

## **OMB Nonsubstantive Change Request**

**Department: Commerce**

**Agency: U.S. Census Bureau**

**Title: American Community Survey Methods Panel Tests, 2019 Due Dates Test**

**OMB Control Number: 0607-0936**

**Expiration Date: 08/31/2021**

**Request:** The U.S. Census Bureau plans to conduct additional research under the American Community Survey (ACS) Methods Panel Tests clearance to test the use of due dates in six experimental treatments for the American Community Survey. The due date is designed to create a sense of urgency, communicate the importance of the survey, and provide a timeframe for response (which may be beneficial, for example, to those with a busy schedule). The purpose of the test is to determine if including a due date increases self-response rates. The Census Bureau proposes to conduct a field test as part of production ACS, in either the September or October 2019 panel. This will require a change in the mail materials for a subset of the sampled addresses. No additional burden is expected.

**Background:** Research has shown that when a request has a sense of urgency, people are more likely to comply with the request (Kotter, 2008; Gunelius, 2009). One way of creating a sense of urgency is through deadline or due date messaging. In a recent mail-package focus group conducted for the Census Bureau by Reingold, Inc. (2014), participants indicated that “a stated deadline or due date would be a strong motivator for them to respond in a timely fashion.” A due date may have an additional benefit. Research suggests that a due date can reduce respondent burden, if it aligns with the recipient’s mail prioritization process (Dillman, Smyth, & Christian, 2014).

Prior Census Bureau research has tested the use of deadline messaging on mail materials for the decennial census. As to the potential effect of increasing self-response, the results of experiments have been varied.

A 2003 National Census Test study (Bouffard, J., Brady, S., & Stapleton, C., 2004) found that a due date on the outgoing envelope on the initial questionnaire mailing had no effect on response rates, but did increase the speed of the mail response.

A 2006 Decennial Census study (Martin, E., 2009) found that giving people a deadline and a shorter interval (by one week) to complete the census form led to a higher rate of mail response. The researchers believed that the effect of a compressed mailing schedule may be important for the deadline date to be effective, as it creates a sense of urgency. A follow-up study in 2010 (Stokes, S., Reiser, C., Bentley, M., & Meier, A., 2011) found that the compressed schedule, alone and in combination with deadline message treatments, did not differ on the overall national-level mail return rates compared to control.

The purpose of the “2019 American Community Survey Due Dates Test” is to determine the effect on self-response of using due date messaging in the ACS mail contact materials.

**Timeline:** The test is being planned as part of the ACS September 2019 or October 2019 panel, adhering to the same data collection protocols as production ACS.

**Method:** The ACS sends up to five mailings to sampled addresses to obtain a self-response. At a minimum all sampled addresses receive the first two mailings. Nonrespondents after the second mailing receive the third and fourth mailing. Nonrespondents after the fourth mailing receive the fifth mailing. The mailings are: 1) an initial mailing package, 2) a reminder letter, 3) a paper questionnaire package, 4) a reminder postcard, and 5) a final reminder. None of these mailings contain an explicit deadline or due date. They do however contain implied due date messages, such as "...please complete the survey online as soon as possible" and "If you have not already responded, please do so now." This test will assess the effect of an explicit due date message in the fifth mailing on self-response.

This test will include six experimental treatments, including one control treatment. Sampled addresses that are not part of the test will receive production ACS mail materials. Unlike other ACS tests, however, those cases will not serve as the control and will not be used in the analysis.

In January 2020, the Census Bureau is proposing to update the production ACS mail materials (as a result of the 2018 Mail Materials Test). Treatments 1 through 6 will use these updated materials in the first four mailings (see Attachment A for facsimiles of these mail materials for mailings one through four). However, the content of the fifth mailing will differ per treatment. Treatment 1 will serve as the control treatment for this test. The content of the fifth mailing will vary depending on the experimental treatment, as described below.

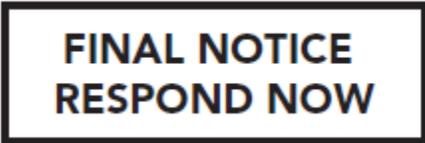
Three elements of the fifth mailing will change in the experimental treatments. In Treatment 1, the control treatment, these elements will not include a due date. In Treatments 2 through 6, these elements will contain due date messaging.

- A call-out box in the letter:



Respond now at <https://respond.census.gov/acs>  
Log in using this user ID:  
OR complete and mail back your paper questionnaire.

- Text in the letter that reads:  
"If you do not respond promptly, a Census Bureau interviewer may contact you with a personal visit to complete the survey."
- A box on the envelope:



**FINAL NOTICE  
RESPOND NOW**

Treatments 2 through 6 will incorporate due date messaging in these elements. All of these treatments will include a due date in the call-out box in the letter. Treatment 2 isolates the effect of adding a due date to the call-out box. Treatments 3, 4, and 5 add additional information in the text of the letter about the due date. Treatment 6 tests including a due date on the outside of the envelope.

- Experimental call-out box - Treatments 2 through 6 will use a modified call-out box that adds the due date:

**Due: October 26, 2019**  
Respond now at <https://respond.census.gov/acs>  
Log in using this user ID:  
OR complete and mail back your paper questionnaire.

- Experimental Text in the Letter - A paragraph after the call-out box will be added in Treatments 3, 4, and 5 using different variations of experimental text (note that the entire paragraph is new to the letter; the bolded text is bold in the mail materials):

An “add” message (in Treatment 3):

“Because your response is critically important to your local community and to your country, a Census Bureau interviewer may come to your home to complete the survey in person. **If you do not respond by October 26, 2019, we will add you to our schedule for a visit.**”

A “neutral” message (in Treatment 4):

“Your response is critically important to your local community and to your country. **Respond by October 26, 2019, or a Census Bureau interviewer may come to your home to complete the survey in person.**”

A “remove” message (in Treatment 5):

“Because your response is critically important to your local community and to your country, a Census Bureau interviewer may come to your home to complete the survey in person. **Respond by October 26, 2019 to be removed from our schedule for a visit.**”

- Experimental Box on the Envelope - Treatment 6 will use a date on the envelope:

**FINAL NOTICE  
RESPONSE DUE:  
OCTOBER 26, 2019**

See Attachment B for facsimiles of the mail materials for the fifth mailing for all treatments.

Table 1 summarizes the experimental design.

Table 1. Experimental Treatments for the 2019 ACS Due Dates Test

Treatment	Due Date Message	Envelope Text
T1 (Control)	None	Final Notice Respond Now
T2	Call-out Box Only	Final Notice Respond Now
T3	Call-out Box + Add Message	Final Notice Respond Now
T4	Call-out Box + Neutral Message	Final Notice Respond Now
T5	Call-out Box + Remove Message	Final Notice Respond Now
T6	Call-out Box Only	Final Notice Response Due: (date)

**Analysis Metrics:** The Census Bureau will compare self-response rates and final response rates between treatments to assess the impact of the due date elements. The following comparisons will be made among the sampled addresses sent the fifth mailing:

- To determine if there is an impact on self-response of adding a due date in the call-out box, the Census Bureau will compare Treatment 1 versus Treatment 2.
- To assess the additional impact of adding a due date message in the text of the letters, Treatments 3, 4, and 5 will be compared against Treatment 2.
- To assess the impact of the variations of the due date messages in the text of the letters, Treatments 3, 4, and 5 will be compared to each other.
- To assess the impact of adding a due date to the envelope, Treatment 6 will be compared to Treatment 2.
- The overall impact of a treatment will be assessed by comparing Treatments 2 through 6 to Treatment 1. The Census Bureau will also assess the impact of each of the experimental treatments on data collection costs.

**Sample:** 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. The Census Bureau 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 144,000 addresses will be used for the six treatments. The remaining sample will receive the current production materials. The sample size will be able to detect differences of approximately 1.74 percentage points between the self-response return rates of two treatments. The power of the test, which is 80 percent and where  $\alpha=0.1$ , assumes a 50 percent response rate.

**Use of Incentives:** None.

**Burden:** There is no change in burden to the public associated with this test. The test is being conducted using production ACS sample. No additional contacts are being made.

**Attachments:**

Attachment A – Treatment 1 Mail Materials

Attachment B – Treatments 2-6 Due Date Treatments

Attachment C – ACS Study Plan: 2019 American Community Survey Due Dates Test

Attachment D – ACS Methods Panel Burden Hour Tracker

Attachment E – 30 Day Federal Register Notice

**Contact Information:**

Please contact the following individuals for further information about this test:

Data Collection:

Jennifer Ortman

American Community Survey Office

U.S. Census Bureau

Washington, D.C. 20233

(301) 763-5750

[Jennifer.M.Ortman@census.gov](mailto:Jennifer.M.Ortman@census.gov)

Statistical Aspects:

Elizabeth Poehler

Decennial Statistical Studies Division

U.S. Census Bureau

Washington, D.C. 20233

(301) 763-9305

[Elizabeth.Poehler@census.gov](mailto:Elizabeth.Poehler@census.gov)

**Attachment A: Mailings 1 through 4 for all Treatments**

	<b>Mailing 1</b>	<b>Mailing 2</b>	<b>Mailing 3</b>	<b>Mailing 4</b>
<b>Production (Not part of the test)</b>	Production Materials As Is			
<b>Treatment 1 (Control)</b>	Envelope: ACS-46IM(2020)  Instruction Card: ACS-34IM  Letter: ACS-13(L)(2020)  Multilingual Brochure: ACS-9 (2020)	Pressure Seal Letter: ACS-20(L)(2020)	Envelope: ACS-46DDT(2020)  Survey Form: ACS-1(DDT)  Letter: ACS-14(L)(2020)  Return Envelope 6385-47(2014)	Reminder Postcard: ACS-29(2020)
<b>Treatment 2 (Box Only)</b>	(same as above)	(same as above)	(same as above)	(same as above)
<b>Treatment 3 (Add Statement - AS)</b>	(same as above)	(same as above)	(same as above)	(same as above)
<b>Treatment 4 (Neutral Statement - OR)</b>	(same as above)	(same as above)	(same as above)	(same as above)
<b>Treatment 5 (Remove Statement - RS)</b>	(same as above)	(same as above)	(same as above)	(same as above)
<b>Treatment 6 (Box +Date on Envelope)</b>	(same as above)	(same as above)	(same as above)	(same as above)

See Attachment B for the fifth mailing for the treatments.

