

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

**2021 Strategic Framework  
Mail Materials Test**



## REAP REVISION LOG

Version	Date	Description
1	12/16/20	Initial Draft for Feedback
	4/27/21	Second Draft for Approval
	5/5/21	Final REAP

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## 1. INTRODUCTION

In 2017, the U.S. Census Bureau began the *Strategic Framework Project*—a long-term, multi-phase project to update the messaging in the American Community Survey (ACS) mail materials. The goals of the project are to improve communication with potential respondents, increase self-response to the survey, reduce program costs, and reduce respondent burden. The project includes research of best practices in messaging to gain survey cooperation, development of new materials based on the research, and testing (qualitative and quantitative) of the new materials.

After conducting research on best practices in communications in a variety of disciplines, the Census Bureau’s Strategic Framework Project team made recommendations for messaging in ACS mail materials in two reports (Oliver, Heimel, and Schreiner, 2017; Schreiner, Oliver, and Poehler, 2020). Following the recommendations, new materials were designed holistically resulting in four sets of materials. The Census Bureau’s Center for Behavioral Science Methods (CBSM) tested the materials in three rounds of cognitive testing. The materials are now ready to be field-tested.

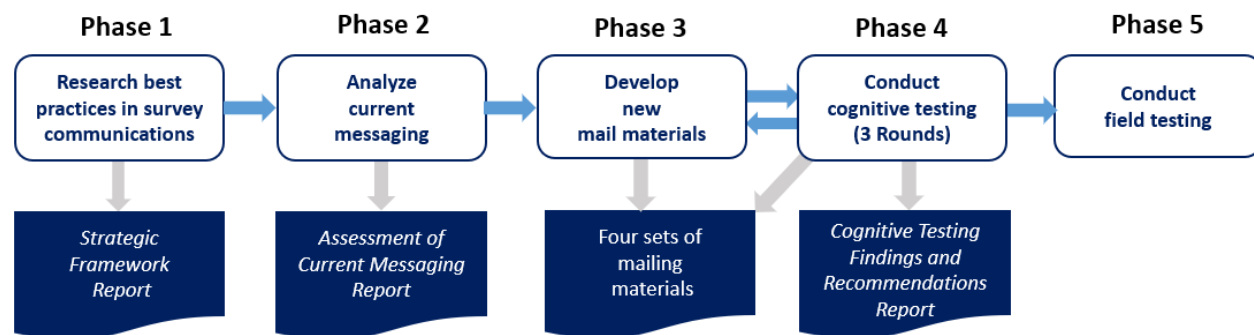
The purpose of the 2021 Strategic Framework Mail Materials Test is to identify which treatment is most successful at increasing self-response. This test will not be able to isolate the effectiveness of individual messages or ideas incorporated into the overall design of any given treatment.

## 2. BACKGROUND

### 2.1 Strategic Framework Project

The Census Bureau began the *Strategic Framework Project* following a 2016 workshop where a panel of experts offered advice on how to improve the ACS mail materials (NAS, 2016). Panelist Nancy Mathiowetz suggested that the Census Bureau develop a strategic plan—grounded in communication theory as well as theories from survey methodology—for messaging in the ACS materials (Mathiowetz, 2016). Mathiowetz thought that having a strategic plan would allow the Census Bureau to judge how expert recommendations fit with the strategic plan. Her suggestion led to the creation of the multi-phase *Strategic Framework Project* that began in 2017. The five phases of this project are depicted in Figure 1.

**Figure 1. Phases of the Strategic Framework Project**



### **2.1.1 Phase 1—Research Best Practices**

The first phase involved research of best practices for messaging to increase survey cooperation. To guide the research, we focused on answering the following questions: (1) What are the demographics of the target audience of the ACS mail materials? (2) What are the best practices in survey messaging to use in the materials to obtain a survey response? (3) What are the best ways to convey those messages? The research and the resulting recommendations for ACS mail messaging are recorded in “Strategic Framework for Messaging in the American Community Survey Mail Materials,” referred to as the *Strategic Framework Report* in this document (Oliver, Heimel, and Schreiner, 2017).

