the nation, states, cities, counties, metropolitan areas, and communities on a continuous basis. Based on the American Community Survey, the Census Bureau can provide up-to-date data about our rapidly changing country more often than once every 10 years when the census is conducted.

How do I benefit by answering the American Community Survey?

Communities need data about the well-being of children, families, and the older population to provide services to them. By responding to the American Community Survey questionnaire, you are helping your community to establish goals, identify problems and solutions, and measure the performance of programs.

The data are also used to decide where to locate new highways, schools, hospitals, and community centers; to show a large corporation that a town has the workforce the company needs; and in many other ways.

Do I have to answer the questions on the American Community Survey?

Yes. 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.

How will the Census Bureau use the information that I provide?

The Census Bureau can use the information you provide for statistical purposes only and cannot publish or release information that would identify you and your household. Your information will be used in combination with information from other households to produce data for your community. Similar data will be produced for communities across the United States.

We may combine your answers with information that you gave to other agencies to enhance the statistical uses of these data. This information will be given the same protections as your survey information. Based on the information that you provide, you may be asked to participate in other Census Bureau surveys that are voluntary.

Will the Census Bureau keep my information confidential?

Yes. All of the information the Census Bureau collects for this survey about you and your household is confidential by law (Title 13, U.S. Code, Section 9). By law, every Census Bureau employee—including the Director as well as every field representative—has taken an oath and is subject to a jail term, a fine, or both if he or she discloses ANY information that could identify you or your household.

Where can I find more information about the American Community Survey or get assistance?

You may visit our Web site *census.gov/acs* or call 1-800-354-7271 if you need assistance or more information.

Current Production Treatment Materials

Initial Mailing - Letter

ACS-13(L)(2017)
(6-2016)

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 ...

Your household has been randomly selected to complete a very important national survey, the American Community Survey. The U.S. Census Bureau conducts this survey to give our country an up-to-date picture of how we live—our education, employment, housing, and more. Using the enclosed instructions, please complete the survey online as soon as possible at:

https://respond.census.gov/acs

The Census Bureau is using the Internet to collect this information in an effort to conserve natural resources, save taxpayers' money, and process your data more efficiently. If you are unable to complete the survey online, there is no need to contact us. We will send you a paper questionnaire in a few weeks.

This survey collects critical information used to meet the needs of communities across the United States. For example, results from this survey are used to decide where new schools, hospitals, and fire stations are needed. This information also helps communities plan for the kinds of emergency situations that might affect you and your neighbors, such as floods and other natural disasters.

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 brochures answer frequently asked questions about the survey.

If you need help completing the survey, please call our toll-free number (1–800–354–7271).

Thank you.

Sincerely,

John H. Thompson
Director

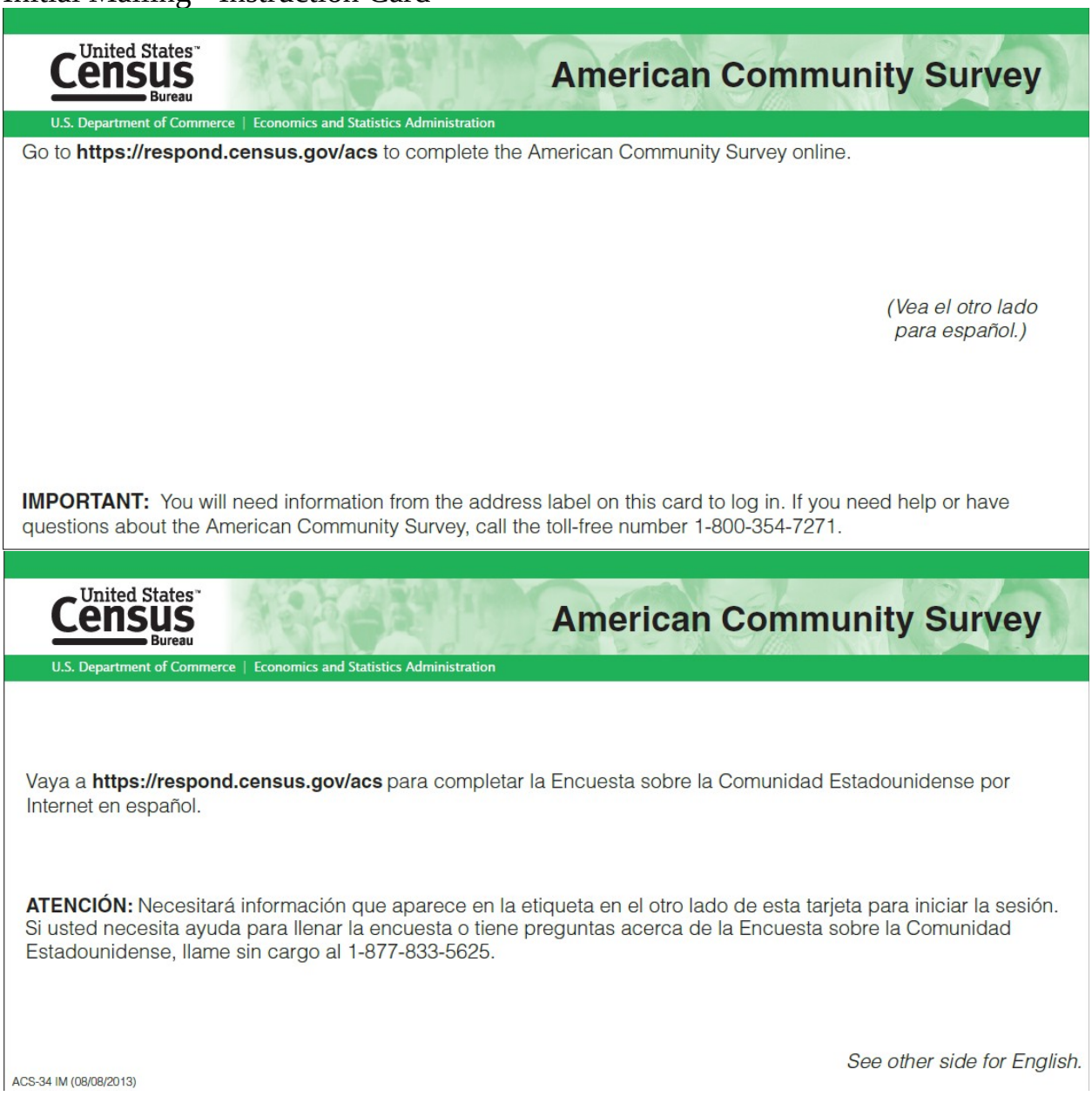
Enclosures

United States Census Bureau

census.gov

Current Production Treatment Materials

Initial Mailing - Instruction Card



United States Census Bureau

American Community Survey

U.S. Department of Commerce | Economics and Statistics Administration

Go to **https://respond.census.gov/acs** to complete the American Community Survey online.

(Vea el otro lado para español.)

IMPORTANT: You will need information from the address label on this card to log in. If you need help or have questions about the American Community Survey, call the toll-free number 1-800-354-7271.

United States Census Bureau

American Community Survey

U.S. Department of Commerce | Economics and Statistics Administration

Vaya a **https://respond.census.gov/acs** para completar la Encuesta sobre la Comunidad Estadounidense por Internet en español.

ATENCIÓN: Necesitará información que aparece en la etiqueta en el otro lado de esta tarjeta para iniciar la sesión. Si usted necesita ayuda para llenar la encuesta o tiene preguntas acerca de la Encuesta sobre la Comunidad Estadounidense, llame sin cargo al 1-877-833-5625.

See other side for English.

ACS-34 IM (08/08/2013)

Current Production Treatment Materials

Initial Mailing - Multilingual Brochure

The U.S. Census Bureau is conducting the American Community Survey

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.

What is the American Community Survey?

The American Community Survey is an important survey conducted by the Census Bureau. It is designed to give communities current information about its people and housing. In order to make well-informed decisions, a community needs accurate and reliable information. By responding to this survey, you are helping your community to get this kind of information.

Will my answers to this survey be kept confidential?

Yes. All of the information the Census Bureau collects for this survey about you and your household is confidential by law (Title 13, United States Code).

La Oficina del Censo de los Estados Unidos está realizando la Encuesta sobre la Comunidad Estadounidense

En unos días, recibirá por correo un cuestionario de la Encuesta sobre la Comunidad Estadounidense. Como usted esta viviendo en los Estados Unidos, la ley exige que usted responda a esta encuesta. Si tiene preguntas sobre el cuestionario, llámenos al 1-877-833-5625 para hablar con uno de nuestros empleados que habla español. La llamada es gratis. El empleado podrá contestar sus preguntas o usted podrá completar la encuesta por teléfono.

¿Qué es la Encuesta sobre la Comunidad Estadounidense?

La Encuesta sobre la Comunidad Estadounidense es una encuesta importante realizada por la Oficina del Censo de los Estados Unidos. Está diseñada para brindar información actual a las comunidades sobre las personas y las viviendas. Para poder tomar buenas decisiones, una comunidad necesita información precisa y confiable. Al responder a esta encuesta, usted está ayudando a su comunidad a obtener este tipo de información.

¿Serán confidenciales mis respuestas a esta encuesta?

Así es. Toda información que la Oficina del Censo de los Estados Unidos obtenga durante esta encuesta sobre usted y su vivienda es confidencial según la ley (Título 13, Código de los Estados Unidos).

Important Information From the U.S. Census Bureau

Información Importante de la Oficina del Censo de los Estados Unidos

美国人口普查局
重要通知

Thông tin quan trọng từ Văn phòng Thống kê Dân số Hoa Kỳ

Важная информация от Бюро переписи населения США

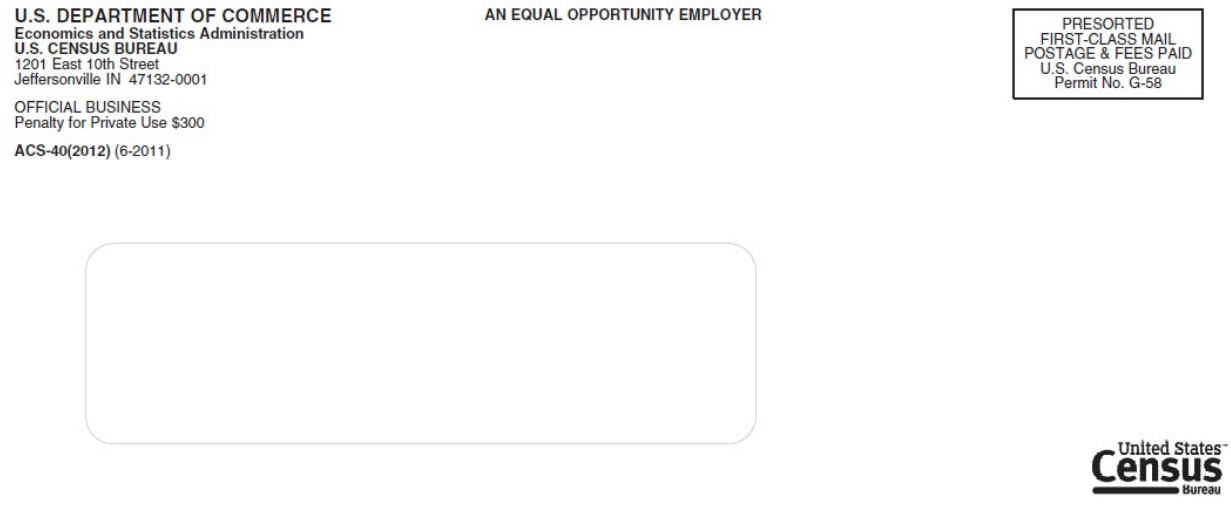
미국 인구조사국에서 전해드리는 중요한 정보

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

Issued August 2013
ACS-9 (2014)

United States Census Bureau

Reminder Letter – Outgoing Envelope



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

OFFICIAL BUSINESS
Penalty for Private Use $300

ACS-40(2012) (6-2011)

AN EQUAL OPPORTUNITY EMPLOYER

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

United States Census Bureau

Current Production Treatment Materials

Reminder Letter

ACS-20(L)(2015)
(5-2015)

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 ...

A few days ago, you should have received instructions for completing the **American Community Survey** online. Local communities depend on information from this survey to decide where schools, highways, hospitals, and other important services are needed. If you have not already responded, please do so now.

Respond now at **https://respond.census.gov/acs**
Log in using this user ID:

If we do not receive your response online, we will mail a paper questionnaire to your address.

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 your receiving additional reminder mailings, phone calls, or personal visits from Census Bureau interviewers.

If you need help completing the survey or have questions, please call 1–800–354–7271.

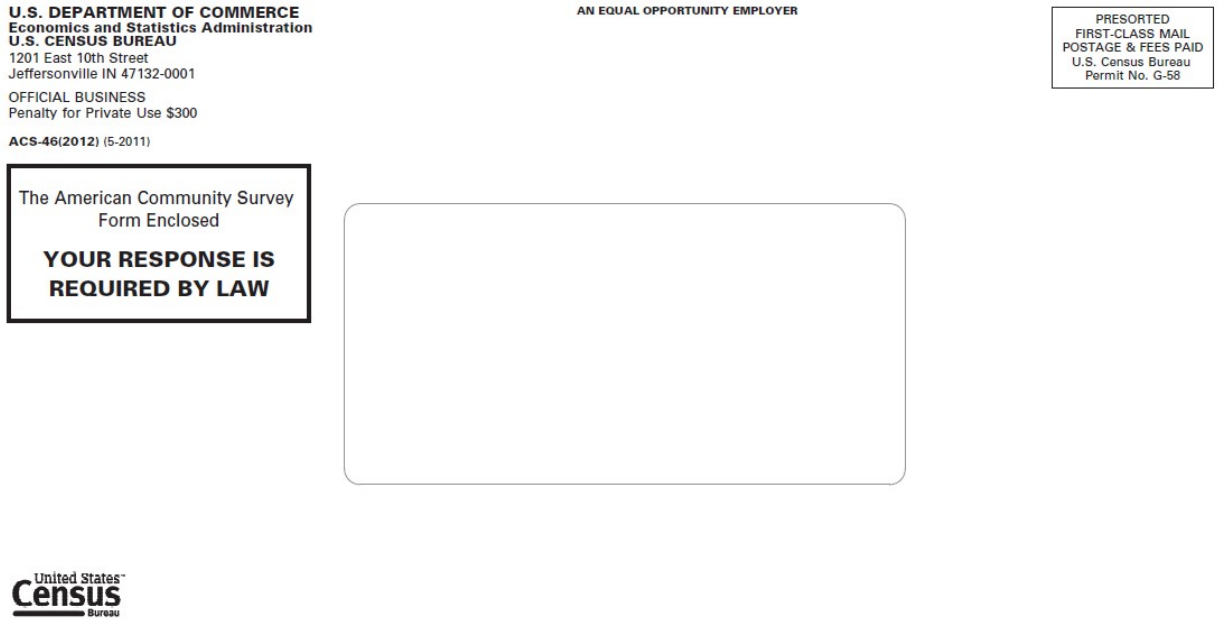
Thank you in advance for your prompt response.

Sincerely,

John H. Thompson
Director, U.S. Census Bureau

Current Production Treatment Materials

Questionnaire Package – Outgoing Envelope



Questionnaire Package – Return Envelope

Current Production Treatment Materials

Questionnaire Package – Letter

ACS-14(L)(2017)
(6-2016)

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...

About two weeks ago, the U.S. Census Bureau sent instructions for completing the American Community Survey to your address. We asked you to help us with this very important survey by completing it online. But we have not received your response yet.

If you have already completed the survey, thank you very much. If you have not, please complete the survey soon using ONE of the following two options.