**Attachment A: Mailings 1 through 4 for all Treatments**

- I. **Mailing 1: Initial Mailing**
- II. Mailing 2: First Reminder
- III. Mailing 3: Questionnaire Package
- IV. Mailing 4: Second Reminder

**Mailing 1: Initial Mailing**

Envelope:	ACS-46IM(2020) (02-07-2019)
Instruction Card:	ACS-34IM (2-13-2019)
Letter:	ACS-13(L)(2020) (03-01-2019)
Multilingual Brochure:	ACS-9 (2020)



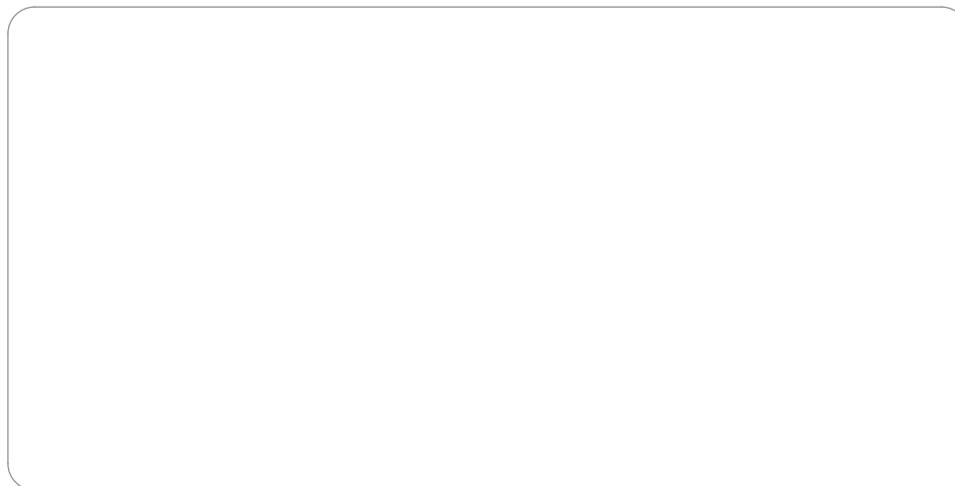
United States®  
**Census**  
Bureau

## Treatments 1-6: Initial Mailing Envelope

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

**U.S. Census Bureau**  
National Processing Center  
1201 E. 10th St.  
Jeffersonville, IN 47132

OFFICIAL BUSINESS  
Penalty for Private Use \$300



**OPEN IMMEDIATELY**

The American Community Survey  
**YOUR RESPONSE IS  
REQUIRED BY LAW**





# American Community Survey

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.



# American Community Survey

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.*



United States®  
**Census**  
Bureau

**U.S. Census Bureau**

Washington, DC 20233

Office of the Director

A message from the 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>

**Your response is required by U.S. law.**

Because your household has been asked to participate on behalf of your community, it is vital that you complete this survey to help meet critical needs in your area.

**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,

Steven D. Dillingham

Enclosures

American Community Survey data help determine the annual distribution of more than **\$675 billion** in federal funds **to communities nationwide**.

**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 the 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. 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?**

By law, the Census Bureau can only use your responses to produce statistics. 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 Puerto Rico and 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.

## Treatments 1-6: 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. The U.S. Census Bureau is required by law to keep your information confidential. The Census Bureau is not permitted to publicly release your responses in a way that could identify you. Per the Federal Cybersecurity Enhancement Act of 2015, your data are protected from cybersecurity risks through screening of the systems that transmit your data.

### 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 está 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?

Sí. La Oficina del Censo de los EE.UU. está obligada por ley a mantener confidencial su información. A la Oficina del Censo no se le permite divulgar sus respuestas de manera que este hogar pudiera ser identificado. En conformidad con la Ley para el Fortalecimiento de la Seguridad Cibernética Federal del 2015, sus datos están protegidos contra los riesgos de seguridad cibernética mediante los controles aplicados a los sistemas que transmiten su información.

## 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



Issued 2-5-2019  
ACS-9 (2020)



United States®  
**Census**  
Bureau

Connect with us @uscensusbureau

## 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？

是的。根据法律规定，美国人口普查局将对您的信息保密。人口普查局不得以可识别您的身份的方式公开发布您的回复。依据2015年联邦增强网络安全法案，通过监察传输您资料的系统，来确保您个人资料受到保护，避免网络安全风险。

## 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. Cục Thống Kê Dân Số Hoa Kỳ được pháp luật yêu cầu bảo mật thông tin của quý vị. Cục Thống kê không được phép công bố công khai các phản hồi của quý vị theo cách có thể nhận diện quý vị. Theo Luật Tăng Cường An Ninh Mạng của Liên Bang 2015, số liệu của quý vị sẽ được bảo vệ để tránh khỏi các nguy cơ về an ninh mạng qua cách kiểm duyệt các hệ thống chuyển số liệu của quý vị.

## 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 соответствии 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. По закону Бюро переписи населения США обязано соблюдать конфиденциальность ваших данных. Ему запрещено публично разглашать Ваши ответы таким образом, чтобы по ним можно было установить Вашу личность. Защиту Ваших данных от кибер-рисков регулирует федеральный закон «О повышении кибербезопасности» от 2015 года, в соответствии с которым регулярно проводится проверка систем передачи данных.

## 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 **1-800-772-6728**로 전화를 주십시오. 한국어 담당직원과

### 미국 지역사회조사는 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?

네. 미국 인구조사국은 법에 따라 귀하의 정보를 비밀로 유지해야 할 의무가 있습니다. 미국 인구조사국은 귀하가 응답한 정보를 귀하의 신상을 알 수 있는 형태로 일반에 공개할 수 없으며, 2015년 연방 사이버보안강화법에 따라, 귀하의 데이터는 데이터 전송 시스템의 철저한 검사를 통해 사이버 보안의 위협으로부터 보호됩니다.

**Attachment A: Mailings 1 through 4 for all Treatments**

- I. Mailing 1: Initial Mailing
- II. Mailing 2: First Reminder**
- III. Mailing 3: Questionnaire Package
- IV. Mailing 4: Second Reminder

**Mailing 2: First Reminder**

Pressure Seal Letter: ACS-20(L)(2020) (03-01-2019)

## Treatments 1-6: First Reminder Letter



United States®  
**Census**  
Bureau

### U.S. Census Bureau

Washington, DC 20233

Office of the Director

A message from the 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 to this survey is required by law.**

Your response is critically important to your local community and your country. Responding promptly will prevent you from 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 our toll-free number (1-800-354-7271).

Thank you in advance for your prompt response.

Sincerely,

Steven D. Dillingham



United States<sup>®</sup>  
**Census**  
Bureau

**U.S. Census Bureau**  
National Processing Center  
1201 E 10<sup>th</sup> Street  
Jeffersonville IN 47132

OFFICIAL BUSINESS  
Penalty for Private Use \$300

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

**Attachment A: Mailings 1 through 4 for all Treatments**

- I. Mailing 1: Initial Mailing
- II. Mailing 2: First Reminder
- III. **Mailing 3: Questionnaire Package**
- IV. Mailing 4: Second Reminder

**Mailing 3: Questionnaire Package**

Envelope: ACS-46DDT (2020) (04-03-2019)  
Letter: ACS-14(L)(2020) (03-01-2019)  
Survey Form: ACS-1(DDT) (05-06-2019)  
Return Envelope: 6385-47(2014) (10-2013)

Treatments 1-6: Questionnaire Package Envelope



United States<sup>®</sup>  
**Census**  
Bureau

**U.S. Census Bureau**

National Processing Center  
1201 E. 10th St.  
Jeffersonville, IN 47132

OFFICIAL BUSINESS  
Penalty for Private Use \$300

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

**U.S. CENSUS FORM ENCLOSED**

**YOUR RESPONSE IS  
REQUIRED BY LAW**

**OPEN IMMEDIATELY**



United States®  
**Census**  
Bureau

**U.S. Census Bureau**

Washington, DC 20233

Office of the Director

A message from the 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.

**You are required by U.S. law to respond to this survey.**

The Census Bureau has randomly selected your address to receive this survey as part of a nationally representative sample. 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.

**The Census Bureau is required by law to keep your information confidential.**

The Census Bureau is not permitted to publicly release your responses in a way that could 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,

Steven D. Dillingham

Enclosures

**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 the 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. 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?**

By law, the Census Bureau can only use your responses to produce statistics. 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 Puerto Rico and 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.



United States<sup>®</sup>  
**Census**  
Bureau

# The American Community Survey

## Start Here

You have two ways to respond:



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

OR



Complete this form and mail it  
back as soon as possible.

**Your response is required by law.**

The American Community Survey is conducted by the U.S. Census Bureau. This survey is one of only a few surveys for which all recipients are required by law to respond. The U.S. Census Bureau is required by law to protect your information.



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

**Telephone Device for the Deaf (TDD):**

Call 1-800-582-8330.

**¿NECESITA AYUDA?** Llame sin cargo alguno al  
**1-877-833-5625.**

For more information about the American Community Survey, visit our website at: <https://www.census.gov/acs>

➔ **Please print today's date.**

Month	Day	Year
<input type="text"/>	<input type="text"/>	<input type="text"/>

➔ **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.**



# Mailing Instructions

## → Please make sure you have...

- listed all names and answered the questions on pages 2, 3, and 4
- answered all Housing questions
- answered all Person questions for each person.

## → Then...

- put the completed questionnaire into the postage-paid return envelope. If the envelope has been misplaced, please mail the questionnaire to:

**U.S. Census Bureau  
P.O. Box 5240  
Jeffersonville, IN 47199-5240**

- make sure the barcode above your address shows in the window of the return envelope.

**Thank you for participating in  
the American Community Survey.**

## For Census Bureau Use

POP

EDIT

PHONE

JIC1

JIC2

EDIT CLERK

TELEPHONE CLERK

JIC3

JIC4

The Census Bureau estimates that, for the average household, this form will take 40 minutes to complete, including the time for reviewing the instructions and answers. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: Paperwork Project 0607-0810 and 0607-0936, U.S. Census Bureau, 4600 Silver Hill Road, AMSD – 3K138, Washington, D.C. 20233. You may e-mail comments to [AMSD.Paperwork@census.gov](mailto:AMSD.Paperwork@census.gov); use "Paperwork Project 0607-0810 and 0607-0936" as the subject. Please **DO NOT RETURN** your questionnaire to this address. Use the enclosed preaddressed envelope to return your completed questionnaire.