### **2.1.2 Phase 2—Assess Current Materials**

The second phase of the project involved reviewing and assessing messaging in the ACS mail materials considering the best practices outlined in the *Strategic Framework Report*. For this phase, we sought to answer the following questions: (1) Do the messages in the current materials meet the recommendations? (2) If so, in what ways? (3) If not, how can the messaging be improved? The findings from the current messaging assessment are recorded in the report, “Assessment of Messaging in the 2018 American Community Survey Mail Contact Materials,” referred to as the *Messaging Assessment Report* in this document (Schreiner, Oliver, and Poehler, 2020).<sup>1</sup>

### **2.1.3 Phase 3—Develop New Materials**

For the third phase, we developed mail materials, incorporating the recommended messaging and design ideas from the first two phases of the project. While the designs of the materials are new, they adhere to the current ACS mail contact strategy (see Section 2.2), which includes the type of mailers (package, pressure seal, or postcard) and the number and timing of mailings that are sent. Each set of materials was designed holistically so that the messaging and look-and-feel within and across the five mailings are interconnected. The Census Bureau designed

<sup>1</sup> The 2018 production materials were used for the assessment. For this test, the experimental treatments will be tested against new materials that went into production starting in 2020.

three sets of updated ACS mail materials and a team of researchers outside of the Census Bureau designed a fourth set.

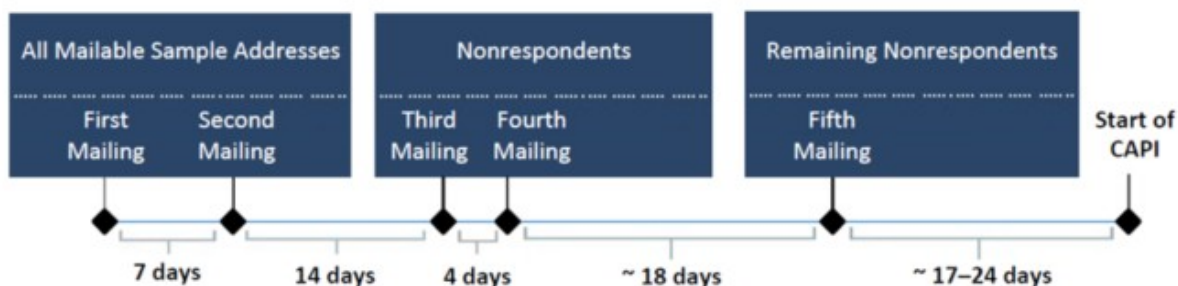
#### 2.1.4 Phase 4—Cognitively Test New Materials

The fourth phase involved cognitive testing and an expert review of the newly designed materials. The materials were cognitively tested in three iterative rounds by Census Bureau researchers in CBSM (Martinez et al., forthcoming). We also received feedback from a panel of survey methodology experts at a National Academy of Sciences (NAS) meeting in 2019 before the third round of testing. Suggestions for improvements from the NAS meeting experts were incorporated into the materials for the third round of cognitive testing. After the third round, the materials were modified according to suggestions from CBSM researchers. The resulting materials are now ready for field testing.

### 2.2 2021 American Community Survey Mail Contact Strategy

The current ACS mail contact strategy is detailed below to provide context for the field test. The test materials were designed using the types of mailers and the timing of the mailings in the current strategy. We will compare the test materials to production materials.

## 2021 ACS Mail Contact Strategy



The first two mailings are sent to all mailable addresses in the monthly sample. The first mailing is a package that includes a letter, a multilingual brochure, and a card with instructions on how to respond via the internet. The letter contains an invitation to participate in the ACS online and more information in a *frequently asked questions* format on the back of the letter. A week later, the same addresses are sent a second mailing (reminder letter in a pressure seal mailer).

Responding addresses are removed from the address file after the second mailing to create a new mailing universe of nonrespondents; these addresses are sent the third and fourth mailings.<sup>2</sup> The third mailing is a package that includes a letter, a paper questionnaire, and a business reply envelope. Four days later, these addresses are sent a fourth mailing (reminder postcard) which encourages them to respond.

<sup>2</sup> Addresses deemed “undeliverable as addressed” (UAA) by the United States Postal Service are also removed from the address files for subsequent mailings.