Option 1: Go to **https://respond.census.gov/acs** to complete the survey online.
Option 2: Fill out and mail back the enclosed questionnaire.

This survey is so important that a Census Bureau representative may attempt to contact you by telephone or personal visit if we do not receive your response.

The information collected in this survey will help decide where new schools, hospitals, and fire stations are needed. The information also is used to develop programs to reduce traffic congestion, provide job training, and plan for the health care needs of the elderly.

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.

If you need help completing the survey, please call our toll–free number (1–800–354–7271).

Thank you.

Sincerely,

John H. Thompson
Director

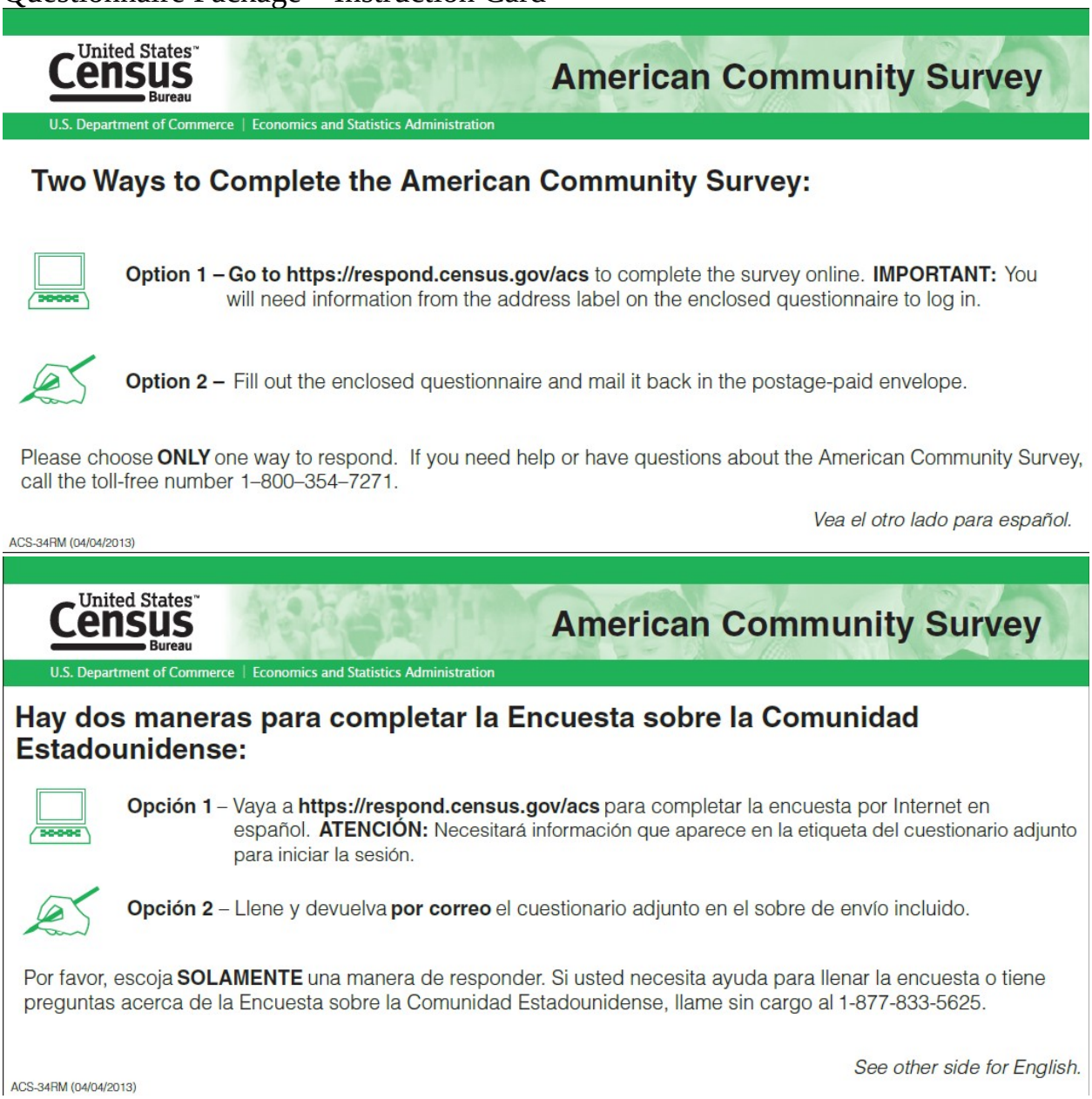
Enclosures

United States Census Bureau

census.gov

Current Production Treatment Materials

Questionnaire Package – Instruction Card



United States Census Bureau

American Community Survey

U.S. Department of Commerce | Economics and Statistics Administration

Two Ways to Complete the American Community Survey:

Option 1 – Go to https://respond.census.gov/acs to complete the survey online. **IMPORTANT:** You will need information from the address label on the enclosed questionnaire to log in.

Option 2 – Fill out the enclosed questionnaire and mail it back in the postage-paid envelope.

Please choose **ONLY** one way to respond. If you need help or have questions about the American Community Survey, call the toll-free number 1–800–354–7271.

Vea el otro lado para español.

ACS-34RM (04/04/2013)

United States Census Bureau

American Community Survey

U.S. Department of Commerce | Economics and Statistics Administration

Hay dos maneras para completar la Encuesta sobre la Comunidad Estadounidense:

Opción 1 – Vaya a **https://respond.census.gov/acs** para completar la encuesta por Internet en español. **ATENCIÓN:** Necesitará información que aparece en la etiqueta del cuestionario adjunto para iniciar la sesión.

Opción 2 – Llene y devuelva **por correo** el cuestionario adjunto en el sobre de envío incluido.

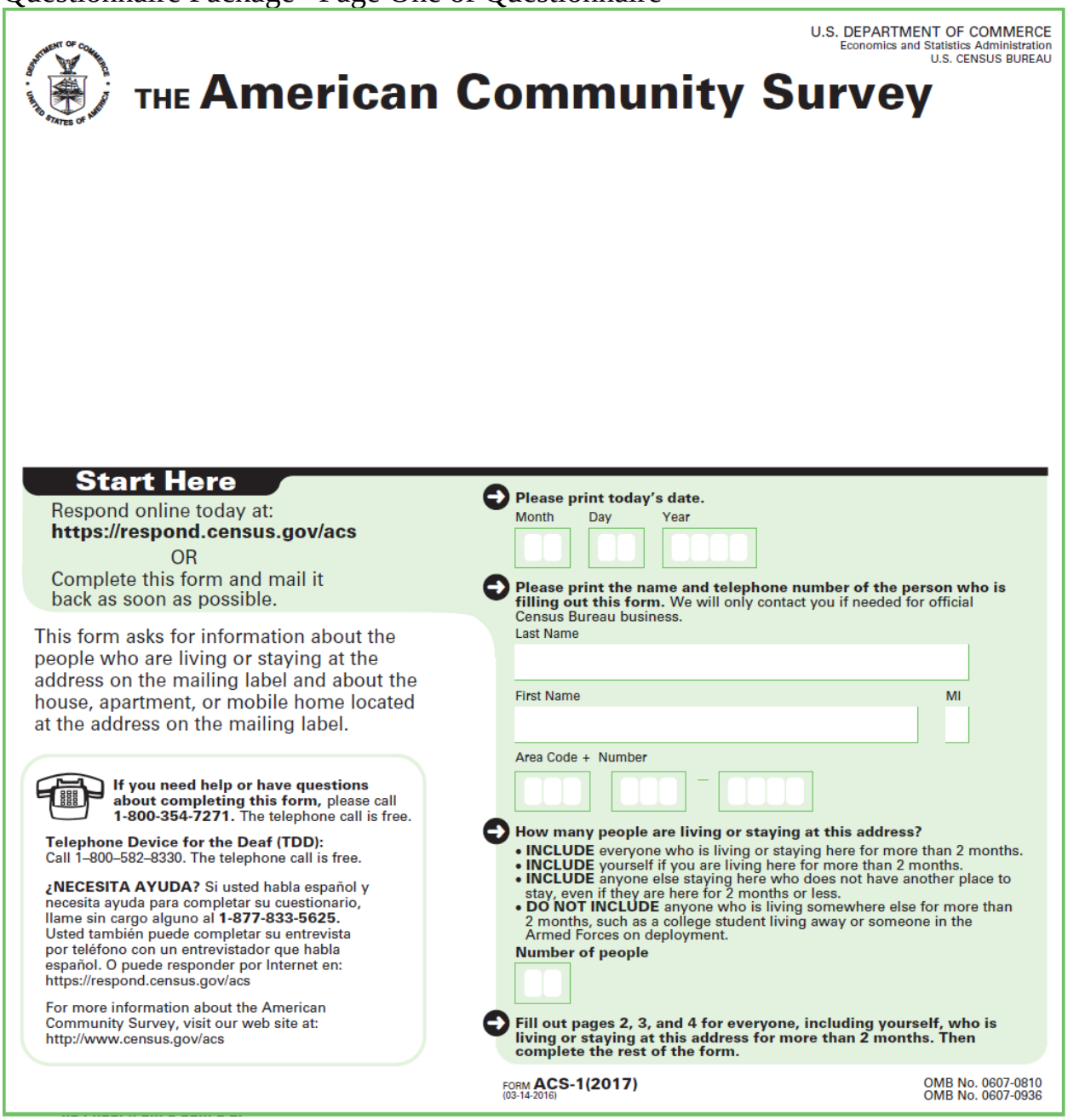
Por favor, escoja **SOLAMENTE** una manera de responder. Si usted necesita ayuda para llenar la encuesta o tiene preguntas acerca de la Encuesta sobre la Comunidad Estadounidense, llame sin cargo al 1-877-833-5625.

See other side for English.

ACS-34RM (04/04/2013)

Current Production Treatment Materials

Questionnaire Package– Page One of Questionnaire



U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

THE American Community Survey

Start Here

Respond online today at:
https://respond.census.gov/acs
OR
Complete this form and mail it back as soon as possible.

This form asks for information about the people who are living or staying at the address on the mailing label and about the house, apartment, or mobile home located at the address on the mailing label.

If you need help or have questions about completing this form, please call **1-800-354-7271.** The telephone call is free.

Telephone Device for the Deaf (TDD):
Call 1–800–582–8330. The telephone call is free.

¿NECESITA AYUDA? Si usted habla español y necesita ayuda para completar su cuestionario, llame sin cargo alguno al **1-877-833-5625.** Usted también puede completar su entrevista por teléfono con un entrevistador que habla español. O puede responder por Internet en: https://respond.census.gov/acs

For more information about the American Community Survey, visit our web site at: http://www.census.gov/acs

Please print today's date.
Month Day Year

Please print the name and telephone number of the person who is filling out this form. We will only contact you if needed for official Census Bureau business.
Last Name
First Name MI
Area Code + Number

How many people are living or staying at this address?
- **INCLUDE** everyone who is living or staying here for more than 2 months.
- **INCLUDE** yourself if you are living here for more than 2 months.
- **INCLUDE** anyone else staying here who does not have another place to stay, even if they are here for 2 months or less.
- **DO NOT INCLUDE** anyone who is living somewhere else for more than 2 months, such as a college student living away or someone in the Armed Forces on deployment.

Number of people

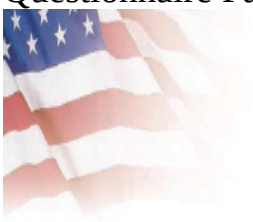
Fill out pages 2, 3, and 4 for everyone, including yourself, who is living or staying at this address for more than 2 months. Then complete the rest of the form.

FORM **ACS-1(2017)**
(03-14-2016)

OMB No. 0607-0810
OMB No. 0607-0936

Current Production Treatment Materials

Questionnaire Package - FAQ Brochure:



Frequently Asked Questions

What is the American Community Survey?

The American Community Survey collects information about population and housing characteristics for the nation, states, cities, counties, metropolitan areas, and communities on a continuous basis. Based on the American Community Survey, the Census Bureau can provide up-to-date data about our rapidly changing country more often than once every 10 years when the census is conducted.

How do I benefit by answering the American Community Survey?

Communities need data about the well-being of children, families, and the older population to provide services to them. By responding to the American Community Survey questionnaire, you are helping your community to establish goals, identify problems and solutions, and measure the performance of programs.

The data are also used to decide where to locate new highways, schools, hospitals, and community centers; to show a large corporation that a town has the workforce the company needs; and in many other ways.

Do I have to answer the questions on the American Community Survey?

Yes. 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.

How will the Census Bureau use the information that I provide?

The Census Bureau can use the information you provide for statistical purposes only and cannot publish or release information that would identify you and your household. Your information will be used in combination with information from other households to produce data for your community. Similar data will be produced for communities across the United States.

We may combine your answers with information that you gave to other agencies to enhance the statistical uses of these data. This information will be given the same protections as your survey information. Based on the information that you provide, you may be asked to participate in other Census Bureau surveys that are voluntary.

Will the Census Bureau keep my information confidential?

Yes. All of the information the Census Bureau collects for this survey about you and your household is confidential by law (Title 13, U.S. Code, Section 9). By law, every Census Bureau employee—including the Director as well as every field representative—has taken an oath and is subject to a jail term, a fine, or both if he or she discloses ANY information that could identify you or your household.

Where can I find more information about the American Community Survey or get assistance?

You may visit our Web site *census.gov/acs* or call 1-800-354-7271 if you need assistance or more information.

Current Production Treatment Materials

Reminder Postcard

U.S. DEPARTMENT OF COMMERCE
Economic and Statistics Administration
U.S. Census Bureau
1201 E 10th Street
Jeffersonville IN 47132-0001
ACS-29(2015) (7-2015)

OFFICIAL BUSINESS
Penalty for Private Use $300

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

U.S. DEPARTMENT OF COMMERCE
Economic and Statistics Administration
U.S. Census Bureau
1201 E 10th Street
Jeffersonville IN 47132-0001
ACS-29(2015) (7-2015)

OFFICIAL BUSINESS
Penalty for Private Use $300

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

U.S. DEPARTMENT OF COMMERCE
Economic and Statistics Administration
U.S. Census Bureau
1201 E 10th Street
Jeffersonville IN 47132-0001
ACS-29(2015) (7-2015)

OFFICIAL BUSINESS
Penalty for Private Use $300

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

ACS-29(2015) (7-2015)

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 sent you several requests to complete the American Community Survey. **Now is the time to complete the survey if you have not already done so.** Please complete the questionnaire and return it now OR go to https://respond.census.gov/acs to respond online.

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.

If you need help completing the survey or have questions, please call our toll-free number (1–800–354–7271).

Thank you.

John H. Thompson

ACS-29(2015) (7-2015)

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 sent you several requests to complete the American Community Survey. **Now is the time to complete the survey if you have not already done so.** Please complete the questionnaire and return it now OR go to https://respond.census.gov/acs to respond online.

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.

If you need help completing the survey or have questions, please call our toll-free number (1–800–354–7271).

Thank you.

John H. Thompson

ACS-29(2015) (7-2015)

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 sent you several requests to complete the American Community Survey. **Now is the time to complete the survey if you have not already done so.** Please complete the questionnaire and return it now OR go to https://respond.census.gov/acs to respond online.

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.

If you need help completing the survey or have questions, please call our toll-free number (1–800–354–7271).

Thank you.

John H. Thompson

Current Production Treatment Materials

Final Reminder Postcard

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(2015) (7-2015)

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

ACS-23(2015) (7-2015)

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 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.

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.