Respondents are not required to respond to any information collection unless it displays a valid approval number from the Office of Management and Budget. This 8-digit number appears in the bottom right on the front cover of this form.

Form ACS-1(DDT) (05-06-2019)



# Treatments 1-6: Questionnaire Package Return Envelope

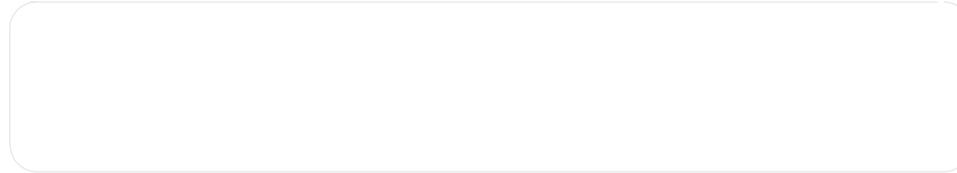
AN EQUAL OPPORTUNITY EMPLOYER



NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

OFFICIAL BUSINESS  
Penalty for Private Use \$300

6385-47(2014) (10-2013)

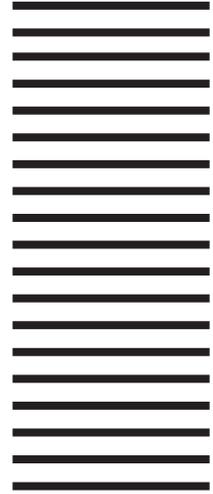


**BUSINESS REPLY MAIL**

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



**Attachment A: Mailings 1 through 4 for all Treatments**

- I. Mailing 1: Initial Mailing
- II. Mailing 2: First Reminder
- III. Mailing 3: Questionnaire Package
- IV. **Mailing 4: Second Reminder**

**Mailing 4: Second Reminder**

Postcard: ACS-29(2020) (02-08-2019)



**U.S. Census Bureau**  
National Processing Center  
1201 E. 10th St.  
Jeffersonville, IN 47132

OFFICIAL BUSINESS  
Penalty for Private Use \$300

**YOUR RESPONSE IS  
REQUIRED BY LAW**

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



**U.S. Census Bureau**  
National Processing Center  
1201 E. 10th St.  
Jeffersonville, IN 47132

OFFICIAL BUSINESS  
Penalty for Private Use \$300

**YOUR RESPONSE IS  
REQUIRED BY LAW**

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



**U.S. Census Bureau**  
National Processing Center  
1201 E. 10th St.  
Jeffersonville, IN 47132

OFFICIAL BUSINESS  
Penalty for Private Use \$300

**YOUR RESPONSE IS  
REQUIRED BY LAW**

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



**U.S. Census Bureau**  
National Processing Center  
1201 E. 10th St.  
Jeffersonville, IN 47132

OFFICIAL BUSINESS  
Penalty for Private Use \$300

**YOUR RESPONSE IS  
REQUIRED BY LAW**

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

**Treatments 1-6: Second Reminder (Postcard)**



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>

**You are required by U.S. law to respond to this survey** (Title 13, U.S. Code, Sections 141, 193, and 221).

**If you do not respond now, 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.

ACS-29(2020) (02-08-2019)



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>

**You are required by U.S. law to respond to this survey** (Title 13, U.S. Code, Sections 141, 193, and 221).

If you do not respond now, 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.

ACS-29(2020) (02-08-2019)



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>

**You are required by U.S. law to respond to this survey** (Title 13, U.S. Code, Sections 141, 193, and 221).

**If you do not respond now, 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.

ACS-29(2020) (02-08-2019)



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>

**You are required by U.S. law to respond to this survey** (Title 13, U.S. Code, Sections 141, 193, and 221).

**If you do not respond now, 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.

ACS-29(2020) (02-08-2019)

## **Attachment B: Fifth Mailing**

### **Experimental Due Date Treatments**

#### **Mailing 5: Final Reminder**

Treatment 1: Control (no due date)	ACS-23(LX)(2020) (03-01-2019)
Treatment 2: Call-out box only	ACS-23(LX) DDT-BO
Treatment 3: Call-out box + Add Message	ACS-23(LX) DDT-AS
Treatment 4: Call-out box + Neutral Message	ACS-23(LX) DDT-OR
Treatment 5: Call-out box + Remove Message	ACS-23(LX) DDT-RS
Treatment 6: Call-out box + Due Date on Envelope	ACS-23(LX) DDT-BOD



**U.S. Census Bureau**

Washington, DC 20233

Office of the Director

A message from the Director of the U.S. Census Bureau:

The U.S. Census Bureau has sent you several requests to complete the **American Community Survey**. If you have not already done so, now is the time to respond.

Respond now at <https://respond.census.gov/acs>  
Log in using this user ID:  
OR complete and mail back your paper questionnaire.

**Your response is required by law.**

If you do not respond promptly, a Census Bureau interviewer may contact you with a 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.

Sincerely,

Steven D. Dillingham

**Treatment 1: Control (no due date)**



United States®  
**Census**  
Bureau

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

**U.S. Census Bureau**  
National Processing Center  
1201 E 10<sup>th</sup> Street  
Jeffersonville IN 47132

OFFICIAL BUSINESS  
Penalty for Private Use \$300

**FINAL NOTICE  
RESPOND NOW**



United States®  
**Census**  
Bureau

U.S. Census Bureau  
Washington, DC 20233  
Office of the Director

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

The U.S. Census Bureau has sent you several requests to complete the **American Community Survey**. If you have not already done so, now is the time to respond.

**Due: October 26, 2019**

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

Log in using this user ID:

OR complete and mail back your paper questionnaire.

**Your response is required by law.**

If you do not respond promptly, a Census Bureau interviewer may contact you with a 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.

Sincerely,

Steven D. Dillingham



United States<sup>®</sup>  
**Census**  
Bureau

U.S. Census Bureau  
National Processing Center  
1201 E 10<sup>th</sup> Street  
Jeffersonville IN 47132

OFFICIAL BUSINESS  
Penalty for Private Use \$300

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

**FINAL NOTICE  
RESPOND NOW**



United States®  
**Census**  
Bureau

U.S. Census Bureau  
Washington, DC 20233  
Office of the Director

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

The U.S. Census Bureau has sent you several requests to complete the **American Community Survey**. If you have not already done so, now is the time to respond.

**Due: October 26, 2019**

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

Log in using this user ID:

OR complete and mail back your paper questionnaire.

**Your response is required by law.**

Because your response is critically important to your local community and to your country, a Census Bureau interviewer may come to your home to complete the survey in person. **If you do not respond by October 26, 2019, we will add you to our schedule for a visit.**

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

Thank you.

Sincerely,

Steven D. Dillingham



United States<sup>®</sup>  
**Census**  
Bureau

U.S. Census Bureau  
National Processing Center  
1201 E 10<sup>th</sup> Street  
Jeffersonville IN 47132

OFFICIAL BUSINESS  
Penalty for Private Use \$300

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

**FINAL NOTICE  
RESPOND NOW**



United States®  
**Census**  
Bureau

**U.S. Census Bureau**

Washington, DC 20233  
Office of the Director

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

The U.S. Census Bureau has sent you several requests to complete the **American Community Survey**. If you have not already done so, now is the time to respond.

**Due: October 26, 2019**

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

Log in using this user ID:

OR complete and mail back your paper questionnaire.

**Your response is required by law.**

Your response is critically important to your local community and to your country. **Respond by October 26, 2019, or a Census Bureau interviewer may come to your home to complete the survey in person.**

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

Thank you.

Sincerely,

Steven D. Dillingham

## Treatment 4: Call-out box + Neutral Message



United States<sup>®</sup>  
**Census**  
Bureau

U.S. Census Bureau  
National Processing Center  
1201 E 10<sup>th</sup> Street  
Jeffersonville IN 47132

OFFICIAL BUSINESS  
Penalty for Private Use \$300

**FINAL NOTICE  
RESPOND NOW**

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



United States®  
**Census**  
Bureau

U.S. Census Bureau  
Washington, DC 20233  
Office of the Director

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

The U.S. Census Bureau has sent you several requests to complete the **American Community Survey**. If you have not already done so, now is the time to respond.

**Due: October 26, 2019**

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

Log in using this user ID:

OR complete and mail back your paper questionnaire.

**Your response is required by law.**

Because your response is critically important to your local community and to your country, a Census Bureau interviewer may come to your home to complete the survey in person.

**Respond by October 26, 2019 to be removed from our schedule for a visit.**

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

Thank you.

Sincerely,

Steven D. Dillingham



United States<sup>®</sup>  
**Census**  
Bureau

U.S. Census Bureau  
National Processing Center  
1201 E 10<sup>th</sup> Street  
Jeffersonville IN 47132

OFFICIAL BUSINESS  
Penalty for Private Use \$300

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

**FINAL NOTICE  
RESPOND NOW**



United States®  
**Census**  
Bureau

U.S. Census Bureau  
Washington, DC 20233  
Office of the Director

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

The U.S. Census Bureau has sent you several requests to complete the **American Community Survey**. If you have not already done so, now is the time to respond.

**Due: October 26, 2019**

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

Log in using this user ID:

OR complete and mail back your paper questionnaire.

**Your response is required by law.**

If you do not respond promptly, a Census Bureau interviewer may contact you with a 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.