After the fourth mailing, responding addresses are again removed from the address file to create a new mailing universe of nonrespondents. The remaining sample addresses are sent the fifth mailing (a more urgent final reminder letter with a due date in a pressure seal mailer).

Two to three weeks later, responding addresses are removed and the undeliverable and undeliverable addresses (from the initial sample) are added to create the universe of addresses eligible for the Computer-Assisted Personal Interview (CAPI) nonresponse followup operation.<sup>3</sup> Of this universe, a subsample is chosen to be included in the CAPI operation. Census Bureau field representatives (FR) first attempt to interview those selected for CAPI by phone.<sup>4</sup> If the FR is unable to complete a phone interview, they visit the address to conduct an in-person interview.

Additional information can be found in the ACS Design and Methodology Report (U.S. Census Bureau 2014).

### **3. RESEARCH-BASED DEVELOPMENT OF MATERIALS**

The complete literature review for the concepts used to design the mail materials in this test is contained in two reports: “Strategic Framework for Messaging in the American Community Survey Mail Materials” and “Assessment of Messaging in the 2018 American Community Survey Mail Contact Materials (Oliver, Heibel, and Schreiner, 2017; Schreiner, Oliver, and Poehler, 2020).

High-level recommendations from the two reports were to limit the number of messages in each mailing; reduce repetitious messaging; use new appeals; use messages justified by research; and make a clear connection to the well-known Census Bureau brand, in a more prominent way.<sup>5</sup> However, the reports also recognized that, for those recommendations to be successful, we had to use plain language writing to lower the reading level of the letters and plain language design principles (such as white space, organization of letter text, graphics, and color) to make the letters easier to read. (See Section 6 of the *Messaging Assessment Report* for more details.)

While the test materials strongly adhere to the high-level recommendations in general, this section highlights some specific ways those recommendations were implemented.

#### **3.1 Themes of Messages in Each Mailing**

The *Strategic Framework Report* (Section 5) recommended using messages designed to resonate with the cynical and distrusting segments of the population, as an increase in their

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<sup>3</sup> CAPI interviews start at the beginning of the month following the fifth mailing.

<sup>4</sup> A pressure seal reminder letter, which includes a user ID needed for an internet response, is also sent to all mailable addresses sampled in CAPI at the start of the interviewing month. This began in October of 2020.

<sup>5</sup> The recommendations were at the forefront of the design process for all test treatments materials, except the Minimalist Treatment. This treatment was designed to keep text to a minimum while maintaining a “governmental feel” to the materials.



self-response has the most potential to increase overall self-response (Oliver, Heimerl, and Schreiner, 2017).<sup>6</sup> The report recommended thematic messages for the first four mailings only. The elements for the fifth mailing were developed after we conducted subsequent research to learn about the demographics of ACS nonrespondents receiving the fifth mailing (Berkley, 2018).

### **3.1.1 First Mailing – Establish Legitimacy and Trust**

The first mailing focuses on building trust with the respondent through messages that legitimize the survey and connect the survey to the Census Bureau, a known and trusted organization. In social exchange theory, building trust is the most important aspect of survey messaging (Groves et al., 2012; Dillman, Smyth, and Christian, 2014). With increased trust, subsequent statements such as the benefits of survey participation are more likely to be believed.

### **3.1.2 Second Mailing – Convey Local, Tangible Benefits**

The second mailing focuses on communicating how ACS data has tangible benefits to communities (Reingold, 2014b). This mailing communicates local-level survey benefits because research has shown that prospective respondents are more interested in potential benefits for his or her own neighborhood than for the nation, state, or city (Reingold, 2014b).

This mailing also uses some benefits to show that responding to the survey may directly help other people.<sup>7</sup> Some people feel a sense of accomplishment when completing a task for someone else and generally feel a sense of reward when they feel they have helped others. For some, this sense of accomplishment is heightened when the action provides no personal benefit aside from helping someone else (Homans, 1961; Blau, 1964; Dillman, Smyth, and Christian, 2014).