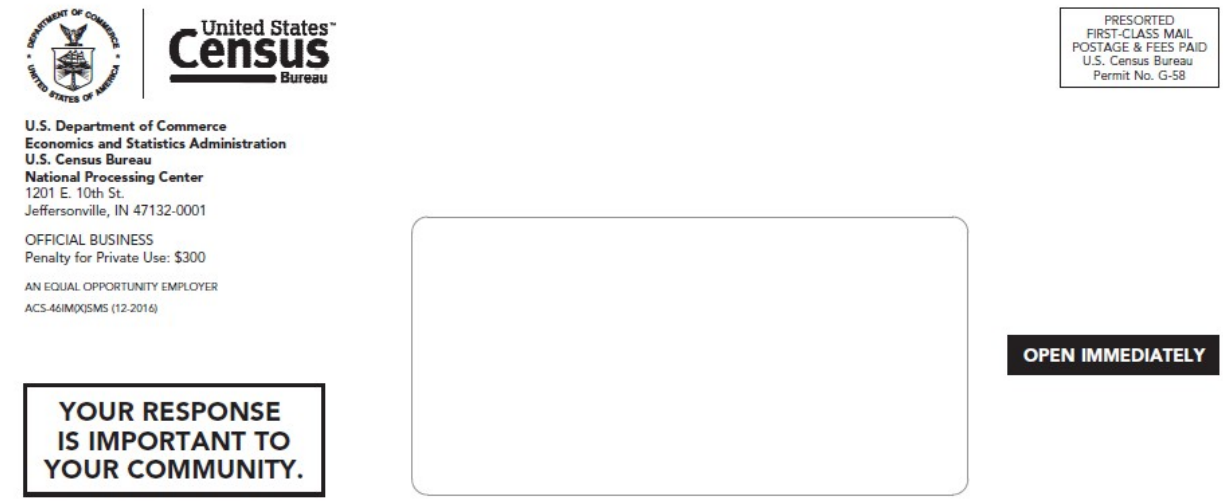
If you would like to complete the survey by telephone or need assistance, please call our toll-free number (1–800–354–7271).

Thank you.

John H. Thompson

Appendix B: Softened Revised Design Treatment Materials

Initial Mailing – Outgoing Envelope



Softened Revised Design Treatment Materials

Initial Mailing – Letter

U.S. Census Bureau
Washington, DC 20233

A Message From John H. Thompson, Director of the U.S. Census Bureau:

Your address has been randomly selected by the U.S. Census Bureau to participate in the **American Community Survey**. The Census Bureau conducts this survey each year to give our country an up-to-date picture of how we live – including our education, housing, and jobs.

Communities across the country rely on information from this survey to decide where important services are needed, including:

- Improving roads and reducing traffic
- Building schools
- Planning for the health care needs of the elderly

Respond now at **https://respond.census.gov/acs**

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.

If you are unable to complete the survey online, we will send you a paper questionnaire in a few weeks. The Census Bureau is using the Internet to collect this information to conserve natural resources, save taxpayers money, and process data more efficiently.

If you need help completing the survey or have questions, please call our toll-free number 1–800–354–7271.

Thank you in advance for your prompt response.

Sincerely,

John H. Thompson
Director, U.S. Census Bureau

Enclosures

American community survey data help determine the annual distribution of more than **$400 billion** in federal funds **to communities nationwide**.

ACS-13(LX)SMS (2-2017)

census.gov

Softened Revised Design Treatment Materials

Will my response be confidential?
Yes. The information you provide will help create a picture of your community, but it cannot be used to identify you. By law (Title 13, U.S. Code, Section 9), all of the information the Census Bureau collects for this survey is completely confidential, and millions of people securely participate in the survey each year. Census Bureau employees are subject to a $250,000 fine and/or up to five years in prison if they disclose any information that could identify you.

Am I required to fill out this 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.

How will the Census Bureau use the information I provide?
Your confidential response will be aggregated with information from other nearby households to produce a portrait of your community. This information is made freely accessible to government leaders, businesses, nonprofit organizations, and the public at large.

Based on the information you provide, you may be asked to participate in other Census Bureau surveys that are voluntary. We may combine your answers with information that you gave to other agencies to enhance the statistical uses of these data. This information will be given the same protection as your survey response.

Initial Mailing – Instruction Card

United States Census Bureau

Complete the American Community Survey online.

RESPOND NOW

Keep this card.
You will need information from the address label on this card to log in.

Vea el otro lado para español.

https://respond.census.gov/acs

If you need help or have questions, please call 1-800-354-7271.

ACS-34IM(X)SM (05/2015)

Softened Revised Design Treatment Materials

United States™ Census Bureau

RESPONDA AHORA

Complete la Encuesta sobre la Comunidad Estadounidense en Internet.

https://respond.census.gov/acs

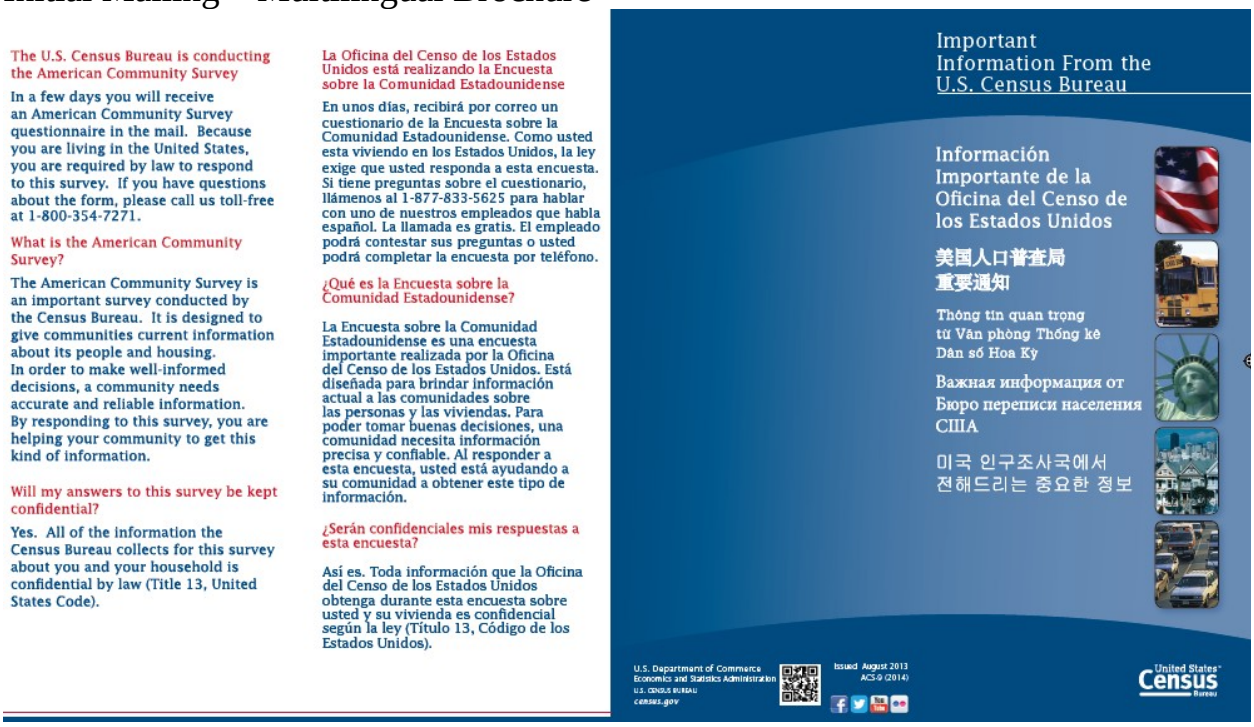
Si usted necesita ayuda o tiene preguntas acerca de la encuesta, por favor llame al **1-877-833-5625**.

Guarde esta tarjeta.

Necesitará la información de la etiqueta de dirección en el otro lado de esta tarjeta para iniciar la sesión en Internet.

See the other side for English.

Initial Mailing – Multilingual Brochure



The U.S. Census Bureau is conducting the American Community Survey

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.

What is the American Community Survey?

The American Community Survey is an important survey conducted by the Census Bureau. It is designed to give communities current information about its people and housing. In order to make well-informed decisions, a community needs accurate and reliable information. By responding to this survey, you are helping your community to get this kind of information.

Will my answers to this survey be kept confidential?

Yes. All of the information the Census Bureau collects for this survey about you and your household is confidential by law (Title 13, United States Code).

La Oficina del Censo de los Estados Unidos está realizando la Encuesta sobre la Comunidad Estadounidense

En unos días, recibirá por correo un cuestionario de la Encuesta sobre la Comunidad Estadounidense. Como usted esta viviendo en los Estados Unidos, la ley exige que usted responda a esta encuesta. Si tiene preguntas sobre el cuestionario, llámenos al 1-877-833-5625 para hablar con uno de nuestros empleados que habla español. La llamada es gratis. El empleado podrá contestar sus preguntas o usted podrá completar la encuesta por teléfono.

¿Qué es la Encuesta sobre la Comunidad Estadounidense?

La Encuesta sobre la Comunidad Estadounidense es una encuesta importante realizada por la Oficina del Censo de los Estados Unidos. Está diseñada para brindar información actual a las comunidades sobre las personas y las viviendas. Para poder tomar buenas decisiones, una comunidad necesita información precisa y confiable. Al responder a esta encuesta, usted está ayudando a su comunidad a obtener este tipo de información.

¿Serán confidenciales mis respuestas a esta encuesta?

Así es. Toda información que la Oficina del Censo de los Estados Unidos obtenga durante esta encuesta sobre usted y su vivienda es confidencial según la ley (Título 13, Código de los Estados Unidos).

Important Information From the U.S. Census Bureau

Información Importante de la Oficina del Censo de los Estados Unidos

美国人口普查局
重要通知

Thông tin quan trọng từ Văn phòng Thống kê Dân số Hoa Kỳ

Важная информация от Бюро переписи населения США

미국 인구조사국에서 전해드리는 중요한 정보

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

Issued August 2013
ACS-9 (2014)

United States Census Bureau

Softened Revised Design Treatment Materials

美国人口普查局正在进行美国社区问卷调查

您将在几天内收到一份邮寄的美国社区问卷调查。由于您目前居住在美国，因此根据法律规定，您必须答复此问卷调查。这个调查问卷只有英文版。请拨打我们的免费电话：1-800-638-5945，我们将有会说中文的工作人员回答您的问题，或者您能够在电话上用中文回答调查的问题。

什么是美国社区问卷调查？

美国社区问卷调查由美国人口普查局主持，是一项重要的调查。目的是为了向各个社区提供有关居民和住房方面的最新信息。一个社区要做出明智的决策，需要真实准确的信息。您答复此问卷调查，就是在帮助您所在社区获取这样的信息。

我对这次调查的回答，人口普查局是否会保密？

会保密。根据法律的规定（美国法典第13章），对于这次问卷调查收集的有关您个人和住户的信息，人口普查局都必须保密。

Văn phòng Thống kê Dân số Hoa Kỳ đang thực hiện cuộc Khảo sát Cộng đồng tại Mỹ.

Trong một vài ngày nữa quý vị sẽ nhận được bản câu hỏi Khảo sát Cộng đồng tại Mỹ qua thư tín. Vì quý vị đang sống ở Hoa Kỳ, nên luật bắt buộc quý vị phải trả lời cuộc khảo sát này. Nếu quý vị có thắc mắc về mẫu đơn, xin gọi chúng tôi theo số điện thoại miễn phí 1-877-221-9436. Bản câu hỏi khảo sát chỉ có bằng tiếng Anh.

Cuộc Khảo sát Cộng đồng tại Mỹ là gì?

Cuộc Khảo sát Cộng đồng tại Mỹ là một cuộc khảo sát quan trọng được Văn phòng Thống kê Dân số Hoa Kỳ thực hiện. Nó được thiết kế để cung cấp cho cộng đồng thông tin hiện tại về người dân và nhà cửa. Nhằm có được những quyết định thức thời có ích lợi trực tiếp cho những nhu cầu của cộng đồng quý vị, những thông tin cần được chính xác và đáng tin cậy. Bằng cách trả lời cuộc khảo sát này, quý vị đang giúp cộng đồng mình lấy được loại thông tin này.

Liệu các câu trả lời khảo sát của tôi có được giữ bí mật không?

Có. Tất cả thông tin mà Văn phòng Thống kê Dân số Hoa Kỳ thu thập cho cuộc khảo sát này về quý vị và người nhà đều được giữ bí mật theo luật. (Tiêu đề 13, Bộ Luật Hoa Kỳ).

Бюро переписи населения проводит Анкетирование населения США по месту жительства

Через несколько дней Вы получите по почте анкету Анкетирование населения США по месту жительства. Так как Вы проживаете в США, Вы обязаны в соответствие с законом дать ответы на вопросы данного исследования. Анкета составлена только на английском языке. Позвоните по бесплатному номеру 1-866-225-2297, и Вам ответит русскоговорящий сотрудник. Вы сможете получить ответы на Ваши вопросы и Вам помогут заполнить анкету по телефону.

Что представляет собой Анкетирование населения США по месту жительства?

Анкетирование населения США по месту жительства – это важнейшее исследование, проводимое Бюро переписи населения США. Его цель – обеспечить общество актуальной информацией о населении и жилищных условиях. Для принятия обоснованных решений на местах необходимо иметь точную и достоверную информацию. Отвечая на вопросы данного исследования, Вы помогаете своему району получить такую информацию.

Будет ли сохранена конфиденциальность моих ответов?

Да. Согласно законодательству (Раздел 13, Кодекс законов США) вся информация о вас и ваших близких, собранная Бюро переписи населения США в рамках настоящего исследования, является конфиденциальной.

미국 인구조사국에서는 미국 지역사회조사를 실시하고 있습니다.

며칠 안으로 미국 지역사회조사 설문지를 우편으로 받으실 것 입니다. 미국에 사시는 모든 분은 법에 의해 이 설문에 응답하셔야 합니다. 설문지는 영어로만 되어있습니다. 한국어로 설문을 작성하고 싶으시거나 질문이 있으시면, 무료전화 1-800-772-6728로 전화를 주십시오. 한국어 담당직원과 통화하실 수 있습니다.

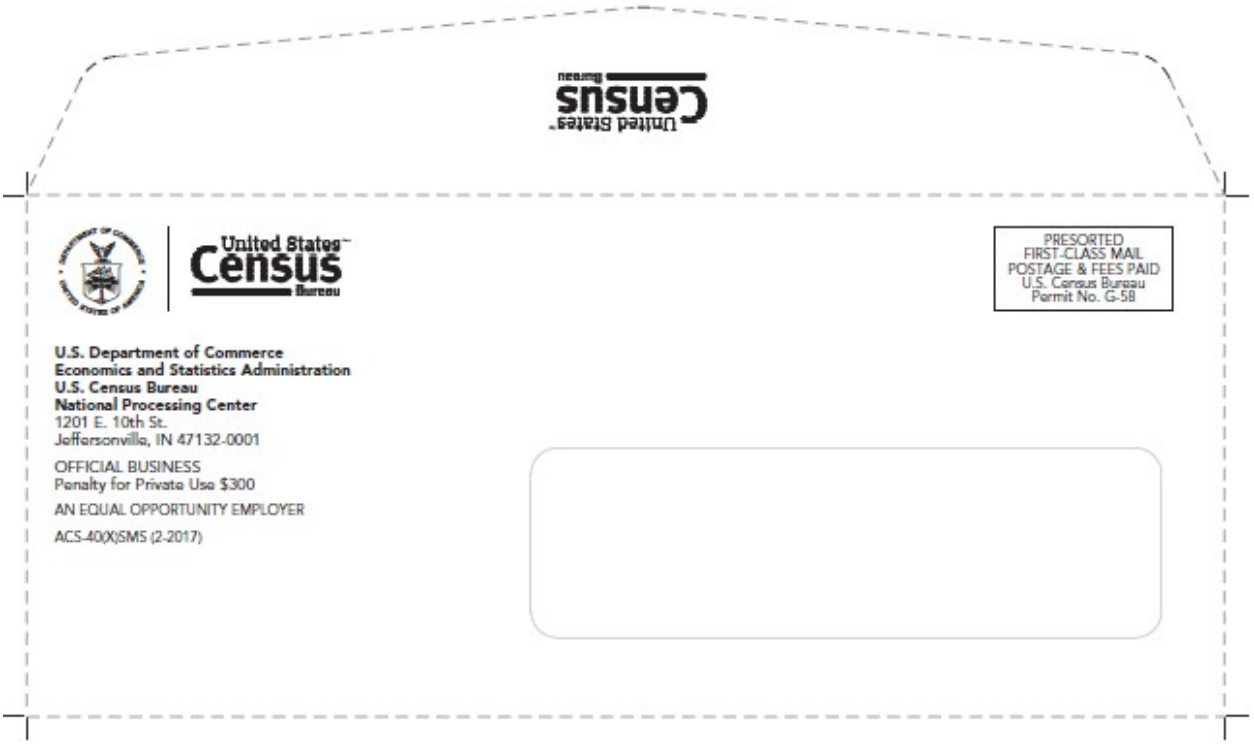
미국 지역사회조사란 무엇인가요?