Sincerely,

Steven D. Dillingham

**Treatment 6: Call-out box only + Due date on Envelope**



United States®  
**Census**  
Bureau

U.S. Census Bureau  
National Processing Center  
1201 E 10<sup>th</sup> Street  
Jeffersonville IN 47132

OFFICIAL BUSINESS  
Penalty for Private Use \$300

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

**FINAL NOTICE  
RESPONSE DUE:  
OCTOBER 26, 2019**

**ACS Research & Evaluation Analysis Plan (REAP)**

**2019 American Community Survey**

**Due Dates Test**

## REAP Revision Log

Version	Date	Description
0.3		Initial Draft for Feedback
0.4		Second Draft for Approval
1.0		Final REAP

## TABLE OF CONTENTS

<b>1. Introduction .....</b>	<b>1</b>
<b>2. Background .....</b>	<b>1</b>
<b>3. Literature Review .....</b>	<b>2</b>
<b>4. Research Questions and Methodology .....</b>	<b>5</b>
4.1 Experimental Design .....	5
4.2 Research Questions .....	7
4.3 Methodology.....	8
4.3.1 Sample Design .....	9
4.3.2 Self-Response Return Rates .....	9
4.3.3 Final Response Rates .....	10
4.3.4 Standard Error of the Estimates .....	10
4.3.5 Form Completeness.....	11
4.3.6 Cost Analysis.....	11
<b>5. Assumptions and Limitations.....</b>	<b>11</b>
<b>6. Table Shells.....</b>	<b>12</b>
<b>7. Potential Changes to ACS.....</b>	<b>13</b>
<b>8. References.....</b>	<b>13</b>
<b>Appendix A: CTL (Control) – No Due Date in Letter Call-Out Box.....</b>	<b>15</b>
<b>Appendix A: CTL (Control) – No Due Date in Envelope Call-Out Box.....</b>	<b>16</b>
<b>Appendix B: BOX – Due Date in Letter Call-Out Box.....</b>	<b>17</b>
<b>Appendix B: BOX – No Due Date in Envelope Call-Out Box .....</b>	<b>18</b>
<b>Appendix C: ENV – Due Date in Letter Call-Out Box .....</b>	<b>19</b>
<b>Appendix C: ENV– Due Date in Envelope Call-Out Box.....</b>	<b>20</b>
<b>Appendix D: NTL – Due Date in Letter Call-Out Box and a “Neutral” Message .....</b>	<b>21</b>
<b>Appendix D: NTL – No Due Date in Envelope Call-Out Box.....</b>	<b>22</b>
<b>Appendix E: ADD – Due Date in Letter Call-Out Box and an “Add” Message .....</b>	<b>23</b>
<b>Appendix E: ADD – No Due Date in Envelope Call-Out Box .....</b>	<b>24</b>
<b>Appendix F: RMV – Due Date in Letter Call-Out box and a “Remove” Message .....</b>	<b>25</b>
<b>Appendix F: RMV – No Due Date in Envelope Call-Out Box.....</b>	<b>26</b>

## 1. INTRODUCTION

Research has shown that when a request has a sense of urgency, people are more likely to comply (Kotter, 2008; Gunelius, 2009). One way of creating a sense of urgency in a mail contact survey request is to use a due date. In a recent mail-package focus group conducted for the U.S. Census Bureau by Reingold, Inc., several participants volunteered that a stated deadline or due date would be a strong motivator for them to respond in a timely fashion, especially when coupled with the “required by law” notice (i.e., Title 13, U.S. Code, Sections 141 and 193) (Reingold, 2014, p.17).

A due date may have an additional benefit. Research suggests that a due date can reduce respondent burden, if it aligns with the recipient’s mail prioritization process (Dillman, Smyth, and Christian, 2014). For example, many people sort their bills by due date, which helps them to prioritize bill payments. A survey request with no due date does not align with this prioritization process, placing an added burden on the survey recipient.

The American Community Survey (ACS) mail contact materials do not contain an explicit deadline or due date. They do however contain implied due date messages, such as, “...please complete the survey online as soon as possible” and “Respond online today...”

The purpose of the 2019 ACS Due Dates Test is to determine the effect on self-response of using a due date in the ACS mail contact materials—specifically in the last mailing (a pressure seal letter). This test will determine the effect of a due date:

- In the callout box in the body of the letter
- In the callout box on the envelope
- Contextual message in the body of the letter that ties the due date to the possibility of a visit from a Census Interviewer

## 2. BACKGROUND

The ACS is an ongoing, nationwide survey conducted by the Census Bureau to collect detailed social, economic, housing, and demographic information from the population living in housing units and group quarters. The ACS uses a mail contact strategy to encourage residents in sampled addresses to self-respond.

To encourage self-response, the Census Bureau sends up to five mailings to a mailable sampled address. The list of mailable sampled addresses is updated twice during this process to remove

households that have already responded; thus minimizing the number of mail contacts received by those who have already responded.

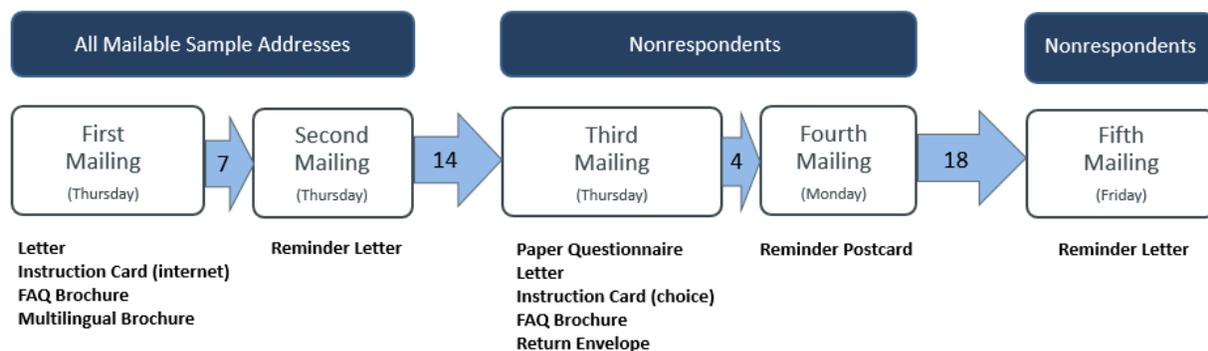
The Census Bureau sends the first mailing (initial mailing) to all mailable addresses in the sample. The initial mailing invites recipients to complete the ACS online or wait for a paper questionnaire. About seven days later, the Census Bureau sends all of these addresses a follow-up reminder letter.

About 14 days after the reminder letter is sent, the Census Bureau sends a third mailing to all addresses for which a response was not received at the time of the first update of the sampled addresses. This mail package includes a paper questionnaire. About four days later, the Census Bureau sends these addresses a follow-up reminder postcard.

About 18 days after the reminder postcard is sent, the Census Bureau sends a fifth and final mailing—a reminder letter to the remaining addresses for which a response was not received at the time of the second update of the sampled addresses.

Between 17 and 24 days after the fifth mailing is sent, the Computer-Assisted Personal Interviewing (CAPI) nonresponse follow-up operation begins wherein a subset of the remaining nonresponders are surveyed in person. The CAPI operation lasts about four weeks. The self-response phase, which continues throughout CAPI, lasts between eight and nine weeks. See Figure 1 for a pictorial representation of the current ACS self-response mail contact.<sup>1</sup>

**Figure 1. Current ACS Self-Response Mail Contact Strategy**



### 3. LITERATURE REVIEW

Census research suggests that the inclusion of a due date can potentially boost survey self-response. A 2006 Decennial Census study (Martin, 2009) found that giving people a deadline and a shorter interval (by one week) to complete the census form (2000 version) led to a higher rate of mail response. The researchers believed that the effect of a compressed mailing

<sup>1</sup> See the “American Community Survey Design and Methodology” (2014) for detailed information.

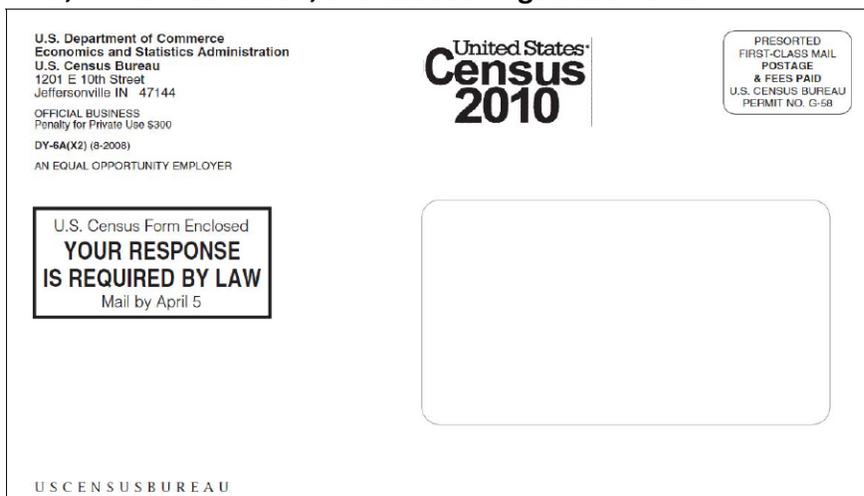
schedule might be important for the deadline date to be effective, as it creates a sense of urgency.

The Martin (2009) study had two major shortcomings: (1) it was not able to differentiate the effects of the deadline messages from the compressed schedule, and (2) it was not able to analyze the effects of deadline messaging on the speed of mail returns. For these reasons, the Census Bureau conducted a follow-up study in 2010 (Stokes, Reiser, Bentley, and Meier, 2011).

This follow-up study tested four types of deadline messages: Mild, Progressive, Nonresponse Followup (NRFU) Motivation, and Cost Savings. These themes were tested on the advance letter, the cover letter and outgoing envelope of the initial questionnaire mailing package, and the reminder postcard.

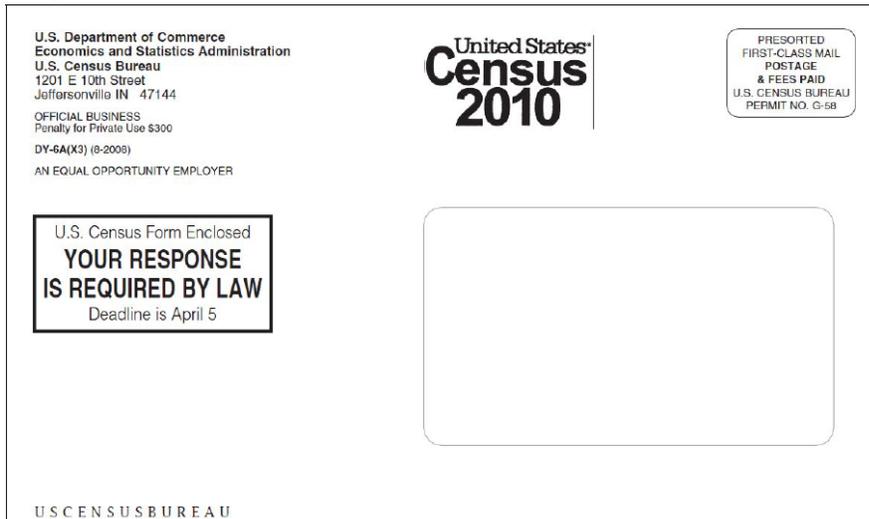
As an example, the deadline message on the initial mailing outgoing envelope for the Mild, NRFU Motivation, and Cost Savings treatments is shown in Figure 2. For these treatments, the message, “Mail by April 5” was used.