### **3.1.3 Third Mailing – Reduce the Sense of Burden of Responding**

The third mailing focuses on messages that reduce the sense of burden associated with responding to the ACS. The three main burden-reducing messages used are:

- Providing a choice in response mode—This mailing reduces the burden for respondents who are unwilling or unable to respond by internet. Offering a choice of response mode can have a positive effect on response (Gentry and Good, 2008; Smyth et al., 2010; Millar and Dillman, 2011; Olson, Smyth, and Wood, 2012).
- Explaining that response to the ACS is a normal activity regularly completed by others in the community—Knowing others have responded may help make it more comfortable to respond for those who are hesitant to do so (Cialdini, 1984; Hallsworth et al., 2014).

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<sup>6</sup> One of the treatments, the *Minimalist Treatment*, does not use the recommended themes for each mailing.

<sup>7</sup> For example, one benefit mentioned is “services to help the elderly, veterans, and the disabled.”

- Linking ACS response to civic duty or responsibility—Some feel a sense of pride as they fulfill their civic obligations and feel a sense of reward when they fulfill a patriotic duty that helps their country (Groves, Singer, and Corning, 2000; Reingold, 2014b).

### **3.1.4 Fourth Mailing – Restate Appeals and Express Gratitude**

The fourth mailing primarily summarizes messages from the first three mailings by restating the appeals to trust, benefits, and burden reduction in a different way. We did not want to introduce new concepts in this mailing and overwhelm the recipients of our mailings. So, we repackaged the previous important messages in one mailing using different wording, to avoid repetition (Dillman, Smyth, and Christian, 2014).

This mailing also prominently includes a “thank you” statement which is good communication practice when you ask someone to complete a task. It is natural to thank people for their time and effort.

### **3.1.5 Fifth Mailing – Heighten the Sense of Urgency**

The fifth mailing is the last opportunity to obtain a self-response through mail contact before the start of the CAPI nonresponse followup operation. Thus, we used the following strategies to heighten the sense of urgency and to make it even easier to self-respond:

- The tone of the letter is more formal and urgent than the previous mailings. The opening salutation “An important message from the U.S. Census Bureau:” replaces the salutation used in the previous mailings, “Dear Resident.” The opening sentence “Time is running out.” is short and direct. The letter contains only one paragraph, and then presents the response options—much shorter and to the point than previous mailings.
- A due date is prominently displayed three times in the mailing to convey a sense of urgency. Providing a deadline or a due date reduces burden on the respondent by giving clear instructions on when a task is due, which fits into a respondent’s mail prioritization process (Dillman, 2016). A recent ACS mail messaging test showed an increase in self-response when a due date was used on the outside and the inside of the fifth mailing pressure seal mailer (Risley and Oliver, forthcoming in 2021).
- A new response option is provided (phone response) to increase the likelihood of a participant being able to respond in their preferred mode. We know that a substantial portion of individuals who have not yet responded have lower reading levels. These individuals may be more likely to respond via a telephone interview. We also know that a good portion of individuals who receive the fifth mailing do not speak English proficiently. So, we also added Spanish text to the bottom of the letter to highlight that respondents have the option to complete the survey by phone in Spanish.
- A commitment device is used in this mailing to get recipients to commit to responding. This commitment device asks the potential respondent which response option he or she will use to respond to the survey by the due date. Asking for a potential respondent’s commitment

to an action can increase the chance that an action is taken (Milkman et al., 2011; Feygina, Foster, and Hopkins, 2015; Shephard and Bowers, 2016).

### 3.2 Plain Language Principles Used in the Materials

In addition to the above recommended messaging themes and strategies, the *Messaging Assessment Report* also recommended applying plain language principles when developing the new mail materials. Plain language involves wording choices and visual design techniques to make things easier to read.

Section 6.5 of the *Messaging Assessment Report* outlines the reading level assessment of the current ACS materials. Both the choice of text and the amount of text on each mailing piece caused the materials to rank at high reading levels. The new designs reduce text and use words that are easier to read and understand. The visual design elements mentioned in this section were ideas that developed during the design process through cognitive testing observations, further research, and expert recommendations for improving the materials.