미국 지역사회조사는 미국 인구조사국에서 시행하는 중요한 설문조사입니다. 이 설문조사는 지역사회 주민들과 주택에 관한 최근 정보를 알려드리고자 계획되었습니다. 지역사회가 정보에 기초한 합리적인 결정을 내리기 위해서 정확하고 믿을 수 있는 정보가 필요합니다. 귀하의 설문응답은 지역사회가 이런 정보를 수집하는 데 도움을 줍니다.

설문조사에 대한 답변은 보호됩니까?

그렇습니다. 이 설문조사를 통하여 미국 인구조사국이 얻게 되는 귀하와 귀하의 가족에 관한 모든 정보는 법에 의하여 엄격히 보호됩니다(미 연방법 13장).

Reminder Letter – Outgoing Envelope



Softened Revised Design Treatment Materials

Reminder Letter

U.S. Census Bureau
Washington, DC 20233

A Message From John H. Thompson, Director of the U.S. Census Bureau:

A few days ago, you should have received instructions for completing the **American Community Survey** online. Local communities depend on information from this survey to decide where schools, highways, hospitals, and other important services are needed. If you have not already responded, please do so now.

Respond now at **https://respond.census.gov/acs**
Log in using this user ID:

If we do not receive your response online, we will mail a paper questionnaire to your address.

Your response is critically important to your local community and your country and is required by law. Responding promptly will prevent your receiving additional reminder mailings, phone calls, or personal visits from Census Bureau interviewers.

If you need help in completing the survey or have questions, please call our toll-free number 1–800–354–7271.

Thank you in advance for your prompt response.

Sincerely,

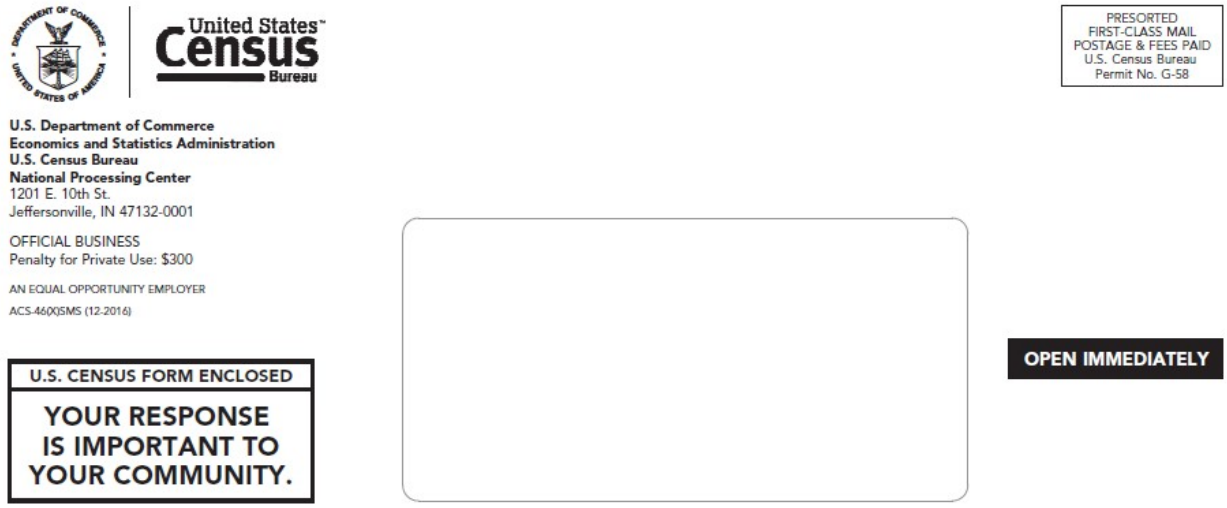
John H. Thompson
Director, U.S. Census Bureau

ACS-20(X)SMS (1-2017)

census.gov

Softened Revised Design Treatment Materials

Questionnaire Package – Outgoing Envelope



Questionnaire Package – Return Envelope

Softened Revised Design Treatment Materials

Questionnaire Package – Letter

United States Census Bureau

U.S. Census Bureau
Washington, DC 20233

A Message From John H. Thompson, Director of the U.S. Census Bureau:

The U.S. Census Bureau recently sent you a request to complete the **American Community Survey** online. If you have not already responded to this important survey, please do so now.

Complete the survey using ONLY ONE of the following options:

- Respond online at **https://respond.census.gov/acs**
- If you are unable to respond online, please fill out and mail back the enclosed questionnaire.

Your response is important to your community.
The Census Bureau has randomly selected your address to receive this survey as part of a nationally representative sample. You are required by U.S. law to respond to this survey. Because you will be providing important information on behalf of your community, it is vital that you complete this survey to help meet critical needs in your area – including determining where to locate new schools, hospitals, and fire stations.

If you do not respond promptly, a Census Bureau interviewer may contact you to complete the survey.

Your answers are completely confidential.
By law, the Census Bureau cannot publish or release information that would identify you or your household.

If you need help completing the survey or have questions, please call our toll-free number 1–800–354–7271.

Thank you for your prompt response.

Sincerely,

John H. Thompson
Director, U.S. Census Bureau

Enclosures

ACS-14(LX)(SMS) (2-2017)

census.gov

Softened Revised Design Treatment Materials

Questionnaire Package – Instruction Card

United States Census Bureau

Two ways to respond: Select only one.

Option One (recommended)

Go to ***https://respond.census.gov/acs***

Important: You will need information from the address label on the enclosed questionnaire to log in.

Option Two

Complete and return the enclosed questionnaire.

Vea el otro lado para español.

If you need help or have questions about the American Community Survey, please call 1-800-354-7271.

United States Census Bureau

Hay dos maneras de responder: Seleccione sólo una.

Opción Una (recomendada)

Vaya a ***https://respond.census.gov/acs***

Importante: Usted necesitará la información de la etiqueta de dirección en el cuestionario adjunto para iniciar la sesión de Internet.

Opción Dos

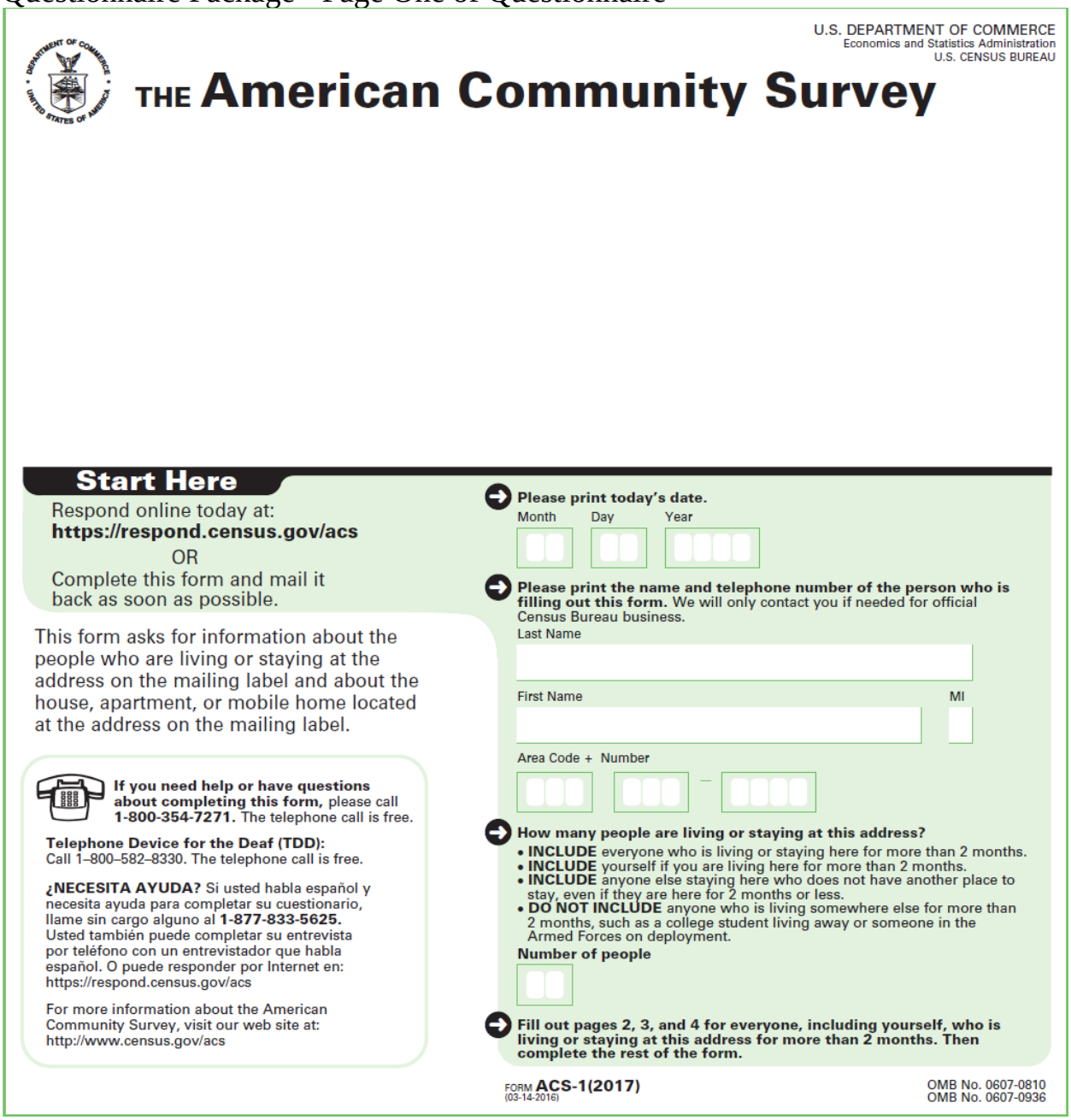
Complete y devuelva el cuestionario adjunto.

See other side for English.

Si usted necesita ayuda o tiene preguntas acerca de la Encuesta sobre la Comunidad Estadounidense, por favor llame al 1-877-833-5625.

Softened Revised Design Treatment Materials

Questionnaire Package - Page One of Questionnaire



U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

THE American Community Survey

Start Here

Respond online today at:
https://respond.census.gov/acs
OR
Complete this form and mail it back as soon as possible.

This form asks for information about the people who are living or staying at the address on the mailing label and about the house, apartment, or mobile home located at the address on the mailing label.

If you need help or have questions about completing this form, please call **1-800-354-7271.** The telephone call is free.

Telephone Device for the Deaf (TDD):
Call 1–800–582–8330. The telephone call is free.

¿NECESITA AYUDA? Si usted habla español y necesita ayuda para completar su cuestionario, llame sin cargo alguno al **1-877-833-5625.** Usted también puede completar su entrevista por teléfono con un entrevistador que habla español. O puede responder por Internet en: https://respond.census.gov/acs

For more information about the American Community Survey, visit our web site at: http://www.census.gov/acs

Please print today's date.
Month Day Year

Please print the name and telephone number of the person who is filling out this form. We will only contact you if needed for official Census Bureau business.
Last Name
First Name MI
Area Code + Number

How many people are living or staying at this address?
- **INCLUDE** everyone who is living or staying here for more than 2 months.
- **INCLUDE** yourself if you are living here for more than 2 months.
- **INCLUDE** anyone else staying here who does not have another place to stay, even if they are here for 2 months or less.
- **DO NOT INCLUDE** anyone who is living somewhere else for more than 2 months, such as a college student living away or someone in the Armed Forces on deployment.

Number of people

Fill out pages 2, 3, and 4 for everyone, including yourself, who is living or staying at this address for more than 2 months. Then complete the rest of the form.

FORM **ACS-1(2017)**
(03-14-2016)

OMB No. 0607-0810
OMB No. 0607-0936

Softened Revised Design Treatment Materials

Reminder Postcard

United States Census Bureau

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

U.S. Department of Commerce
Economics and Statistics Administration
U.S. Census Bureau
National Processing Center
1201 E. 10th St.
Jeffersonville, IN 47132-0001

OFFICIAL BUSINESS
Penalty for Private Use: $300

ACS-29(X)SMS (12-2016)

United States Census Bureau

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

U.S. Department of Commerce
Economics and Statistics Administration
U.S. Census Bureau
National Processing Center
1201 E. 10th St.
Jeffersonville, IN 47132-0001

OFFICIAL BUSINESS
Penalty for Private Use: $300

ACS-29(X)SMS (12-2016)

United States Census Bureau

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

U.S. Department of Commerce
Economics and Statistics Administration
U.S. Census Bureau
National Processing Center
1201 E. 10th St.
Jeffersonville, IN 47132-0001

OFFICIAL BUSINESS
Penalty for Private Use: $300

United States Census Bureau

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

U.S. Department of Commerce
Economics and Statistics Administration
U.S. Census Bureau
National Processing Center
1201 E. 10th St.
Jeffersonville, IN 47132-0001

OFFICIAL BUSINESS
Penalty for Private Use: $300

United States Census Bureau

Dear resident:

The U.S. Census Bureau has sent you repeated requests to complete the **American Community Survey**. If you have not already responded, it is imperative that you complete this survey now.

Complete and mail back your paper questionnaire now.
Or respond at https://respond.census.gov/acs

If you do not respond now, 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,

John H. Thompson
Director, U.S. Census Bureau

United States Census Bureau

Dear resident:

The U.S. Census Bureau has sent you repeated requests to complete the **American Community Survey**. If you have not already responded, it is imperative that you complete this survey now.

Complete and mail back your paper questionnaire now.
Or respond at https://respond.census.gov/acs

If you do not respond now, 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,

John H. Thompson
Director, U.S. Census Bureau

Softened Revised Design Treatment Materials

Final Reminder Postcard

United States Census Bureau

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

U.S. Department of Commerce
Economics and Statistics Administration
U.S. Census Bureau
National Processing Center
1201 E. 10th St.
Jeffersonville, IN 47132-0001

OFFICIAL BUSINESS
Penalty for Private Use: $300

United States Census Bureau

Now is the time to respond.

The U.S. Census Bureau has sent you several requests to complete the **American Community Survey**. If you have not already responded, it is imperative that you complete this survey now.

Complete and mail back your paper questionnaire now.
Or respond at https://respond.census.gov/acs

If you do not respond promptly, a Census Bureau interviewer may contact you to complete the survey.