**Figure 2. Deadline Message on outgoing envelope for the Mild, NRFU Motivation, and Cost Savings treatments**



The deadline message on the initial mailing outgoing envelope for the Progressive treatment is shown in Figure 3. For this treatment, the message, “Deadline is April 5” was used.

**Figure 3. Deadline Message on outgoing envelope for the Progressive treatment**



The deadline message displayed in the cover letter of the initial questionnaire mailing package for each of these themes is provided below:

- Mild: “Please complete and mail back the enclosed census form by April 5.”
- Progressive: “The deadline to complete and mail back the enclosed census form is April 5.”
- NRFU Motivation: “Please complete and mail your census form by April 5 so that you can avoid a personal visit from an interviewer.”
- Cost Savings: “Please complete and mail your census form by April 5. Mailing your census form on time saves money that would otherwise be used to follow up with you.”

Two major findings from the Stokes et al. (2011) study are provided below:

- **Finding 1:** The overall national-level mail return rate for the Mild, NRFU Motivation, and Cost Savings deadline message panels was significantly higher than control.
- **Finding 2:** The Progressive deadline message panel’s replacement mailing return rate was significantly lower than control.

Loss aversion theory teaches us that people would rather avoid a loss than reap a reward because the pain of losing is psychologically more powerful than the pleasure of gaining. For example, telling customers that they could miss out on a great discount if they do not act now is more effective than offering them additional benefits if they act now. This reaction to loss is explained by the ownership effect. People are averse to letting go of something they

perceive as owning (Kahneman and Tversky, 1979; Kahneman and Tversky, 1992; Barberis, 2013; Kay, 2016).

In mail contact surveys, a stated due date coupled with a contextual message inspired by loss aversion theory has the potential to enhance cooperation. These types of messages tap into people's tendency to avoid a sense of loss at the expense of a potential gain. Some people are less risk averse and may be more inspired by a message that implies a gain.

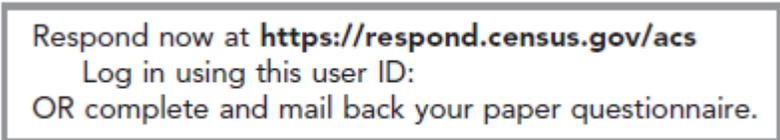
## 4. RESEARCH QUESTIONS AND METHODOLOGY

### 4.1 Experimental Design

The 2019 ACS Due Dates Test will be conducted using the September 2019 ACS production sample. Five experimental treatments and one control treatment will be used to test the effectiveness of using due dates. We will test due date messaging in only the fifth mailing. Originally we wanted to include due dates in the second and third mailings as well. However, the number of potential treatments became too large and we had to make cuts.

In January 2020, the Census Bureau is proposing to update the production ACS mail materials as a result of the 2018 Mail Materials Test (Risley and Berkley, forthcoming). For the 2019 ACS Due Dates Test, the fifth mailing for the control treatment (CTL) will incorporate the following new elements from the 2018 Mail Materials Test:

- A call-out box in the letter (pressure seal letter):

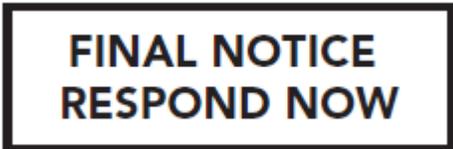


Respond now at <https://respond.census.gov/acs>  
Log in using this user ID:  
OR complete and mail back your paper questionnaire.

- Text in the letter that reads:

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

- A box on the envelope:



**FINAL NOTICE  
RESPOND NOW**

Five experimental treatments will test due date modifications of these three elements, in an incremental manner:

- Box treatment (BOX) will test the effect on self-response of a due date in the callout box in the body of the letter.
- Envelope treatment (ENV) will test the effect on self-response of a due date in the callout box in the body of the letter and the callout box on the envelope.
- Neutral treatment (NTL) will test the effect on self-response of a due date in the callout box in the body of the letter coupled with a contextual message that tells the ACS recipient that an interviewer *may* pay them a personal visit if their response is not received by the due date (i.e., a **neutral message**—see exact wording below):
  - Your response is critically important to your local community and to your country. **Respond by October 26, 2019, or a Census Bureau interviewer may come to your home to complete the survey in person.**
- Add treatment (ADD) will test the effect on self-response of a due date in the callout box in the body of the letter coupled with a contextual message inspired by loss aversion theory that tells the recipient that they *will be added* to a schedule for a personal visit if their response is not received by the due date (i.e., an **add message**—see exact wording below):
  - Because your response is critically important to your local community and to your country, a Census Bureau interviewer may come to your home to complete the survey in person. **If you do not respond by October 26, 2019, we will add you to our schedule for a visit.**
- Remove treatment (RMV) will test the effect on self-response of a due date in the callout box in the body of the letter coupled with a contextual message inspired by loss aversion theory that tells the recipient that they *will be removed* from a schedule for a personal visit if they respond by the due date (i.e., a **remove message**—see exact wording below):
  - Because your response is critically important to your local community and to your country, a Census Bureau interviewer may come to your home to complete the survey in person. **Respond by October 26, 2019 to be removed from our schedule for a visit.**

The mail materials for the BOX and ENV treatments most resemble the CTL treatment materials, except for the inclusion of a due date in the callout boxes. The NTL, ADD, and RMV

treatments differ from the CTL by the inclusion of a due date in the letter callout box and an accompanying contextual due date message (bolded for emphasis). See Appendices A-F for facsimiles of these mail materials.

Table 1 provides an overview of the differences among the six treatments with respect to the call-out box in the body of the letter, the callout box on the envelope, and the contextual due date message in the body of the letter.

**Table 1. Experimental Treatments for the 2019 Due Dates Test**

<b>Treatment</b>	<b>Due Date Message in Letter</b>	<b>Text in Envelope Callout Box</b>
CTL	None	Final Notice Respond Now
BOX	Call-out Box Only	Final Notice Respond Now
ENV	Call-out Box Only	Final Notice Response Due: October 26, 2019
NTL	Call-out Box + “Neutral” Message	Final Notice Respond Now
ADD	Call-out Box + “Add” Message	Final Notice Respond Now
RMV	Call-out Box + “Remove” Message	Final Notice Respond Now

## **4.2 Research Questions**

The use of due dates has the potential to increase self-response return rates and lower ACS data collection costs. Table 2 outlines the research questions that the 2019 ACS Due Dates Test will answer.

**Table 2. Research Questions**

Research Question	Treatment Comparison	When to Compare
1. What is the impact on self-response return rates of using a due date in the letter callout box?	BOX vs CTL	<ul style="list-style-type: none"> <li>▪ Date fifth mailing is mailed*</li> <li>▪ Date CAPI begins</li> </ul>
2. What is the impact on self-response return rates of using a due date in in the envelope callout box in addition to the due date in letter callout box?	ENV vs BOX	<ul style="list-style-type: none"> <li>▪ Date fifth mailing is mailed</li> <li>▪ Date CAPI begins</li> </ul>
3. What is the impact on self-response return rates of using a contextual due date message in the body of the letter, tying the due date to the possibility of a visit from a Census interviewer, in addition to a due date in the callout box?	NTL vs BOX ADD vs BOX RMV vs BOX	<ul style="list-style-type: none"> <li>▪ Date fifth mailing is mailed</li> <li>▪ Date CAPI begins</li> </ul>
4. What is the difference in self-response return rates of the respondent being told that they are being added to a schedule vs being removed from a schedule vs a neutral message?	ADD vs NTL RMV vs NTL RMV vs ADD	<ul style="list-style-type: none"> <li>▪ Date fifth mailing is mailed</li> <li>▪ Date CAPI begins</li> </ul>
5. What is impact on self-response rates and final response rates of each of the experimental treatments? (Overall and by mode).	All experimental treatments vs CTL	<ul style="list-style-type: none"> <li>▪ Date fifth mailing is mailed</li> <li>▪ Date CAPI begins</li> </ul>
6. What is the impact on form completeness of using a due date?*	All experimental treatments vs CTL	<ul style="list-style-type: none"> <li>▪ Closeout</li> </ul>
7. What is the impact on costs, relative to current production, of implementing each of the experimental treatments? (Overall and by mode)	All experimental treatments vs CTL	<ul style="list-style-type: none"> <li>▪ Closeout</li> </ul>

\*Comparisons made at the date of the fifth mailing are to verify that there are no differences between treatments before our experimental changes (due dates) are implemented.

\*\* A due date may compel some recipients to enter scant data simply to meet the deadline

### 4.3 Methodology

All self-response analyses, except for the cost analysis, will be weighted using the ACS base sampling weight (the inverse of the probability of selection). The CAPI response analysis will include a CAPI subsampling factor that will be multiplied by the base weight. We will use a significance level of  $\alpha=0.1$  when determining significant differences between treatments. For analysis that involves multiple comparisons, we will adjust for the Type I familywise error rate using the Hochberg method (Hochberg, 1988).

### **4.3.1 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 144,000 addresses will be used for the treatments (five experimental treatments and one control treatment).

The sample sizes 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 1.74-percent points. 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 1.74-percent point difference) of 80-percent.

### **4.3.2 Self-Response Return Rates**

To evaluate the effectiveness of the experimental treatments, we will calculate self-response return rates. Using the entire (mailable and deliverable) sample universe could possibly mask the effect of a due date in the fifth mailing. Therefore, we will use the smaller, nonresponding universe that was sent the fifth mailing as our denominator for the rates calculated at the date CAPI begins (formula 1). However, because the comparisons in question 5 (all treatments vs CTL) inform whether we will conduct cost and form completeness analysis, we will also calculate rates using the complete, mailable universe at this point in time (formula 2). For the rates calculated at the date of the fifth mailing and at closeout, we will use formula 2.