#### 3.2.1 Elements that Improve Readability

According to the Plain Writing Act of 2010, all government documents issued to the public must be written clearly so that people can find the information they need, understand what they find, and use the information they find to meet their needs. In general, the text and layout in the new materials adhere to the official writing guidelines proposed on plainlanguage.gov. Here are a few other specific ways that we implemented plain language principles in the experimental treatments:

- **Instruction Card:** We redesigned the front of the instruction card in the first mailing with a simpler design and more precise text about how to respond to the survey online. We also changed the font size and style of the user ID (embedded in the address label) to make it easier to locate on the card (Martinez et al., forthcoming).
- **All mail pieces, where applicable:** We eliminated the “https://” from the URL for the online response website (<https://respond.census.gov/acs>) to ease the burden of typing too many characters. A simplified URL is also more visually pleasing and created more white space.<sup>8</sup>
- **Questionnaire:** We redesigned the front cover of the questionnaire by reducing text and updating the icons for a cleaner appearance and ease of reading. (See Attachment A for an image of the front cover.)
- **Letters:** We moved the Census Bureau address to the upper right-hand corner, instead of beneath the logo, to allow more space for the body of the letter.

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<sup>8</sup> Participants in cognitive testing were able to successfully navigate to the ACS response landing page using the abbreviated URL.

### 3.2.2 Elements that Improve Visual Appeal

Research has shown that, for government surveys, some color and graphic elements can be used in the letters to catch the eye and draw attention to important information, as long as the letters still appear official and “governmental” (Dillman et al., 1996; Leslie, 1997; Whitcomb and Porter, 2004; Hagedorn, Panek, and Green, 2014; Reingold, 2014a). Where possible, all treatments developed by the Census Bureau incorporated the color of the ACS stateside housing unit questionnaire (“ACS green”) into the redesigned mail pieces.

The treatments use different visual design elements to test which design best resonates with mail recipients. Since we do not know which visual appeal will work the best at increasing overall response, we are experimenting with different designs.

The Icon Treatment uses icons, or symbolic pictures, to quickly convey messages through pictures rather than with text. Icons, which are signs or images that represent the objects that they signify, are known to draw attention and increase readability (Mertz, 2012). Icons could be beneficial for visual learners, readers with low literacy levels, or for those who are not fluent in English.

The Column and Header Treatment organizes text in a way that makes the letters easier to navigate and thus easier to read. Plain language principles suggest using headers, columns, and short sentences and paragraphs.<sup>9</sup> For people who prefer scanning text to obtain information quickly, this may be the most beneficial letter design.

The Sidebar Treatment uses a graphic element to draw attention to details not found in the letter. Research has shown that we remember visual images much easier and better than words (Kouyoumdjian, 2012). This design style may appeal to readers who desire more details before responding to the survey.

Within each treatment, the same visual “look and feel” of the design is used throughout the mailings to maintain the cohesive nature of the continuing conversation concept. Research suggests that messages sent across multiple mail contacts, as well as the overall design of graphics, need to look and feel as if they came from the same place and should feel like a continuous conversation (Whitcomb and Porter, 2004; Dillman, Smyth, and Christian, 2014; Hagedorn, Panek, and Green, 2014; Reingold, 2014a).

### 3.3 Other Researched-Based Design Elements

This section describes some design features that came about through recommendations from the two reports and some design features that came about from ideas that surfaced during the design phase.

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<sup>9</sup> See [plainlanguage.gov](http://plainlanguage.gov) for more ideas on visual design and text layout to improve readability.

- Multi-Lingual Brochure: We eliminated the multilingual brochure in the first mailing to reduce the volume of messages as suggested in the *Messaging Assessment Report*.

The multilingual brochure is written in six languages: English, Spanish, Chinese, Vietnamese, Korean, and Russian. The brochure informs people that they can respond to the ACS via telephone in the languages other than English and Spanish.<sup>10</sup> A 2010 study showed that including the brochure in a mailing significantly increased response for the five non-English languages in the brochures (Joshipura, 2010).

In the past five years, an FAQ brochure and an Instruction Booklet and an instruction card have been removed from ACS mailing packages, due to positive results from field tests (Clark, 2015a; Clark, 2015b; Risley and Berkley, forthcoming). Removing the materials reduced costs and reduced respondent burden and did not negatively affect survey response.