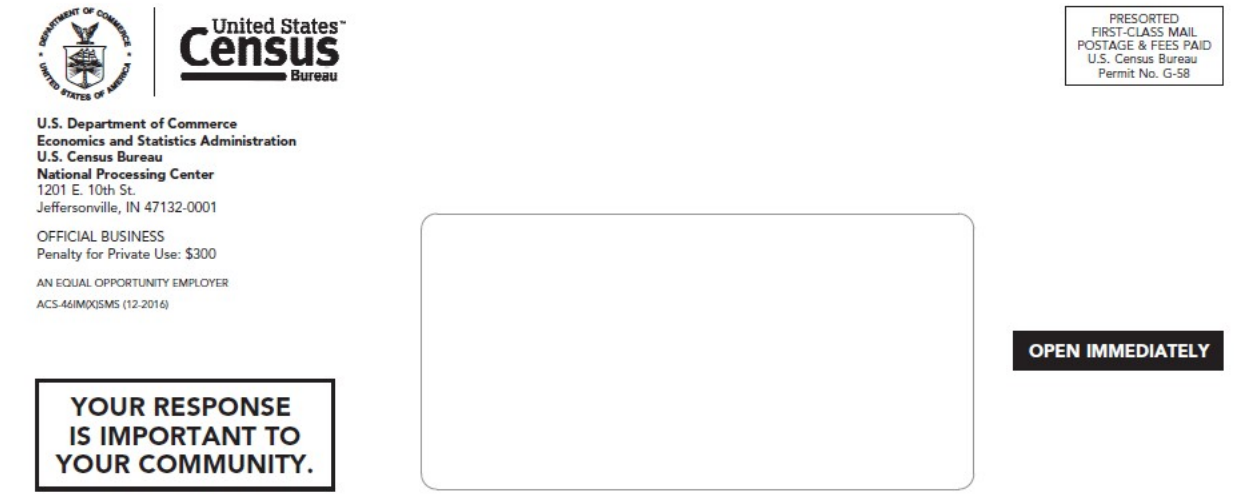
If you need help completing the survey or have questions, please call our toll-free number **1–800–354–7271**.

Thank you,

John H. Thompson
Director, U.S. Census Bureau

Appendix C: Partial Redesign Treatment Materials

Initial Mailing – Outgoing Envelope



Partial Redesign Treatment Materials

Initial Mailing – Why We Ask Brochure (front)

United States Census Bureau

How Your Responses Help America

The American Community Survey (ACS) provides vital information that public officials, planners, and entrepreneurs use to assess the past and plan the future. When you respond to the ACS, you are doing your part to help your community plan hospitals, support school lunch programs, improve emergency services, build bridges, inform businesses looking to add jobs and expand to new markets, and more. Respond at **https://respond.census.gov/acs** today.

What we ask about	How your responses help
Employment ▪ Unemployment ▪ Not in labor force ▪ Weeks and hours worked ▪ Industry and occupation	▪ Develop programs to boost employment. ▪ Pinpoint areas of growth to help businesses choose new locations. ▪ Help governments plan unemployment programs and services.
Education ▪ School enrollment, private vs. public ▪ Information on students, at all educational levels ▪ Completed level of education	▪ Help communities measure how well educational resources are serving their populations. ▪ Identify the educational and training needs of adults. ▪ Bridge gaps between the levels of education completed by workers and educational requirements for employers.
Veterans ▪ Military service ▪ Veteran period of service ▪ VA service-connected disability rating	▪ Help the government and communities plan for the future health care of veterans. ▪ Plan and fund job training for veterans. ▪ Improve the home loan guarantee program for veterans.
Income and Housing Costs ▪ Income sources ▪ Living expenses	▪ Help gauge the need for economic and housing assistance. ▪ Provide the only source of community data on the population and characteristics of people who live in poverty. ▪ Provide a measure of housing affordability.

Partial Redesign Treatment Materials

Initial Mailing – Why We Ask Brochure (back)

Commuting
- Where people work
- Commuting time to work
- Mode of transportation

- Provide precise data crucial for planning improvements to roads and mass transit.
- Help develop transportation networks and services.
- Create emergency response strategies.

Disability and Health Insurance
- Difficulty with specific daily living tasks
- Health insurance enrollment and type

- Help communities plan transportation, employment programs, and public service accessibility for people with disabilities.
- Attract businesses that serve people with disabilities.
- Show which groups are at risk for limited health care access and poor health outcomes.

Housing Characteristics
- Plumbing, kitchen facilities, and other housing features
- Housing size and age

- Help identify areas with substandard housing.
- Identify which communities are eligible for housing programs that help people afford decent, safe, and sanitary housing.
- Help communities plan recovery efforts after disasters.

Owners and Renters
- Own vs. rent home
- Amount of monthly rent
- Property value

- Analyze housing affordability and allocate assistance programs.
- Help governments understand local housing market changes and monitor affordability.
- Supply businesses with data to design and market homes.

People and Relationships
- Age
- Sex
- Race
- Hispanic origin
- Relationship to household members

- Help monitor the well-being and discrimination of people.
- Administer funds and services to people needing assistance.
- Help businesses evaluate local market demands for products and services.

United States™ Census Bureau

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

ACS-8IM(X)DTR (10-2016)

Partial Redesign Treatment Materials

Initial Mailing – Letter

U.S. Census Bureau
Washington, DC 20233

A Message From John H. Thompson, Director of the U.S. Census Bureau:

Your address has been randomly selected by the U.S. Census Bureau to participate in the **American Community Survey**. The Census Bureau conducts this survey each year to give our country an up-to-date picture of how we live – including our education, housing, and jobs.

Communities across the country rely on information from this survey to decide where important services are needed, including:

- Improving roads and reducing traffic
- Building schools
- Planning for the health care needs of the elderly

Respond now at **https://respond.census.gov/acs**

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.

If you are unable to complete the survey online, we will send you a paper questionnaire in a few weeks. The Census Bureau is using the Internet to collect this information to conserve natural resources, save taxpayers money, and process data more efficiently.

If you need help completing the survey or have questions, please call our toll-free number 1–800–354–7271.

Thank you in advance for your prompt response.

Sincerely,

John H. Thompson
Director, U.S. Census Bureau

Enclosures

American community survey data help determine the annual distribution of more than **$400 billion** in federal funds **to communities nationwide**.

ACS-13(LX)SMS2 (3-2017)

census.gov

Partial Redesign Treatment Materials

Will my response be confidential?
Yes. The U.S. Census Bureau is required by law to protect this information. The Census Bureau is not permitted to publicly release your responses in a way that could identify you. We are conducting this survey under the authority of Title 13, United States Code, Sections 141 and 193. Federal law protects your privacy and keeps your answers confidential (Title 13, United States Code, Section 9). Per the Federal Cybersecurity Enhancement Act of 2015, your data are protected from cybersecurity risks through screening of the systems that transmit your data.

Am I required to fill out this 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.

How will the Census Bureau use the information I provide?
Your confidential response will be aggregated with information from other nearby households to produce a portrait of your community. This information is made freely accessible to government leaders, businesses, nonprofit organizations, and the public at large.

Based on the information you provide, you may be asked to participate in other Census Bureau surveys that are voluntary. We may combine your answers with information that you gave to other agencies to enhance the statistical uses of these data. This information will be given the same protection as your survey response.

It is important that we hear from all respondents. If you would rather respond in a different language, please use the following resources:

Complete la Encuesta sobre la Comunidad Estadounidense en Internet:
https://respond.census.gov/acs

Si tiene preguntas sobre el cuestionario, llámenos al 1-877–833–5625 para hablar con uno de nuestros empleados que habla español. La llamada es gratis.

这个调查问卷只有英文版。 请拔打我们的免费电话： 1-800-638-5945、 我们将有会说中文的工作人员回答您的问题、 或者您能够在用中文回答调查的问题。

Nếu quý vị có thắc mắc về mẫu đơn, xin gọi chúng tôi theo số điện thoại miễn phí 1-877-221-9436. Bản câu hỏi khảo sát chỉ có bằng tiếng Anh.

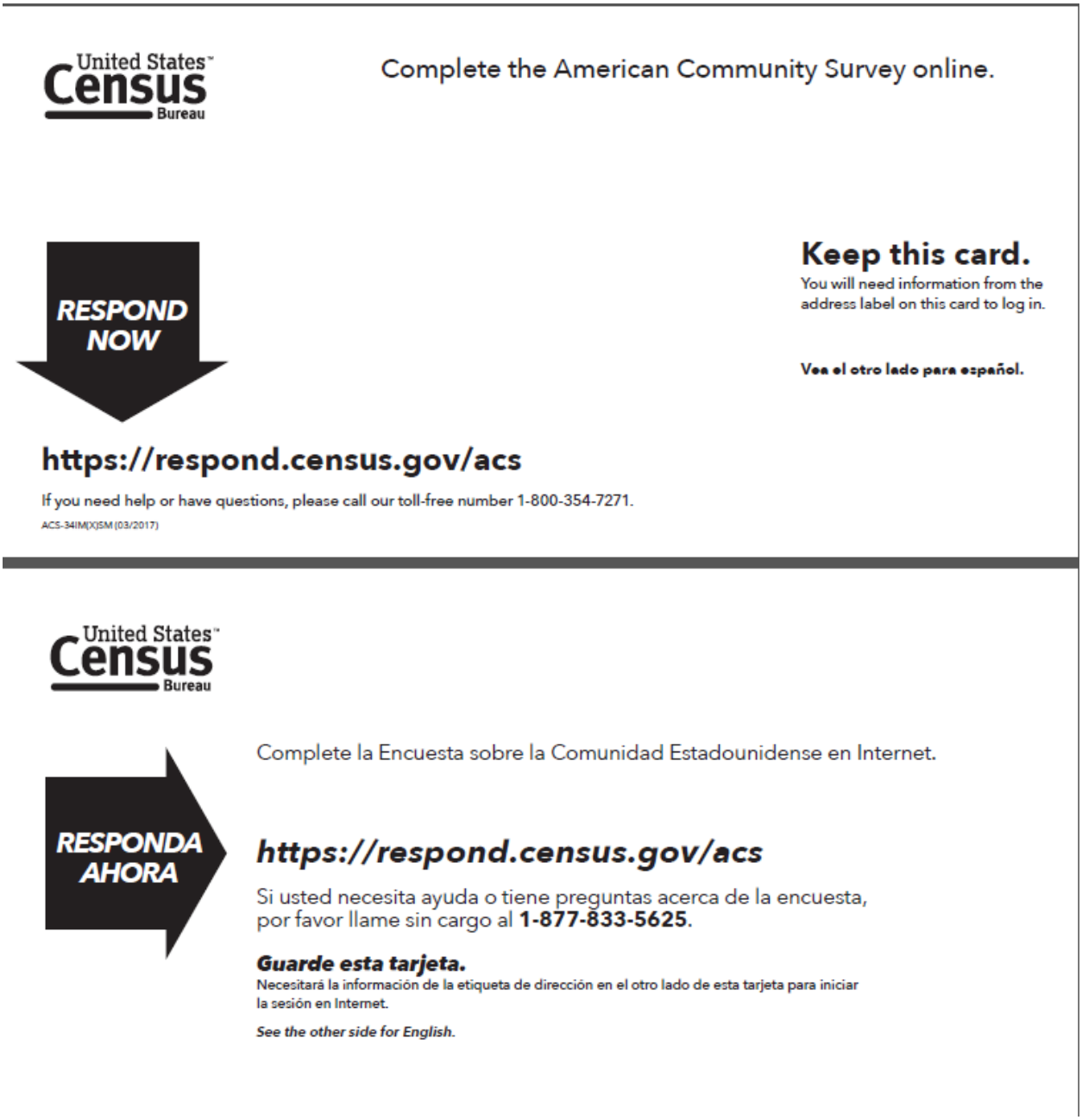
Анкета составлена только на английском языке. Позвоните по бесплатному номеру 1-866-225-2297, и Вам ответит русскоговорящий сотрудник.

설문지 는 영어 로만 되어 있습니다 한국어 로 설문 을 작성 하고 싶으 시거나 질문 이 있으시면 , 무료 전화 1-800-772-6728 직무 로 전화 를 주십시오 . 한국어 담당 직원 과 통화 하실 수 있습니다 .

ACS-13(LX)SMS2 (3-2017)

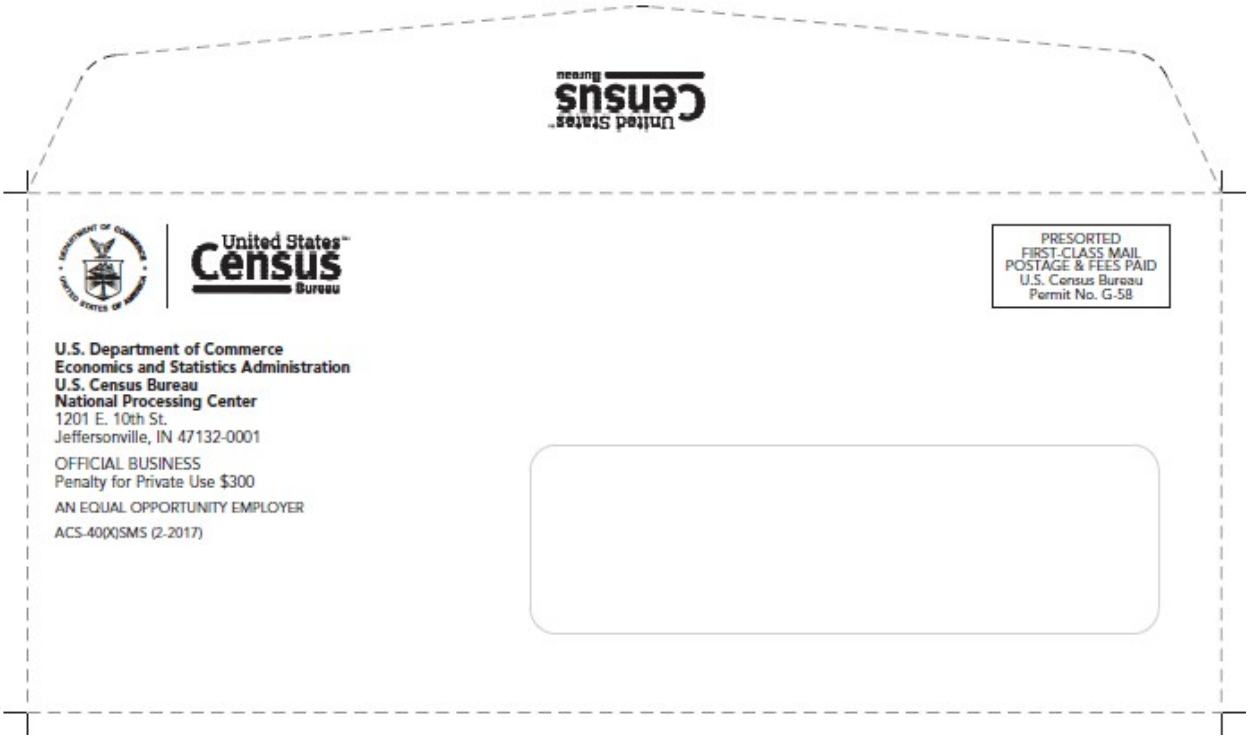
Partial Redesign Treatment Materials

Initial Mailing – Instruction Card



Partial Redesign Treatment Materials

Reminder Letter – Outgoing Envelope



Partial Redesign Treatment Materials

Reminder Letter

U.S. Census Bureau
Washington, DC 20233

A Message From John H. Thompson, Director of the U.S. Census Bureau:

A few days ago, you should have received instructions for completing the **American Community Survey** online. Local communities depend on information from this survey to decide where schools, highways, hospitals, and other important services are needed. If you have not already responded, please do so now.

Respond now at **https://respond.census.gov/acs**
Log in using this user ID:

If we do not receive your response online, we will mail a paper questionnaire to your address.