Formula 1: Self-Response Rate using nonresponding addresses as the universe

---

<sup>2</sup> A blank form is a form in which there are no persons with sufficient response data and there is no telephone number listed on the form.

Formula 2: Self-Response Rate using all mailable and deliverable addresses as the universe:<sup>3</sup>

$$\text{Self-Response Return Rate} = \frac{\text{Number of mailable and deliverable sample addresses that provided a non-blank}^2 \text{ return by mail, Telephone Questionnaire Assistance (TQA), or a complete or sufficient partial response by Internet}}{\text{Total number of mailable and deliverable sample addresses}^3 \text{ in the universe}} \times 100$$

### 4.3.3 Final Response Rates

To evaluate the effect of the experimental treatments on overall response to the survey, we will calculate final overall response rates using the formula below.

$$\text{Final Response Rate} = \frac{\text{Number of sample addresses that provided a complete or sufficient partial response}}{\text{Total number of addresses}^3 \text{ in the initial sample universe that were eligible to respond to the survey}} \times 100$$

### 4.3.4 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:

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

Where:

$X_r$  = the estimate calculated using the  $r^{\text{th}}$  replicate

$X_0$  = the estimate calculated using the full sample

The standard error of the estimate ( $X_0$ ) is the square root of the variance.

---

<sup>3</sup> We remove addresses where the United States Postal Service (USPS) returns the initial mail package or paper questionnaire package as *undeliverable as addressed* (UAA) and a response is not received

#### **4.3.5 Form Completeness**

There is a concern that adding a due date could cause potential respondents to submit an incomplete form rather than taking time to fill it out completely and risk missing the due date. For this reason, we will compare the form completeness of the experimental treatments to CTL. If none of the experimental treatments have higher self-response return rates than CTL, then we will not conduct an analysis of form completeness.

For each response, the denominator is the number of questions that should have been completed (after adjusting for skip patterns based on responses or removing cases that did not provide a response to an earlier dependent question). The numerator is the number of these items that were actually completed.

#### **4.3.6 Cost Analysis**

In evaluating the different experimental treatments, it is not sufficient to only compare their self-response return rates and final response rates. A treatment's data collection costs, if adopted, are also important. If one or more of the experimental treatments sees an increase in earlier self-response, the CAPI workloads, which cost more per case to complete than self-response cases, would be smaller.

For each experimental treatment, we will evaluate impacts under the following 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 of using the given experimental treatment methodology for an entire ACS data collection year.
- 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 fiscal year 2019 budget.

If none of the experimental treatments has higher self-response return rates than CTL, we will not perform a cost analysis.

## **5. ASSUMPTIONS AND LIMITATIONS**

During the cognitive testing phase, it was noted that many participants misinterpreted the "remove" statement in the RMV treatment. Specifically, they read the statement to mean that if they did nothing (did not respond), then they would be removed from the interviewer schedule (the exact opposite of what the statement says). We decided to go ahead with this treatment, because we wanted to test the impact on response rates of being "removed" from something versus being "added" to something.

The envelope we are testing for the ENV treatment is a composite of two envelopes that were cognitively tested. We took elements from both envelopes that performed well in testing to create the final version for the ENV treatment (this composite version was not cognitively tested).

We assume that the treatment printing and processing costs are comparable for the six treatments for the test.

## 6. TABLE SHELLS

Below are samples of tables that will be used in the final report to show results from this test.

**Table 3. Sample Table for Total Self-Response Return Rates**

Point in Data Collection Cycle	Treatment X	Treatment Y	Difference	P-Value
Before the Fifth Mailing	####	####	####	####
Date CAPI begins	####	####	####	####

Source: U.S. Census Bureau, American Community Survey, 2019 Due Dates Test. DRB Approval Number: CBDRB-FYXX-RAGLIN-BXXXX.

Note: Minor additive discrepancies are due to rounding. Standard errors are in parentheses. An asterisk (\*) indicates a statistically significant result. Significance was tested based on a two tailed t-test (Treatment X ≠ Treatment Y) at the α=0.1 level.

**Table 4. Final Response Rates**

	Rate	Experimental - Control	Difference	P-Value
Control	####	---	---	---
Experimental	####	####	####	####

Source: U.S. Census Bureau, American Community Survey, 2019 Due Dates Test. DRB Approval Number: CBDRB-FYXX-RAGLIN-BXXXX.

Note: Minor additive discrepancies are due to rounding. Standard errors are in parentheses. An asterisk (\*) indicates a statistically significant result. Significance was tested based on a two tailed t-test (Treatment X ≠ Production) at the α=0.1 level.

**Table 5. Final Response Rates by Mode**

	Treatment X	Production	Difference	P-Value
Overall Response	####	####	####	####
Internet	####	####	####	####
Mail	####	####	####	####
CAPI	####	####	####	####

Source: U.S. Census Bureau, American Community Survey, 2019 Due Dates Test. DRB Approval Number: CBDRB-FYXX-RAGLIN-BXXXX.

Note: Minor additive discrepancies are due to rounding. Standard errors are in parentheses. An asterisk (\*) indicates a statistically significant result. Significance was tested based on a two tailed t-test (Treatment X ≠ Production) at the α=0.1 level.

## 7. POTENTIAL CHANGES TO ACS

This research could potentially result in the inclusion of due date messaging in the ACS mail contact materials, as a relatively inexpensive means of boosting self-response.

## 8. REFERENCES

- Barberis, N. C. (2013). "Thirty Years of Prospect Theory in Economics: A review and Assessment." *Journal of Economic Perspectives*, 27(1), 173-96.
- Kahneman, D., & Tversky, A. (1979). "Prospect theory: An analysis of Decision under Risk." *Econometrica*, 47, 263-291.
- Dillman, D., Smyth, J., & Christian, L. (2014). *Internet, Phone, Mail, and Mixed-Mode Surveys: The Tailored Design Method* (4th ed.). Hoboken, NJ: Wiley.
- Gunelius, S. (2010). 3 Ways to Move Customers to Action. Retrieved on October 1, 2018 from <https://www.entrepreneur.com/article/205692>.
- Hochberg, Y. (1988). "A Sharper Bonferroni Procedure for Multiple Tests of Significance," *Biometrika*, 75 (4), 800-802. Retrieved on January 17, 2017 from [http://www.jstor.org/stable/2336325?seq=1#page\\_scan\\_tab\\_contents](http://www.jstor.org/stable/2336325?seq=1#page_scan_tab_contents)
- Kahneman, D. & Tversky, A. (1992). "Advances in Prospect Theory: Cumulative Representation of Uncertainty". *Journal of Risk and Uncertainty*, 5 (4): 297–323.
- Kay, M. (2016). "You can Implement These Tips to Your Site or You Can Keep Losing Subscribers Every Day: The Story of Loss Aversion." *Psychology for Marketers*. Retrieved on May 14, 2019 from <http://psychologyformarketers.com/loss-aversion/>
- Kotter, J.P. (2008). *A Sense of Urgency*. Boston, MA: Harvard Business Press.
- Martin, E. (2009). "Can a Deadline and Compressed Mailing Schedule Improve Mail Response in the Decennial Census?" *Public Opinion Quarterly*, 25(2), 361-367.
- Reingold, Inc. (2014). "ACS Mail Package Research: Focus Groups and Interviews." 2014 American Community and Evaluation Report Memorandum Series #ACS 14-RER-25.
- Risley, M. & Berkley, J. (forthcoming). "2018 Mail Materials Test". Washington DC, U.S. Census Bureau.
- Stokes, S., Reiser, C., Bentley, M., & Meier, A. (2011). "2010 Census Deadline Messaging and Compressed Mailing Schedule Experiment," U.S. Census Bureau.
- Martin, E. (2009). "Can a Deadline and Compressed Mailing Schedule Improve Mail Response in the Decennial Census?" *Public Opinion Quarterly*, 25(2), 361-367.

U.S. Census Bureau. 2014. "American Community Survey Design and Methodology." Retrieved on May 04, 2019 from [http://www2.census.gov/programs-surveys/acs/methodology/design\\_and\\_methodology/acs\\_design\\_methodology\\_report\\_2014.pdf](http://www2.census.gov/programs-surveys/acs/methodology/design_and_methodology/acs_design_methodology_report_2014.pdf).

## Appendix A: CTL (Control) – No Due Date in Letter Call-Out Box



United States®  
**Census**  
Bureau

### U.S. Census Bureau

Washington, DC 20233

Office of the Director

A message from the Director of the U.S. Census Bureau:

The U.S. Census Bureau has sent you several requests to complete the **American Community Survey**. If you have not already done so, now is the time to respond.

Respond now at <https://respond.census.gov/acs>  
Log in using this user ID:  
OR complete and mail back your paper questionnaire.