Because of past test results with brochures, we feel confident that removing the multilingual brochure will not decrease overall survey response. However, to mitigate the possibility of losing response in non-English languages, we included a sentence in the non-English languages on the back of the Instruction Card sent in the first mailing. The sentence instructs the household that the survey can be answered by phone in Chinese, Vietnamese, Korean, and Russian. A different phone number for each language is given.<sup>11</sup> Spanish speakers can also respond to the survey by internet, so the Spanish text on the instruction card mentions responding by internet or calling a number to speak to a representative in Spanish.

- Letters: We included Spanish language text on the back of the third letter and the bottom of the fifth letter to remove language barriers that may impede response. One of the recommendations from previous focus group testing of ACS materials was to tailor the materials to acknowledge cultural nuances and make response options readily apparent in Spanish and other languages (Reingold, Inc., 2014b).

In past ACS production materials, the paper questionnaire mailing included more Spanish text to help people respond in Spanish. We have eliminated the instruction card in that mailing that had Spanish text on the back of it. Also, an older design of the front cover of the paper questionnaire included more Spanish text than is currently found on the cover. We hope that including Spanish on the letters, something new for ACS materials, will increase response for Spanish speakers.

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<sup>10</sup> In English and Spanish, a number is given to call if a respondent has questions about the survey, but the text does not directly state that the survey can be completed over the phone.

<sup>11</sup> We acknowledge the risk we are taking with respect to survey response in non-English languages, and we will monitor the situation, possibly isolating the experimental change in a future test. We may, however, see an increase in response since the text is easier to see on the instruction card than inside of the trifold brochure.

- Letters: Wherever text in the mail materials refers to responding online, we added the words “using your computer, smartphone, or tablet.” In some of the materials, we used an icon with the three computing devices as a visual reminder.

One of the researchers at the NAS conference said that his study found that if people start a survey on a smartphone, they are more likely to finish it, whether it be on the same device or on a different one. In short, once you get started you are more likely to finish, and most people have their smartphones with them all the time.

Participants in cognitive testing noticed that they could respond on a smartphone, and they acknowledged that this was helpful and good to know (Martinez et. al, forthcoming).

- Envelopes: To increase the likelihood that the recipient would recognize that the letter came from the government and to increase the likelihood of the envelope being opened, we included the phrase “Official U.S. Government Mail” on the outside of the first and third mailing envelopes. A study mentioned in the *Messaging Analysis Report* (6.4.2) showed that people first look at their own address on an envelope. Thus, we placed “Official U.S. Government Mail” directly above the recipient’s mailing address, so that it could be readily seen. We were also building on the fact that government-sponsored survey requests receive the highest response rates among all types of surveys (Presser, Blair, and Triplett, 1992).

## 4. METHODOLOGY AND RESEARCH QUESTIONS

### 4.1 Sample Design

The 2021 Strategic Framework Mail Materials Test will be conducted using the September 2021 ACS production sample. The monthly ACS production sample consists of approximately 295,000 housing unit addresses and is divided into 24 nationally representative groups (referred to as methods panel groups) of approximately 12,000 addresses each. The sample for each of the four experimental treatments in this test will consist of two randomly assigned methods panel groups (approximately 24,000 mailing addresses per treatment). The sample for the control treatment will also consist of two randomly assigned methods panel groups. The control treatment will receive production ACS materials, but will be sorted and mailed separately from production.<sup>12</sup> All remaining methods panel groups will receive production ACS materials.

### 4.2 Experimental Design

The treatments will adhere to the current ACS mailing strategy (the number of mailings, types of mailings, and timing of mailings) detailed in Section 2.2 of this report. Images of each mailing piece can be found in Appendix A.

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<sup>12</sup> See Appendix B for dates of the mailout schedule for the September 2021 panel.

The Strategic Framework Report did not make recommendations of a specific messaging theme for the fifth mailing. [We conducted research for the fifth mailing universe to identify characteristics of nonrespondents with the current mailing strategy, to use messaging appropriate for the target audience; however, those characteristics may change when the first four mailings are changed (Berkley, 2018).<sup>13</sup>] For this reason, while each treatment employs a distinctive design for the first four mailings, the designs and messaging of the fifth mailing letters vary only slightly among the four experimental treatments.