Your response is critically important to your local community and your country and is required by law. Responding promptly will prevent your receiving additional reminder mailings, phone calls, or personal visits from Census Bureau interviewers.

If you need help in completing the survey or have questions, please call our toll-free number 1–800–354–7271.

Thank you in advance for your prompt response.

Sincerely,

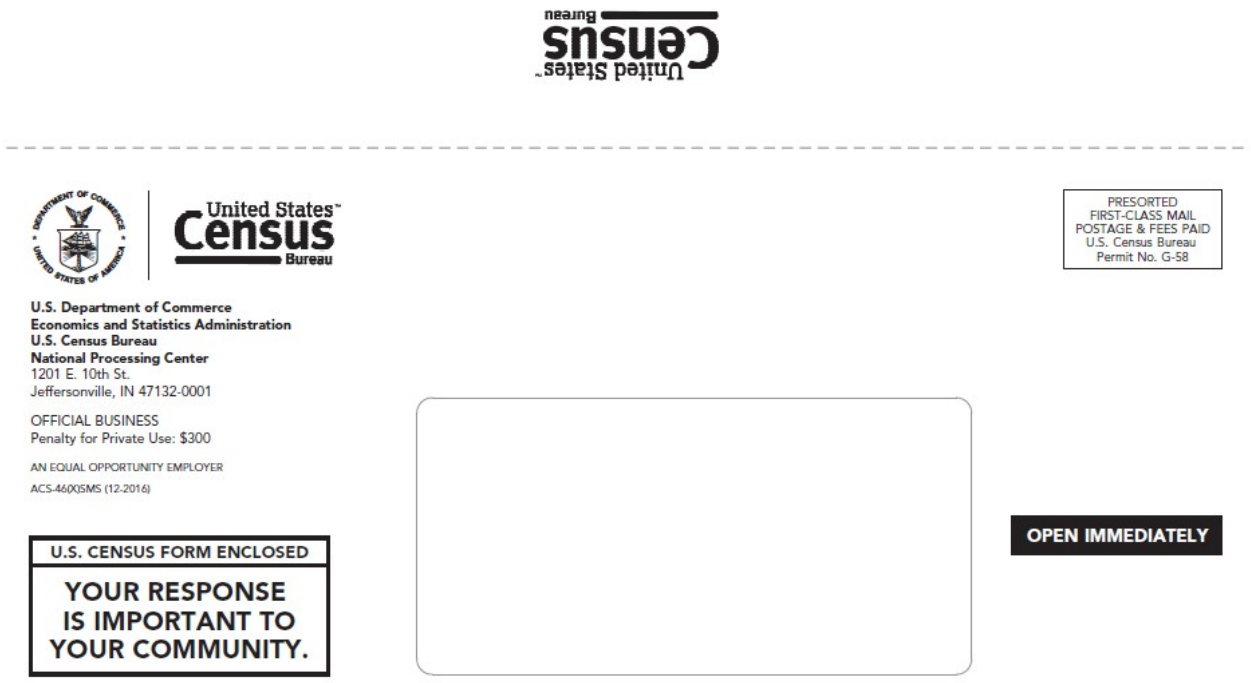
John H. Thompson
Director, U.S. Census Bureau

ACS-20(LX)SMS (3-2017)

census.gov

Partial Redesign Treatment Materials

Questionnaire Package – Outgoing Envelope



Questionnaire Package – Return Envelope

Partial Redesign Treatment Materials - DRAFT
Questionnaire Package – Letter

U.S. Census Bureau
Washington, DC 20233

A Message From John H. Thompson, Director of the U.S. Census Bureau:

The U.S. Census Bureau recently sent you a request to complete the **American Community Survey** online. If you have not already responded to this important survey, please do so now.

Complete the survey using ONLY ONE of the following options:

- Respond online at **https://respond.census.gov/acs**
- If you are unable to respond online, please fill out and mail back the enclosed questionnaire.

Your response is important to your community.
The Census Bureau has randomly selected your address to receive this survey as part of a nationally representative sample. You are required by U.S. law to respond to this survey. Because you will be providing important information on behalf of your community, it is vital that you complete this survey to help meet critical needs in your area – including determining where to locate new schools, hospitals, and fire stations.

If you do not respond promptly, a Census Bureau interviewer may contact you to complete the survey.

Your answers are completely confidential.
By law, the Census Bureau cannot publish or release information that would identify you or your household.

If you need help completing the survey or have questions, please call our toll-free number 1–800–354–7271.

Thank you for your prompt response.

Sincerely,

John H. Thompson
Director, U.S. Census Bureau

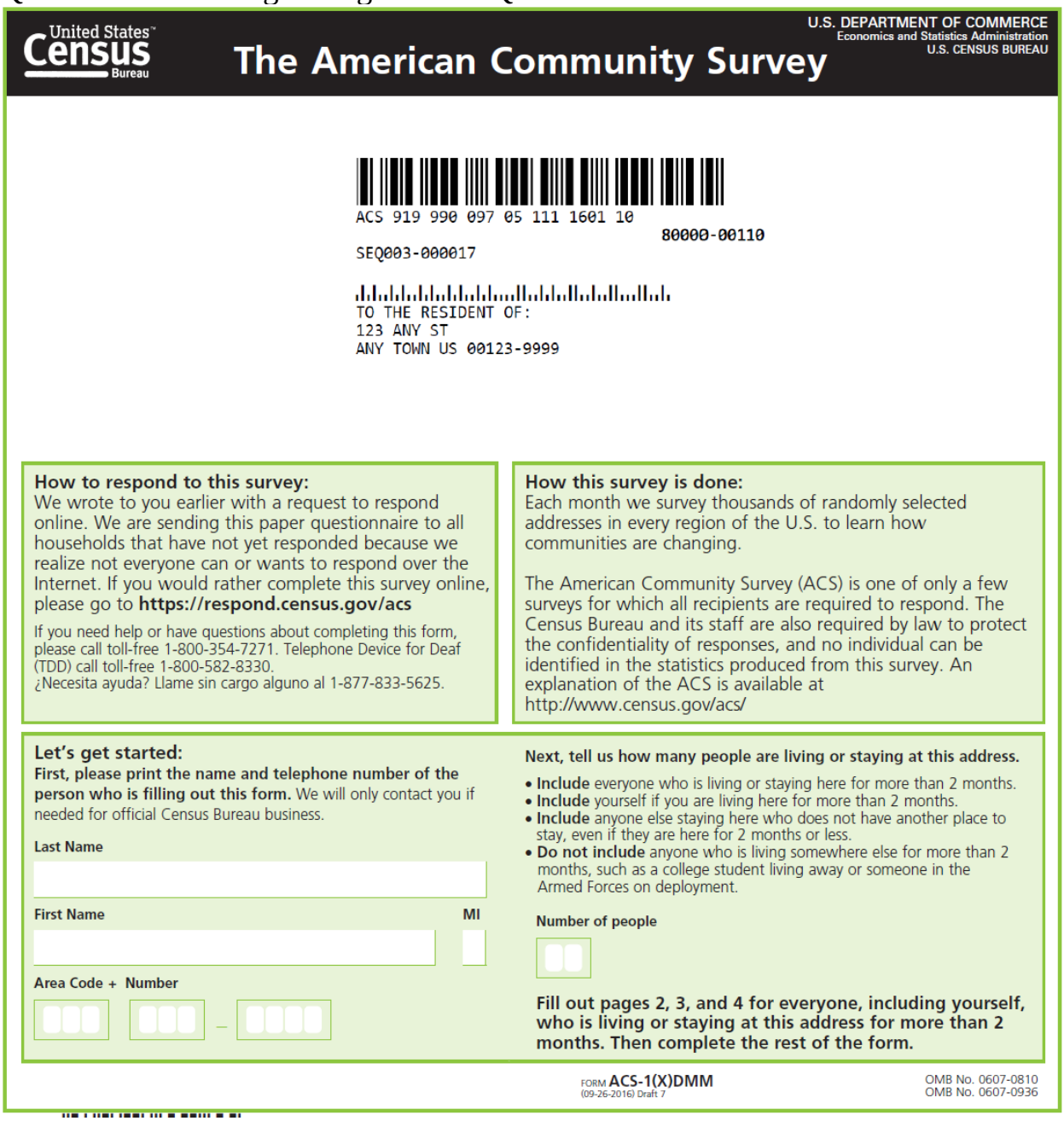
Enclosures

ACS-14(LX)SMS (2-2017)

census.gov

Partial Redesign Treatment Materials

Questionnaire Package – Page One of Questionnaire



United States Census Bureau

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

The American Community Survey

ACS 919 990 097 05 111 1601 10

80000-00110

SEQ003-000017

TO THE RESIDENT OF:
123 ANY ST
ANY TOWN US 00123-9999

How to respond to this survey:
We wrote to you earlier with a request to respond online. We are sending this paper questionnaire to all households that have not yet responded because we realize not everyone can or wants to respond over the Internet. If you would rather complete this survey online, please go to **https://respond.census.gov/acs**

If you need help or have questions about completing this form, please call toll-free 1-800-354-7271. Telephone Device for Deaf (TDD) call toll-free 1-800-582-8330.
¿Necesita ayuda? Llame sin cargo alguno al 1-877-833-5625.

How this survey is done:
Each month we survey thousands of randomly selected addresses in every region of the U.S. to learn how communities are changing.

The American Community Survey (ACS) is one of only a few surveys for which all recipients are required to respond. The Census Bureau and its staff are also required by law to protect the confidentiality of responses, and no individual can be identified in the statistics produced from this survey. An explanation of the ACS is available at http://www.census.gov/acs/

Let's get started:
First, please print the name and telephone number of the person who is filling out this form. We will only contact you if needed for official Census Bureau business.

Last Name

First Name MI

Area Code + Number

Next, tell us how many people are living or staying at this address.

- **Include** everyone who is living or staying here for more than 2 months.
- **Include** yourself if you are living here for more than 2 months.
- **Include** anyone else staying here who does not have another place to stay, even if they are here for 2 months or less.
- **Do not include** anyone who is living somewhere else for more than 2 months, such as a college student living away or someone in the Armed Forces on deployment.

Number of people

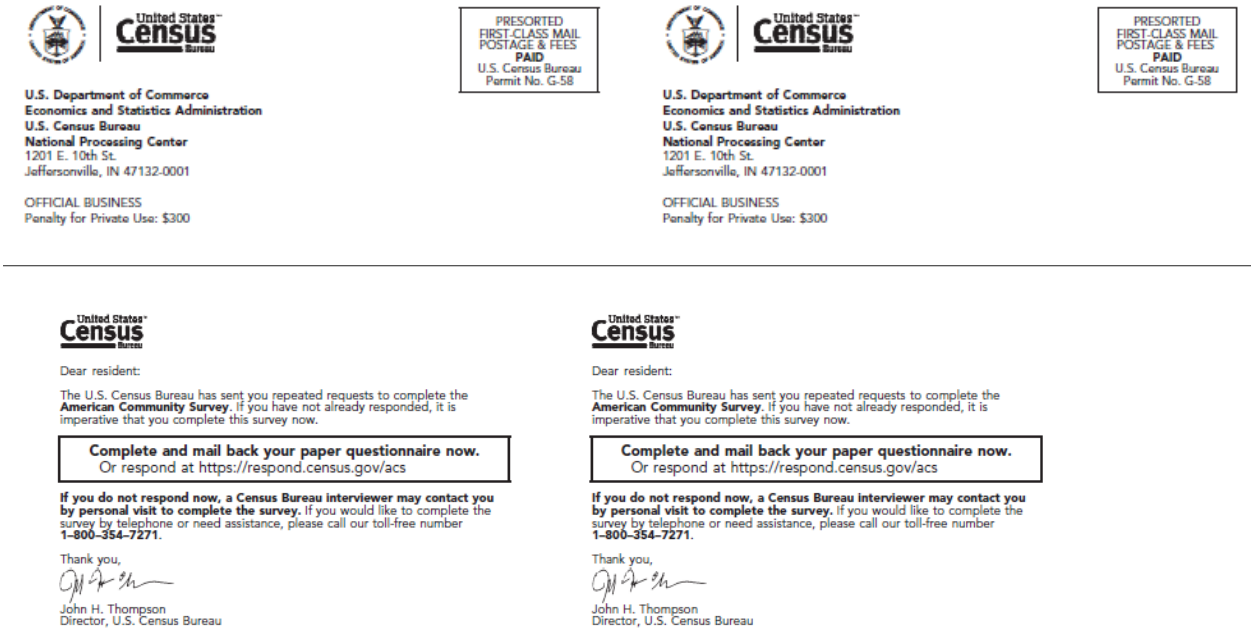
Fill out pages 2, 3, and 4 for everyone, including yourself, who is living or staying at this address for more than 2 months. Then complete the rest of the form.

FORM ACS-1(X)DMM
(09-26-2016) Draft 7

OMB No. 0607-0810
OMB No. 0607-0936

Partial Redesign Treatment Materials

Reminder Postcard



United States Census Bureau

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

U.S. Department of Commerce
Economics and Statistics Administration
U.S. Census Bureau
National Processing Center
1201 E. 10th St.
Jeffersonville, IN 47132-0001

OFFICIAL BUSINESS
Penalty for Private Use: $300

United States Census Bureau

Dear resident:

The U.S. Census Bureau has sent you repeated requests to complete the **American Community Survey**. If you have not already responded, it is imperative that you complete this survey now.

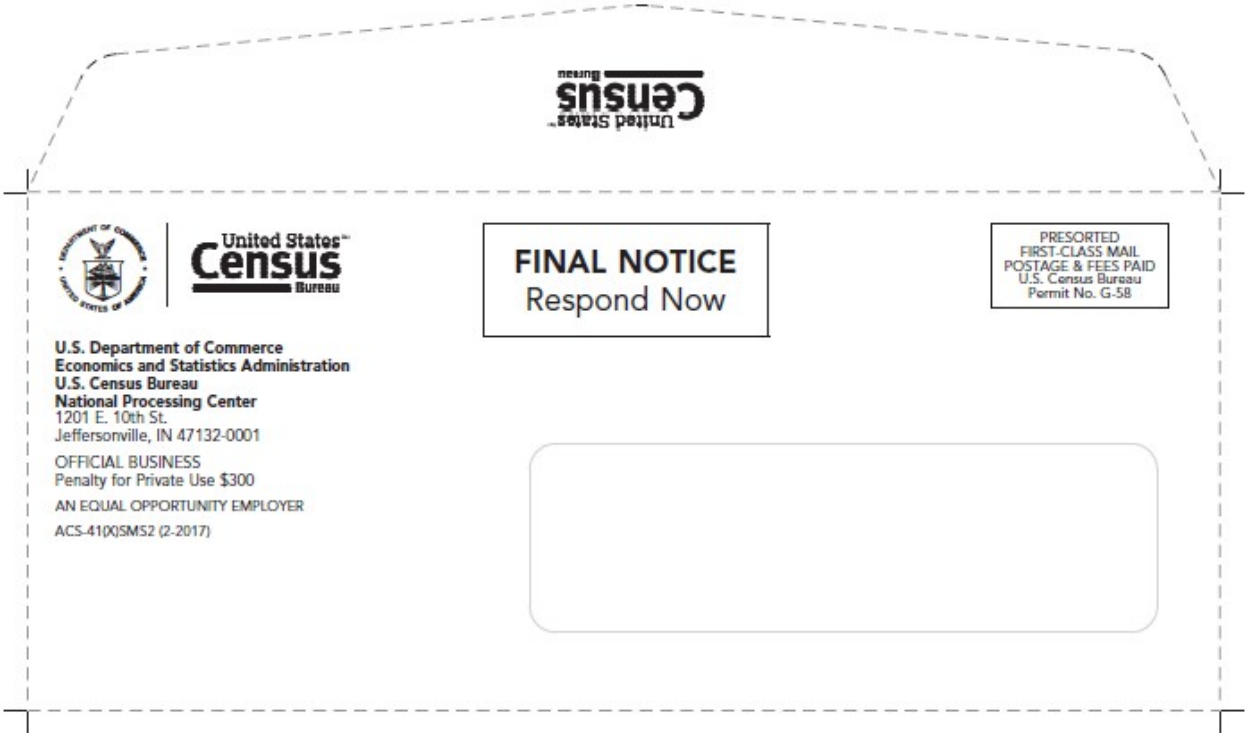
Complete and mail back your paper questionnaire now.
Or respond at https://respond.census.gov/acs

If you do not respond now, 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,

John H. Thompson
Director, U.S. Census Bureau

Final Reminder Letter – Outgoing Envelope



United States Census Bureau

FINAL NOTICE
Respond Now

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

U.S. Department of Commerce
Economics and Statistics Administration
U.S. Census Bureau
National Processing Center
1201 E. 10th St.
Jeffersonville, IN 47132-0001

OFFICIAL BUSINESS
Penalty for Private Use $300

AN EQUAL OPPORTUNITY EMPLOYER

ACS-41(X)SMS2 (2-2017)

Partial Redesign Treatment Materials

Final Reminder Letter

U.S. Census Bureau
Washington, DC 20233

The U.S. Census Bureau has sent you several requests to complete the **American Community Survey**. If you have not already responded, it is important that you complete this survey now.