### Your response is required by law.

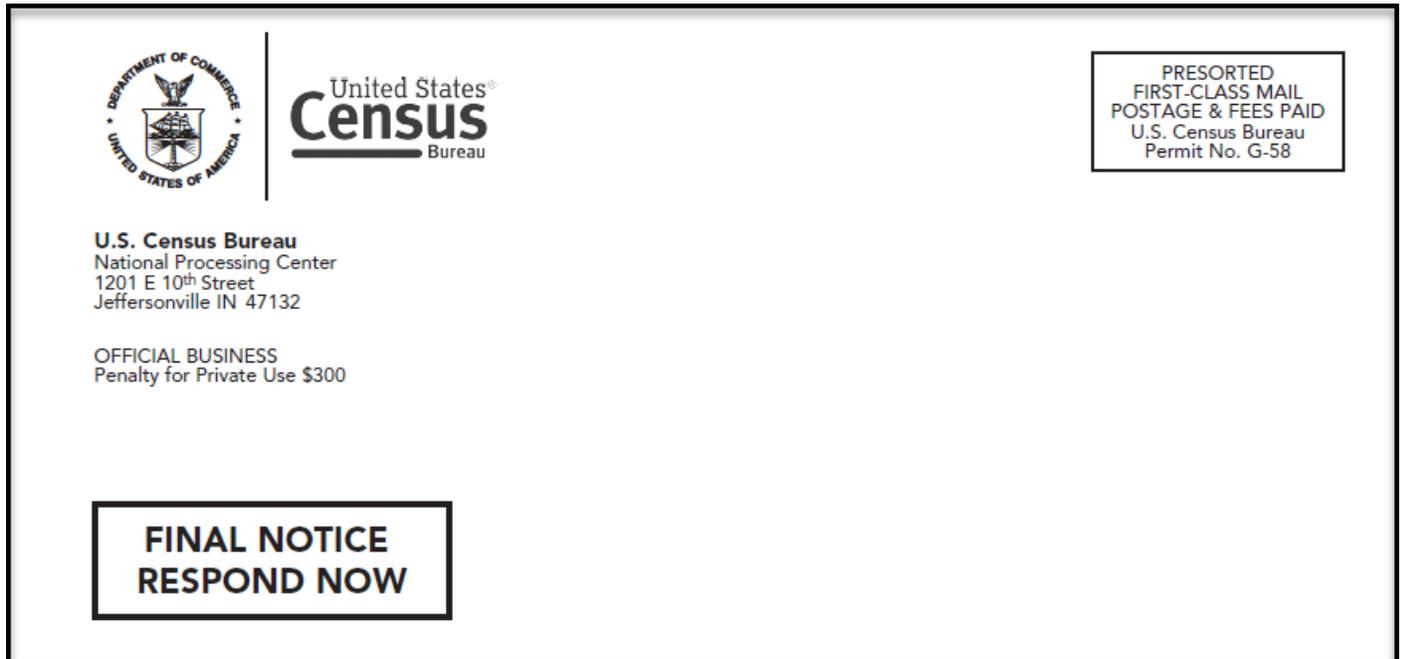
If you do not respond promptly, a Census Bureau interviewer may contact you with a personal visit to complete the survey. If you would like to complete the survey by telephone or need assistance, please call our toll-free number (1-800-354-7271).

Thank you.

Sincerely,

Steven D. Dillingham

## Appendix A: CTL (Control) – No Due Date in Envelope Call-Out Box



## Appendix B: BOX – Due Date in Letter Call-Out Box



United States®  
**Census**  
Bureau

U.S. Census Bureau  
Washington, DC 20233  
Office of the Director

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

The U.S. Census Bureau has sent you several requests to complete the **American Community Survey**. If you have not already done so, now is the time to respond.

**Due: October 26, 2019**

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

Log in using this user ID:

OR complete and mail back your paper questionnaire.

**Your response is required by law.**

If you do not respond promptly, a Census Bureau interviewer may contact you with a 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.

Sincerely,

Steven D. Dillingham

## Appendix B: BOX – No Due Date in Envelope Call-Out Box



United States®  
**Census**  
Bureau

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

**U.S. Census Bureau**  
National Processing Center  
1201 E 10<sup>th</sup> Street  
Jeffersonville IN 47132

OFFICIAL BUSINESS  
Penalty for Private Use \$300

**FINAL NOTICE  
RESPOND NOW**

## Appendix C: ENV – Due Date in Letter Call-Out Box



United States®  
**Census**  
Bureau

U.S. Census Bureau  
Washington, DC 20233  
Office of the Director

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

The U.S. Census Bureau has sent you several requests to complete the **American Community Survey**. If you have not already done so, now is the time to respond.

**Due: October 26, 2019**

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

Log in using this user ID:

OR complete and mail back your paper questionnaire.

**Your response is required by law.**

If you do not respond promptly, a Census Bureau interviewer may contact you with a 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.

Sincerely,

A handwritten signature in black ink that reads "Steven D. Dillingham".

Steven D. Dillingham

## Appendix C: ENV– Due Date in Envelope Call-Out Box

	<p>United States<sup>®</sup> <b>Census</b> Bureau</p>	<p>PRESORTED FIRST-CLASS MAIL POSTAGE &amp; FEES PAID U.S. Census Bureau Permit No. G-58</p>
<p>U.S. Census Bureau National Processing Center 1201 E 10<sup>th</sup> Street Jeffersonville IN 47132</p>		
<p>OFFICIAL BUSINESS Penalty for Private Use \$300</p>		
<p><b>FINAL NOTICE RESPONSE DUE: OCTOBER 26, 2019</b></p>		

## Appendix D: NTL – Due Date in Letter Call-Out Box and a “Neutral” Message



United States®  
**Census**  
Bureau

**U.S. Census Bureau**

Washington, DC 20233

Office of the Director

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

The U.S. Census Bureau has sent you several requests to complete the **American Community Survey**. If you have not already done so, now is the time to respond.

**Due: October 26, 2019**

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

Log in using this user ID:

OR complete and mail back your paper questionnaire.

**Your response is required by law.**

Your response is critically important to your local community and to your country. **Respond by October 26, 2019, or a Census Bureau interviewer may come to your home to complete the survey in person.**

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

Thank you.

Sincerely,

Steven D. Dillingham

## Appendix D: NTL – No Due Date in Envelope Call-Out Box

	<p>United States<sup>®</sup> <b>Census</b> Bureau</p>	<p>PRESORTED FIRST-CLASS MAIL POSTAGE &amp; FEES PAID U.S. Census Bureau Permit No. G-58</p>
<p><b>U.S. Census Bureau</b> National Processing Center 1201 E 10<sup>th</sup> Street Jeffersonville IN 47132</p>		
<p>OFFICIAL BUSINESS Penalty for Private Use \$300</p>		
<p><b>FINAL NOTICE RESPOND NOW</b></p>		

## Appendix E: ADD – Due Date in Letter Call-Out Box and an “Add” Message



United States®  
**Census**  
Bureau

U.S. Census Bureau  
Washington, DC 20233  
Office of the Director

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

The U.S. Census Bureau has sent you several requests to complete the **American Community Survey**. If you have not already done so, now is the time to respond.

**Due: October 26, 2019**

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

Log in using this user ID:

OR complete and mail back your paper questionnaire.

**Your response is required by law.**

Because your response is critically important to your local community and to your country, a Census Bureau interviewer may come to your home to complete the survey in person. **If you do not respond by October 26, 2019, we will add you to our schedule for a visit.**

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

Thank you.

Sincerely,

Steven D. Dillingham

## Appendix E: ADD – No Due Date in Envelope Call-Out Box



United States<sup>®</sup>  
**Census**  
Bureau

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

**U.S. Census Bureau**  
National Processing Center  
1201 E 10<sup>th</sup> Street  
Jeffersonville IN 47132

OFFICIAL BUSINESS  
Penalty for Private Use \$300

**FINAL NOTICE  
RESPOND NOW**

## Appendix F: RMV – Due Date in Letter Call-Out box and a “Remove” Message



United States®  
**Census**  
Bureau

U.S. Census Bureau  
Washington, DC 20233  
Office of the Director

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

The U.S. Census Bureau has sent you several requests to complete the **American Community Survey**. If you have not already done so, now is the time to respond.

**Due: October 26, 2019**

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

Log in using this user ID:

OR complete and mail back your paper questionnaire.

**Your response is required by law.**

Because your response is critically important to your local community and to your country, a Census Bureau interviewer may come to your home to complete the survey in person.

**Respond by October 26, 2019 to be removed from our schedule for a visit.**

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

Thank you.

Sincerely,

Steven D. Dillingham

## Appendix F: RMV – No Due Date in Envelope Call-Out Box



United States®  
**Census**  
Bureau

**U.S. Census Bureau**  
National Processing Center  
1201 E 10<sup>th</sup> Street  
Jeffersonville IN 47132

OFFICIAL BUSINESS  
Penalty for Private Use \$300

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

**FINAL NOTICE  
RESPOND NOW**

3-year American Community Survey Methods Panel Tests (0607-0936) (August 2018 - August 2021)

Total Burden Hours Requested over 3 years: 348,167

Methods Panel Submissions for Tests in August 2018-August 2021	Field Date	Sample Size (HUs)	Estimated Number of Respondents	Cost to Respondent	Burden Hours Requested	Estimated Burden Hours Used	Notes
Mail Materials Test	September 2018			\$0	0	0	There is no change in burden to the public associated with this test. The test is being conducted using production ACS sample
2019 Census Test	June 2019	480,000	241,440	\$0	40,000	40,240	
2019 ACS Due Dates Test	September 2019	144,000	72,432	\$0	0	0	There is no change in burden to the public associated with this test. The test is being conducted using production ACS sample
<b>Total</b>					<b>40,000</b>	<b>40,240</b>	

call, at 12:00 p.m. (EDT) Thursday, June 6, 2019. The purpose of the planning meeting is to continue project planning for a future briefing meeting on the Committee's civil rights project that examines the intersection of homelessness, mental health and the criminal justice system, including a review of the DC Mental Health Court.

**DATES:** Thursday, June 6, 2019 at 12:00 p.m. (EDT).

**ADDRESSES:** Public Call-In Information: Conference call number: 1-877-260-1479 and conference call ID number: 1929821.

**FOR FURTHER INFORMATION CONTACT:** Ivy L. Davis, at [ero@usccr.gov](mailto:ero@usccr.gov) or by phone at 202-376-7533.

**SUPPLEMENTARY INFORMATION:** Interested members of the public may listen to the discussion by calling the following toll-free conference call number: 1-877-260-1479 and conference call ID number: 1929821. Please be advised that before placing them into the conference call, the conference call operator may ask callers to provide their names, their organizational affiliations (if any), and email addresses (so that callers may be notified of future meetings). Callers can expect to incur charges for calls they initiate over wireless lines, and the Commission will not refund any incurred charges. Callers will incur no charge for calls they initiate over land-line connections to the toll-free telephone number herein.

Persons with hearing impairments may also follow the discussion by first calling the Federal Relay Service at 1-800-877-8339 and providing the operator with the toll-free conference call number: 1-877-260-1479 and conference call ID number: 1929821.

Members of the public are invited to make statements during the Public Comments section of the meeting or to submit written comments. The comments must be received in the regional office by Monday, July 8, 2019. Comments may be mailed to the Eastern Regional Office, U.S. Commission on Civil Rights, 1331 Pennsylvania Avenue, Suite 1150, Washington, DC 20425 or emailed to Evelyn Bohor at [ero@usccr.gov](mailto:ero@usccr.gov). Persons who desire additional information may contact the Eastern Regional Office at 202-376-7533.