A brief description of each of the five treatments in this test are provided below.

#### **4.2.1 Treatment 1 (Icon Treatment):**

Treatment 1 uses icons as its distinctive design feature. Icons are symbols used to replace words or to draw attention to key text. The icons break the monotony of text, segment the letter content into different parts, and make the content more interesting to read. Effective use of icons improves content readability. The letters in this treatment are written in a traditional letter format but incorporate icons in the body of the letter. The “ACS green” color, found on the paper questionnaire, is used throughout the five mailings to create visual appeal and to build cohesiveness among the mail pieces and mailings.

#### **4.2.2 Treatment 2 (Column and Header Treatment):**

Treatment 2 uses columns and headers in green font as distinctive design features. Using columns and headers to segment the content makes it easier to read and navigate to the most important information on the page. The letters in this treatment minimize text and get to the point in a more direct way than a traditional letter format. Like the Icon Treatment, the “ACS green” color is used throughout this treatment.

#### **4.2.3 Treatment 3 (Sidebar Treatment):**

Treatment 3 uses images as its distinctive design feature. The images are imbedded in a sidebar that is either green or grey in color, depending on the mailing.<sup>14</sup> Response option icons are used in some of the letters. The sidebar look is common among flyers and infographics, so it is a recognized look. The sidebar also provides a unique space to add more information about the survey that is not found in the letter. The “ACS green” color is also used throughout this treatment.

#### **4.2.4 Treatment 4 (Minimalist Treatment):**

This treatment was designed with a minimalist approach, using as few words as possible to convey the most important information needed to respond to the survey. This treatment maintains more of a “governmental” look and feel than the other treatments; no color or graphics are used in the letters. While this treatment does not include the recommended

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<sup>13</sup> We are hopeful that the results from this test will give us insight into the best design to use for the first four mailings and insight into the likely (perhaps new) target audience for the fifth mailing.

<sup>14</sup> The pressure seal mailers are only printed with black and grey ink.

thematic messaging from the *Strategic Framework Report*, it does employ some plain language principles to make the letters easier to read.

#### **4.2.5 Treatment 5 (Production, Sorted Separately):**

Treatment 5 will have materials identical to production, but the mailings will be sorted separately from production. Previous ACS testing found that smaller volumes of mail arrive later than larger volumes of mail. Thus, we sort the control treatment separately to ensure mail delivery timing consistency with the experimental treatments (Heimel, 2016).

#### **4.3 Research Questions**

1. How do the treatments affect self-response to the survey before CAPI?
2. If a treatment affects self-response before CAPI, how does it affect overall response to the survey?
3. How do the treatments affect Spanish language self-responses?
4. How do the treatments affect hard-to-count areas?
5. How does adding visual design elements and messaging affect self-response to the survey before CAPI, compared to the minimalist approach?
6. How does the redesigned front cover of the questionnaire affect item nonresponse for the questions on the front cover?
7. How do the treatments affect overall form completeness?
8. How do the treatments affect the demographics of early respondents? Late respondents? Overall respondents before CAPI?
9. How would the treatments affect the costs of data collection if implemented in production ACS?

#### **4.4 Analysis Metrics**

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). Cases in the CAPI subsample will have their weight multiplied by a CAPI subsampling factor unless they are self-responses. The sample size will be able to detect differences of approximately 1.25 percentage points between the self-response return rates of the experimental treatments (with 80 percent power and  $\alpha=0.1$ ). Detectable differences for the analysis of item-level data (such as item nonresponse rates) vary depending on the item, with housing-level items having minimum detectable differences up to 1.6 percentage points. 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).

##### **4.4.1 Unit Response Analysis**

To determine the effect of each treatment on self-response, we will calculate the self-response return rates at selected points in time in the data collection cycle. The selected points in time reflect the dates of additional mailings or the end of the self-response data collection period.