Complete and mail back your paper questionnaire now.
Or respond at https://respond.census.gov/acs
Log in using this user ID:

If you do not respond promptly, a Census Bureau interviewer may contact you to complete the survey.

If you need help completing the survey or have questions, please call our toll-free number **1–800–354–7271**.

Thank you.

Sincerely,

John H. Thompson
Director, U.S. Census Bureau

Now is the time to respond.

ACS-23(LX)SM52 (2-2017)

census.gov

Appendix D: Full Redesign Treatment Materials

Initial Mailing – Outgoing Envelope

Full Redesign Treatment Materials

Initial Mailing – Why We Ask Brochure

United States Census Bureau

How Your Responses Help America

The American Community Survey (ACS) provides vital information that public officials, planners, and entrepreneurs use to assess the past and plan the future. When you respond to the ACS, you are doing your part to help your community plan hospitals, support school lunch programs, improve emergency services, build bridges, inform businesses looking to add jobs and expand to new markets, and more. Respond at **https://respond.census.gov/acs** today.

What we ask about	How your responses help
Employment ▪ Unemployment ▪ Not in labor force ▪ Weeks and hours worked ▪ Industry and occupation	▪ Develop programs to boost employment. ▪ Pinpoint areas of growth to help businesses choose new locations. ▪ Help governments plan unemployment programs and services.
Education ▪ School enrollment, private vs. public ▪ Information on students, at all educational levels ▪ Completed level of education	▪ Help communities measure how well educational resources are serving their populations. ▪ Identify the educational and training needs of adults. ▪ Bridge gaps between the levels of education completed by workers and educational requirements for employers.
Veterans ▪ Military service ▪ Veteran period of service ▪ VA service-connected disability rating	▪ Help the government and communities plan for the future health care of veterans. ▪ Plan and fund job training for veterans. ▪ Improve the home loan guarantee program for veterans.
Income and Housing Costs ▪ Income sources ▪ Living expenses	▪ Help gauge the need for economic and housing assistance. ▪ Provide the only source of community data on the population and characteristics of people who live in poverty. ▪ Provide a measure of housing affordability.

Full Redesign Treatment Materials

Initial Mailing – Why We Ask Brochure (back)

Commuting
- Where people work
- Commuting time to work
- Mode of transportation

- Provide precise data crucial for planning improvements to roads and mass transit.
- Help develop transportation networks and services.
- Create emergency response strategies.

Disability and Health Insurance
- Difficulty with specific daily living tasks
- Health insurance enrollment and type

- Help communities plan transportation, employment programs, and public service accessibility for people with disabilities.
- Attract businesses that serve people with disabilities.
- Show which groups are at risk for limited health care access and poor health outcomes.

Housing Characteristics
- Plumbing, kitchen facilities, and other housing features
- Housing size and age

- Help identify areas with substandard housing.
- Identify which communities are eligible for housing programs that help people afford decent, safe, and sanitary housing.
- Help communities plan recovery efforts after disasters.

Owners and Renters
- Own vs. rent home
- Amount of monthly rent
- Property value

- Analyze housing affordability and allocate assistance programs.
- Help governments understand local housing market changes and monitor affordability.
- Supply businesses with data to design and market homes.

People and Relationships
- Age
- Sex
- Race
- Hispanic origin
- Relationship to household members

- Help monitor the well-being and discrimination of people.
- Administer funds and services to people needing assistance.
- Help businesses evaluate local market demands for products and services.

United States™ Census Bureau

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

ACS-8IM(X)DTR (10-2016)

Full Redesign Treatment Materials

Initial Mailing – Letter

United States Census Bureau

U.S. Census Bureau
Washington, DC 20233

I am writing to request your help with the American Community Survey. The Census Bureau conducts this survey each year to give our country an up-to-date picture of how we live – including information about our education, housing, and jobs. Communities across the country rely on information from this survey to decide where important services are needed, including roads, schools, hospitals, and veterans' services. Your address has been selected to represent your community.

The Census Bureau would prefer that you answer this survey online using the secure website and User ID provided below. Answering online saves taxpayer money, conserves natural resources, and makes processing the results quicker and more efficient.

Respond at **https://respond.census.gov/acs**
Log in using this User ID:

I would appreciate you completing this survey for all people living at this address to help identify critical needs in your area. I realize that not everyone is comfortable responding online. If you are unable to complete the survey online, the Census Bureau will send you a paper questionnaire in about 3 weeks. Your response is required by law (Title 13, U.S. Code).

The enclosed brochure, "How Your Responses Help America," explains more about why particular questions are included in this survey. If you need help completing the survey or have questions, please call our toll-free number 1–800–354–7271.

Thank you in advance for your prompt response.

Sincerely,

John H. Thompson
Director, U.S. Census Bureau

Enclosure

The American Community Survey helps determine the annual distribution of more than **$400 billion** in federal funds **to communities nationwide.**

ACS-13(LX)DTR (3-2017)

census.gov

Full Redesign Treatment Materials

Will my response be confidential?
Yes. The U.S. Census Bureau is required by law to protect this information. The Census Bureau is not permitted to publicly release your responses in a way that could identify you. We are conducting this survey under the authority of Title 13, United States Code, Sections 141 and 193. Federal law protects your privacy and keeps your answers confidential (Title 13, United States Code, Section 9). Per the Federal Cybersecurity Enhancement Act of 2015, your data are protected from cybersecurity risks through screening of the systems that transmit your data.

Am I required to answer this survey?
Yes. Your response to this survey is required by law (Title 13, U.S. Code, Sections 141, 193, and 221). As a 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.

How will the Census Bureau use the information I provide?
Your confidential response will be combined with information from other nearby households to produce a portrait of your community. This combined information is made freely accessible to government leaders, businesses, nonprofit organizations, and the public at large.

Based on the information you provide, you may be asked to participate in other Census Bureau surveys that are voluntary. We may combine your answers with information that you gave to other agencies to enhance the statistical uses of these data. This information will be given the same protection as your survey response.

It is important that we hear from all respondents. If you would rather respond in a different language, please use the following resources:

Complete la Encuesta sobre la Comunidad Estadounidense en Internet:
https://respond.census.gov/acs
Entre a su cuenta usando esta indentificación de usario:

Si tiene preguntas sobre el cuestionario, llámenos al 1–877–833–5625 para hablar con uno de nuestros empleados que habla español. La llamada es gratis.

这个调查问卷只有英文版。请拨打我们的免费电话：1-800-638-5945，我们将有会说中文的工作人员回答您的问题，或者您能够在用中文回答调查的问题。

Nếu quý vị có thắc mắc về mẫu đơn, xin gọi chúng tôi theo số điện thoại miễn phí 1-877-221-9436. Bản câu hỏi khảo sát chỉ có bằng tiếng Anh.

Анкета составлена только на английском языке. Позвоните по бесплатному номеру 1-866-225-2297, и Вам ответит русскоговорящий сотрудник.

설문지 는 영어 로만 되어 있습니다 한국어 로 설문 을 작성 하고 싶으 시거나 질문 이 있으시면 , 무료 전화 1-800-772-6728 직무 로 전화 를 주십시오 . 한국어 담당 직원 과 통화 하실 수 있습니다 .

ACS-13(LX)DTR (3-2017)

Full Redesign Treatment Materials - DRAFT
Reminder Letter – Outgoing Envelope

Full Redesign Treatment Materials

Reminder Letter

U.S. Census Bureau
Washington, DC 20233

A few days ago, I sent you a request to complete the American Community Survey, which helps communities and businesses throughout the U.S. plan for the future of our country. Local communities depend on information from this important Census Bureau survey to decide where schools, highways, hospitals, and other important services are needed. If you have already responded, I want to thank you. If not, I would really appreciate receiving your response soon.

Respond at **https://respond.census.gov/acs**
Log in using this User ID:

If you are not able to answer online or prefer to answer by mail, the Census Bureau will mail a paper questionnaire to your address in about 10 days.

Just as people are required to respond to jury duty, get a driver's license, pay their taxes, and report their income, they also have the obligation to respond to this survey. The survey asks for information about your housing and each person living at this address.

I very much appreciate your help in completing this Census Bureau survey. If you have any questions about the survey, I invite you to call our toll-free number 1–800–354–7271, so a Census Bureau representative can answer them.

Sincerely,

John H. Thompson
Director, U.S. Census Bureau

ACS-20(LX)DTR (2-2017)

census.gov

Full Redesign Treatment Materials

Questionnaire Package – Outgoing Envelope

United States Census Bureau

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

U.S. Department of Commerce
Economics and Statistics Administration
U.S. Census Bureau
National Processing Center
1201 E. 10th St.
Jeffersonville, IN 47132-0001

OFFICIAL BUSINESS
Penalty for Private Use $300

AN EQUAL OPPORTUNITY EMPLOYER

ACS-46(X)DTR (10-2016)

U.S. CENSUS FORM ENCLOSED

YOUR RESPONSE IS IMPORTANT TO YOUR COMMUNITY.

Questionnaire Package – Return Envelope

AN EQUAL OPPORTUNITY EMPLOYER

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

OFFICIAL BUSINESS
Penalty for Private Use $300

6385-47(2014) (10-2013)

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 16081 WASHINGTON DC

POSTAGE WILL BE PAID BY THE U.S. CENSUS BUREAU

DIRECTOR
US CENSUS BUREAU
PO BOX 5240
JEFFERSONVILLE IN 47199-5240

Full Redesign Treatment Materials - DRAFT
Questionnaire Package – Letter

U.S. Census Bureau
Washington, DC 20233

Dear Resident:

As promised, I am sending an American Community Survey questionnaire to you and others from whom a response has not yet been received. I hope this will make it easier for you to respond.

Those who receive this request are required by a national law (Title 13, U.S. Code) to complete the American Community Survey. Responses from people in every state provide an understanding of how communities differ with regard to housing, education, transportation, health, and other issues. Your answers assist in identifying local needs such as job training, highway construction, and the building of health care facilities.

I also want to let you know that if you prefer to respond online instead of sending back the paper questionnaire, you can do so by going to https://respond.census.gov/acs and using information from the cover of the enclosed questionnaire to log in. Some online respondents may find it helpful to see the questions before starting the online version. If you complete the survey online, please do not send back the paper questionnaire. Answering this survey online saves taxpayer money, but I appreciate receiving your response by whichever method is most convenient for you.

You will see in the questionnaire that questions are asked about your housing and each person living at this address.

If you need help completing this survey or have questions, please call our toll-free number 1–800–354–7271.

I look forward to receiving your response.

Sincerely,

John H. Thompson
Director, U.S. Census Bureau

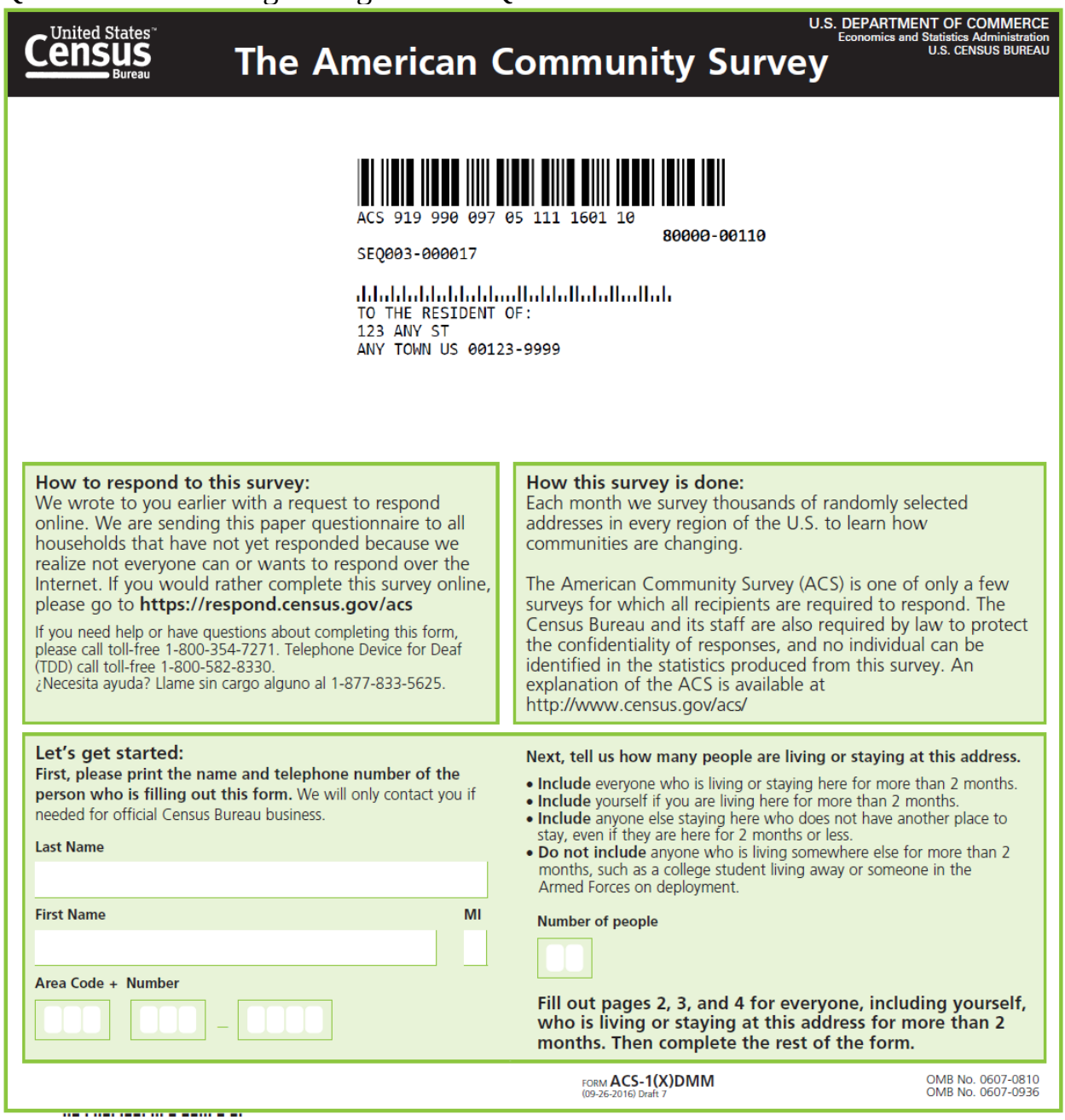
Enclosures

ACS-14(LX)DTR (2-2017)

census.gov

Full Redesign Treatment Materials

Questionnaire Package – Page One of Questionnaire



United States Census Bureau

The American Community Survey

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAU

ACS 919 990 097 05 111 1601 10

80000-00110

SEQ003-000017

TO THE RESIDENT OF:
123 ANY ST
ANY TOWN US 00123-9999

How to respond to this survey:
We wrote to you earlier with a request to respond online. We are sending this paper questionnaire to all households that have not yet responded because we realize not everyone can or wants to respond over the Internet. If you would rather complete this survey online, please go to **https://respond.census.gov/acs**

If you need help or have questions about completing this form, please call toll-free 1-800-354-7271. Telephone Device for Deaf (TDD) call toll-free 1-800-582-8330.
¿Necesita ayuda? Llame sin cargo alguno al 1-877-833-5625.