Records and documents discussed during the meeting will be available for public viewing as they become available at: <https://gsageo.force.com/FACA/FACAPublicViewCommitteeDetails?id=a10t0000001gzlKAAQ>. Please click the "Meeting Details" and "Documents" links. Records generated from this meeting may also be inspected and

reproduced at the Eastern Regional Office, as they become available, both before and after the meeting. Persons interested in the work of this advisory committee are advised to go to the Commission's website, [www.usccr.gov](http://www.usccr.gov), or to contact the Eastern Regional Office at the above phone numbers, email or street address.

#### Agenda

*Thursday, June 6, 2019, at 12:00 p.m. (EDT)*

- I. Welcome and Rollcall
- II. Discuss Project and Hearing Planning
- III. Other Business
- IV. Next Planning Meeting
- V. Public Comments
- VI. Adjourn

Dated: May 7, 2019.

**David Mussatt,**

*Supervisory Chief, Regional Programs Unit.*

[FR Doc. 2019-09746 Filed 5-10-19; 8:45 am]

**BILLING CODE P**

## DEPARTMENT OF COMMERCE

### Census Bureau

#### Submission for OMB Review; Comment Request

The Department of Commerce will submit to the Office of Management and Budget (OMB) for clearance the following proposal for collection of information under the provisions of the Paperwork Reduction Act.

*Agency:* U.S. Census Bureau.

*Title:* American Community Survey Methods Panel Tests, 2019 Due Dates Test.

*OMB Control Number:* 0607-0936.

*Form Number(s):* ACS-1, ACS internet.

*Type of Request:* Non-substantive Change Request.

*Number of Respondents:* 144,000.

*Average Hours per Response:* 40 minutes.

*Burden Hours:* No additional burden hours are requested under this non-substantive change request.

*Needs and Uses:* The American Community Survey (ACS) collects detailed socioeconomic data from about 3.5 million housing units in the United States and 36,000 in Puerto Rico each year. The ACS also collects detailed socioeconomic data from about 195,000 residents living in Group Quarter (GQ) facilities. An ongoing data collection effort with an annual sample of this magnitude requires that the ACS continue research, testing, and evaluations aimed at reducing respondent burden, improving data

quality, achieving survey cost efficiencies, and improving ACS questionnaire content and related data collection materials. The ACS Methods Panel is a research program designed to address and respond to issues and survey needs.

Residents of sampled housing units are invited to self-respond to the ACS through a series of up to five mailings. These mailings are sent to respondents over approximately six and a half weeks. Research has shown that when a request has a sense of urgency, people are more likely to comply with the request (Kotter, 2008; Gunelius, 2009). One way of creating a sense of urgency is through deadline or due date messaging. The current ACS mailings contain implied due date messages, such as ". . . please complete the survey online as soon as possible" or "If you have not already responded, please do so now" but do not provide an explicit due date. The purpose of this test is to assess the effect on self-response of an explicit due date message in the fifth mailing.

Six experimental treatments are proposed. One treatment will serve as the control and will not contain an explicit due date. The other treatments will vary the use and placement of a due date.

This test will study the impact on self-response and cost of including a due date in the fifth mailing. To field this test, the Census Bureau plans to use the ACS production sample (clearance number: 0607-0810, expires 06/30/2020). Thus, there is no increase in burden from this test since each treatment will result in the same burden estimate per interview (40 minutes). The Census Bureau proposes to test the use of due date messages as part of the ACS September or October 2019 panel, adhering to the same data collection protocols as production ACS.

The ACS sample design consists of randomly assigning each monthly sample panel into 24 groups of approximately 12,000 addresses each. Each group, called a methods panel group, within a monthly sample is representative of the full monthly sample. Each monthly sample is a representative subsample of the entire annual sample and is representative of the sampling frame. The Census Bureau proposes to use two randomly selected methods panel groups for each treatment. Hence, each treatment will have a sample size of approximately 24,000 addresses. In total, approximately 144,000 addresses will be used for the six experimental treatments. The remaining sample will receive production materials.

The Census Bureau proposes to evaluate treatment comparisons by comparing self-response rates. For each comparison a two-tailed test will be used so that the Census Bureau can measure the impact on the evaluation measure in either direction with 80 percent power, at the  $\alpha = 0.1$  level. The sample size will be able to detect differences of approximately 1.74 percentage points between the self-response return rates between two experimental treatments. Additionally, a cost analysis will also be conducted.

*Affected Public:* Individuals or households.

*Frequency:* One-time test as part of the monthly American Community Survey.

*Respondent's Obligation:* Mandatory.  
*Legal Authority:* Title 13, United States Code, Sections 141, 193, and 221.

This information collection request may be viewed at [www.reginfo.gov](http://www.reginfo.gov). Follow the instructions to view Department of Commerce collections currently under review by OMB.

Written comments and recommendations for the proposed information collection should be sent within 30 days of publication of this notice to [OIRA\\_Submission@omb.eop.gov](mailto:OIRA_Submission@omb.eop.gov) or fax to (202) 395-5806.

**Sheleen Dumas,**

*Departmental Lead PRA Officer, Office of the Chief Information Officer, Commerce Department.*

[FR Doc. 2019-09767 Filed 5-10-19; 8:45 am]

**BILLING CODE 3510-07-P**

## DEPARTMENT OF COMMERCE

### Bureau of Economic Analysis

[Docket No. 1903292999-9299-01]

RIN 0691-XC090

#### BE-9: Quarterly Survey of Foreign Airline Operators' Revenues and Expenses in the United States

**AGENCY:** Bureau of Economic Analysis, Commerce.

**ACTION:** Notice of reporting requirements.

**SUMMARY:** By this Notice, the Bureau of Economic Analysis (BEA), Department of Commerce, is informing the public that it is conducting the mandatory survey titled Quarterly Survey of Foreign Airline Operators' Revenues and Expenses in the United States (BE-9). The data collected on the BE-9 survey are needed to measure U.S. trade in transport services and to analyze the impact of U.S. trade on the U.S. and foreign economies. This survey is

authorized by the International Investment and Trade in Services Survey Act.

**FOR FURTHER INFORMATION CONTACT:** Christopher Stein, Chief, Services Surveys Branch (BE-50), Balance of Payments Division, Bureau of Economic Analysis, U.S. Department of Commerce, 4600 Silver Hill Road, Washington, DC 20233; phone (301) 278-9189; or via email at [Christopher.Stein@bea.gov](mailto:Christopher.Stein@bea.gov).

**SUPPLEMENTARY INFORMATION:** Through this Notice, BEA publishes the reporting requirements for the BE-9 survey form. As noted below, all entities required to respond to this mandatory survey will be contacted by BEA. Entities must submit the completed survey forms within 45 days after the end of each calendar quarter. This Notice is being issued in conformance with the rule BEA issued on April 24, 2012 (77 FR 24373), establishing guidelines for collecting data on international trade in services and direct investment through notices, rather than through rulemaking. Additional information about BEA's collection of data on international trade in services and direct investment can be found in the 2012 rule, the International Investment and Trade in Services Survey Act (22 U.S.C. 3101 *et seq.*), and 15 CFR part 801. Survey data on international trade in services and direct investment that are not collected pursuant to the 2012 rule are described separately in 15 CFR part 801. The BE-9 survey form and instructions are available at [www.bea.gov/ssb](http://www.bea.gov/ssb).

#### Reporting

Notice of specific reporting requirements, including who is to report, the information to be reported, the manner of reporting, and the time and place of filing reports, will be mailed to those required to complete this survey.

*Who Must Report:* (a) Reports are required from U.S. offices, agents, or other representatives of foreign airline operators that had total reportable revenues or total reportable expenses that were \$5 million or more during the prior year, or are expected to be \$5 million or more during the current year.

(b) Entities required to report will be contacted individually by BEA. Entities not contacted by BEA have no reporting responsibilities.

*What To Report:* The survey collects information on foreign airline operators' revenues and expenses in the United States.

*How To Report:* Reports can be filed using BEA's electronic reporting system at [www.bea.gov/efile](http://www.bea.gov/efile). Copies of the

survey forms and instructions, which contain complete information on reporting procedures and definitions, can be downloaded from [www.bea.gov/ssb](http://www.bea.gov/ssb) and submitted through mail or fax. Form BE-9 inquiries can be made by phone to BEA at (301) 278-9303 or by sending an email to [be-9help@bea.gov](mailto:be-9help@bea.gov).

*When To Report:* Reports are due to BEA 45 days after the end of each calendar quarter.

#### Paperwork Reduction Act Notice

This data collection has been approved by the Office of Management and Budget (OMB) in accordance with the Paperwork Reduction Act and assigned control number 0608-0068. An agency may not conduct or sponsor, and a person is not required to respond to, a collection of information unless it displays a valid control number assigned by OMB. Public reporting burden for this collection of information is estimated to average 6 hours per response. Additional information regarding this burden estimate may be viewed at [www.reginfo.gov](http://www.reginfo.gov); under the Information Collection Review tab, click on "Search" and use the above OMB control number to search for the current survey instrument. Send comments regarding this burden estimate to Director, Bureau of Economic Analysis (BE-1), U.S. Department of Commerce, 4600 Silver Hill Rd., Washington, DC 20233; and to the Office of Management and Budget, Paperwork Reduction Project 0608-0068, 725 17th Street NW, Washington, DC 20503, or via email at [OIRA\\_Submission@omb.eop.gov](mailto:OIRA_Submission@omb.eop.gov).

**Authority:** 22 U.S.C. 3101-3108.

**Paul W. Farello,**

*Associate Director for International Economics, Bureau of Economic Analysis.*

[FR Doc. 2019-09790 Filed 5-10-19; 8:45 am]

**BILLING CODE 3510-06-P**

## DEPARTMENT OF COMMERCE

### Bureau of Economic Analysis

[Docket No. 190329314-9314-01]

RIN 0691-XC099

#### BE-577: Quarterly Survey of U.S. Direct Investment Abroad—Transactions of U.S. Reporter With Foreign Affiliate

**AGENCY:** Bureau of Economic Analysis, Commerce.

**ACTION:** Notice of reporting requirements.

**SUMMARY:** By this Notice, the Bureau of Economic Analysis (BEA), Department of Commerce, is informing the public