How this survey is done:
Each month we survey thousands of randomly selected addresses in every region of the U.S. to learn how communities are changing.

The American Community Survey (ACS) is one of only a few surveys for which all recipients are required to respond. The Census Bureau and its staff are also required by law to protect the confidentiality of responses, and no individual can be identified in the statistics produced from this survey. An explanation of the ACS is available at http://www.census.gov/acs/

Let's get started:
First, please print the name and telephone number of the person who is filling out this form. We will only contact you if needed for official Census Bureau business.

Last Name

First Name MI

Area Code + Number

Next, tell us how many people are living or staying at this address.

- **Include** everyone who is living or staying here for more than 2 months.
- **Include** yourself if you are living here for more than 2 months.
- **Include** anyone else staying here who does not have another place to stay, even if they are here for 2 months or less.
- **Do not include** anyone who is living somewhere else for more than 2 months, such as a college student living away or someone in the Armed Forces on deployment.

Number of people

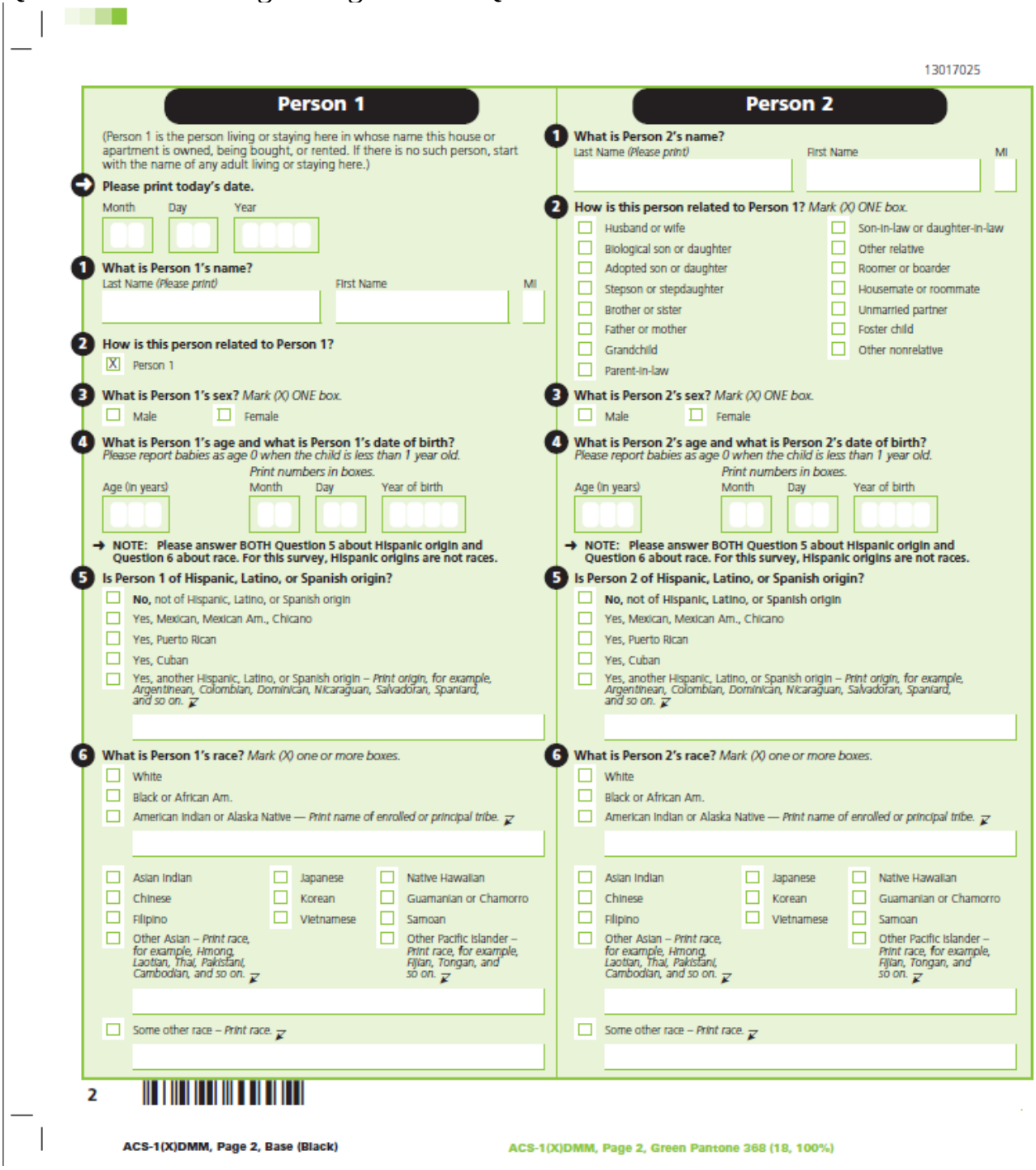
Fill out pages 2, 3, and 4 for everyone, including yourself, who is living or staying at this address for more than 2 months. Then complete the rest of the form.

FORM ACS-1(X)DMM
(09-26-2016) Draft 7

OMB No. 0607-0810
OMB No. 0607-0936

Full Redesign Treatment Materials

Questionnaire Package – Page Two of Questionnaire



13017025

Person 1

(Person 1 is the person living or staying here in whose name this house or apartment is owned, being bought, or rented. If there is no such person, start with the name of any adult living or staying here.)

Please print today's date.
Month Day Year

1 What is Person 1's name?
Last Name *(Please print)* First Name MI

2 How is this person related to Person 1?
[X] Person 1

3 What is Person 1's sex? *Mark (X) ONE box.*
☐ Male ☐ Female

4 What is Person 1's age and what is Person 1's date of birth?
Please report babies as age 0 when the child is less than 1 year old.
Print numbers in boxes.
Age (in years) Month Day Year of birth

NOTE: Please answer BOTH Question 5 about Hispanic origin and Question 6 about race. For this survey, Hispanic origins are not races.

5 Is Person 1 of Hispanic, Latino, or Spanish origin?
☐ **No,** not of Hispanic, Latino, or Spanish origin
☐ Yes, Mexican, Mexican Am., Chicano
☐ Yes, Puerto Rican
☐ Yes, Cuban
☐ Yes, another Hispanic, Latino, or Spanish origin – *Print origin, for example, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on.*

6 What is Person 1's race? *Mark (X) one or more boxes.*
☐ White
☐ Black or African Am.
☐ American Indian or Alaska Native — *Print name of enrolled or principal tribe.*
☐ Asian Indian ☐ Japanese ☐ Native Hawaiian
☐ Chinese ☐ Korean ☐ Guamanian or Chamorro
☐ Filipino ☐ Vietnamese ☐ Samoan
☐ Other Asian – *Print race, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on.* ☐ Other Pacific Islander – *Print race, for example, Fijian, Tongan, and so on.*
☐ Some other race – *Print race.*

Person 2

1 What is Person 2's name?
Last Name *(Please print)* First Name MI

2 How is this person related to Person 1? *Mark (X) ONE box.*
☐ Husband or wife
☐ Biological son or daughter
☐ Adopted son or daughter
☐ Stepson or stepdaughter
☐ Brother or sister
☐ Father or mother
☐ Grandchild
☐ Parent-in-law
☐ Son-in-law or daughter-in-law
☐ Other relative
☐ Roomer or boarder
☐ Housemate or roommate
☐ Unmarried partner
☐ Foster child
☐ Other nonrelative

3 What is Person 2's sex? *Mark (X) ONE box.*
☐ Male ☐ Female

4 What is Person 2's age and what is Person 2's date of birth?
Please report babies as age 0 when the child is less than 1 year old.
Print numbers in boxes.
Age (in years) Month Day Year of birth

NOTE: Please answer BOTH Question 5 about Hispanic origin and Question 6 about race. For this survey, Hispanic origins are not races.

5 Is Person 2 of Hispanic, Latino, or Spanish origin?
☐ **No,** not of Hispanic, Latino, or Spanish origin
☐ Yes, Mexican, Mexican Am., Chicano
☐ Yes, Puerto Rican
☐ Yes, Cuban
☐ Yes, another Hispanic, Latino, or Spanish origin – *Print origin, for example, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on.*

6 What is Person 2's race? *Mark (X) one or more boxes.*
☐ White
☐ Black or African Am.
☐ American Indian or Alaska Native — *Print name of enrolled or principal tribe.*
☐ Asian Indian ☐ Japanese ☐ Native Hawaiian
☐ Chinese ☐ Korean ☐ Guamanian or Chamorro
☐ Filipino ☐ Vietnamese ☐ Samoan
☐ Other Asian – *Print race, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on.* ☐ Other Pacific Islander – *Print race, for example, Fijian, Tongan, and so on.*
☐ Some other race – *Print race.*

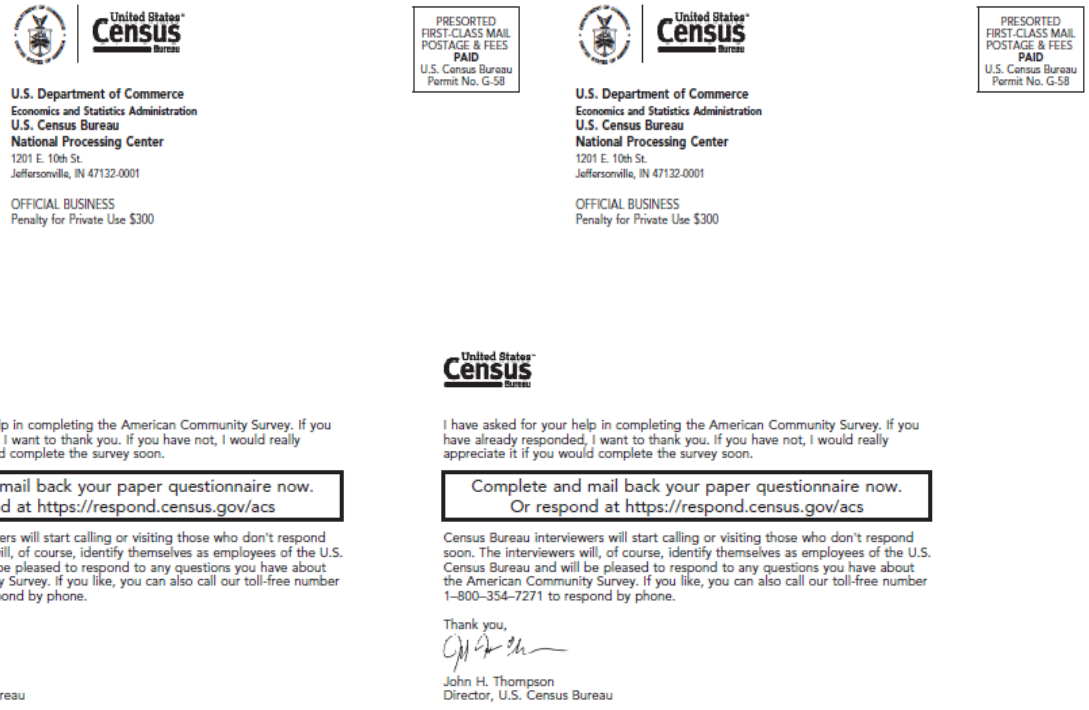
2

ACS-1(X)DMM, Page 2, Base (Black)

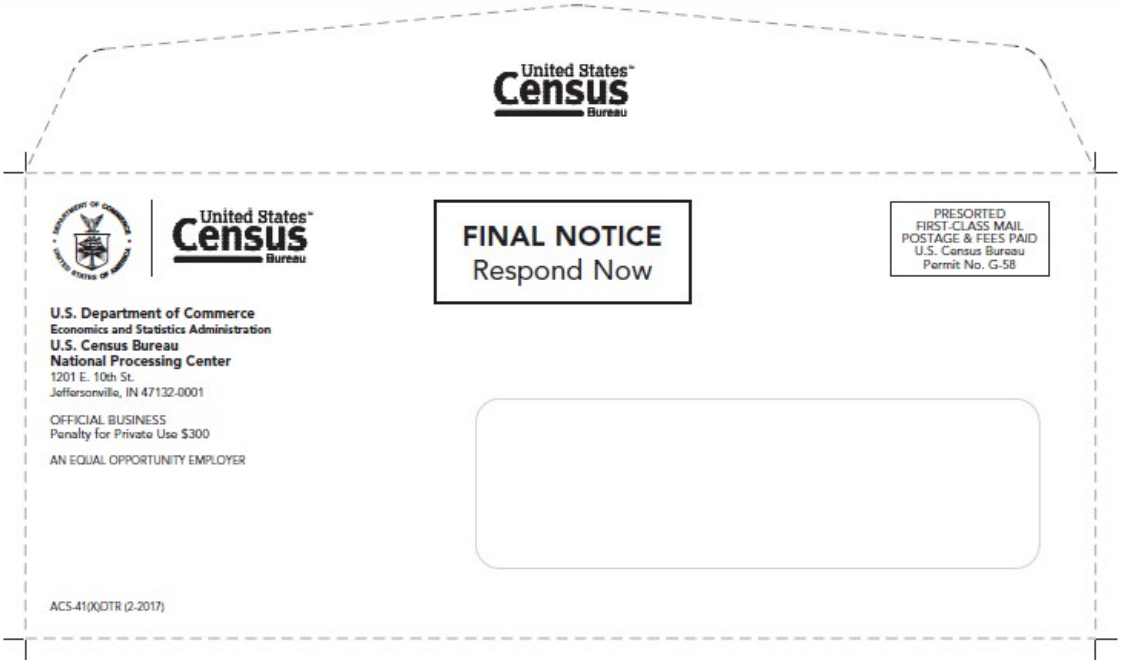
ACS-1(X)DMM, Page 2, Green Pantone 368 (18, 100%)

Full Redesign Treatment Materials

Reminder Postcard



Final Reminder Letter – Outgoing Envelope



Full Redesign Treatment Materials

Final Reminder Letter

U.S. Census Bureau
Washington, DC 20233

Soon, Census Bureau interviewers will be attempting to contact households who have not yet responded to the American Community Survey. We do this in-person follow-up as part of our effort to produce the most accurate results possible. There is still time to respond online, and I would appreciate it if you would respond now because it saves the cost of sending someone to your home.

Respond at **https://respond.census.gov/acs**
Log in using this User ID:

Responding to the survey helps national, state and local officials make informed decisions with timely and accurate data. Your response is critically important to your local community and your country and is required by law (Title 13, U.S. Code).

If you are unable to respond online, please call our toll-free number 1–800–354–7271 to complete the survey.

Thank you for your cooperation.

Sincerely,

John H. Thompson
Director, U.S. Census Bureau

ACS-23(LX)DTR (2-2017)

census.gov