An increase in self-response presents a cost savings for each subsequent phase of the mailing process by decreasing the number of mailing pieces that need to be sent out. A significant increase in self-response before CAPI decreases the number of costly interviews that need to be conducted. Calculating the self-response return rates at different points in the data collection cycle gives us an idea of how the experimental treatments would affect operational and mailing costs if they were implemented into a full ACS production year.

To determine whether the experimental changes affect the final self-response and CAPI response by the end of the data collection period, we will calculate final response rates and how each response mode contributes to the total final response.

#### 4.4.1.1 Self-Response Return Rates

Self-response return rates will be calculated for total self-response combined and separately for internet, mail, and TQA responses. If no significant differences in TQA rates are detected, we may combine mail and TQA rates.

The return rates will be calculated using the following formula:

$$\text{Self-Response Return Rate} = \frac{\text{Number of mailable and deliverable sample addresses that provided a response by mail, Telephone Questionnaire Assistance (TQA), or internet}}{\text{Total number of mailable and deliverable sample addresses}^{13}} * 100$$

#### 4.4.1.2 Final Response Rates

To determine the effect of the experimental treatments on overall response to the survey, we will calculate final overall response rates and how each response mode contributes to the overall final response rate. The final response rates will be calculated using the following formula:

$$\text{Final Response Rate} = \frac{\text{Number of mailable and deliverable sample addresses that provided a response by mail, Telephone Questionnaire Assistance (TQA), internet, or CAPI}}{\text{Total number of mailable and deliverable sample addresses}^{15} \text{ in the universe that were eligible to respond to the survey}} * 100$$

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<sup>15</sup> We will remove addresses deemed to be Undeliverable as Addressed by the U.S. Postal Service if no response is received.

## 4.4.2 Item Response Analysis

### 4.4.2.1 Item Nonresponse

Although the questionnaire cover redesign proposed in this test does not differ substantially from the production design, we would still like to see if the redesign influences response to the questions on the cover.

We will calculate item nonresponse rates for each item on the front cover individually and for all the items combined to determine the effect of the redesigned questionnaire cover on the survey questions that appear on the front cover of the paper questionnaire. We want to determine if the new design of the cover affects response to the questions for *Last Name, First Name, Middle Initial, Phone Number, and the number of people living or staying at the address.*

The formula for the item nonresponse rate is:

$$\text{Item Nonresponse Rate} = \frac{\text{Number of nonresponses to the questions on the front cover}}{\text{Number of nonblank mail responses}} * 100$$

### 4.4.2.2 Form Completeness

While we have no reason to believe that any part of this experiment will affect overall form completeness, and we assume that there will be no effect, we would like to verify this assumption.

To determine the effect of the treatments on the quantity of survey questions answered by each household, we will calculate and compare form completeness rates. Form completeness measures the number of questions on the form that were answered among those that should have been answered, based on questionnaire skip patterns and respondent answers.

We will only calculate and compare form completeness rates for mail and internet responses, because with phone or in-person interviews form completeness can vary depending on the interviewer. For internet responses, the “form” is the internet instrument; for mail responses, the “form” is the paper questionnaire. The following formula will be used:

$$\text{Overall Form Completeness Rate} = \frac{\text{Number of questions answered}}{\text{Number of questions that should have been answered}} * 100$$

### 4.4.2.3 Response Distributions of Respondent Demographics

This analysis will not be conducted for treatments that have lower self-response return rates or lower final response rates than the production treatment. Any treatment that performs worse than current production will not be considered as a candidate for replacing production

materials. This analysis is only concerned with the success of any treatment that may be used in production to increase self-response with populations that are considered hard-to count.

The letters being tested were designed to have a broad appeal, but they were also designed with a lower reading level and with added Spanish text. Part of the reason these features were used was to gain more self-response from demographic groups that typically respond by personal interview in the CAPI phase of data collection. We hope to convert late CAPI respondents to earlier self-respondents. To see if we were successful in reaching the target audience, we will compare respondent demographics before the third and fifth mailings and before CAPI.

We will calculate and compare the distributions of all non-blank self-responses for the following demographic and housing categories: *age, educational attainment, Hispanic origin, race, sex, building type, and tenure*.

Proportion estimates will be calculated using the following formula:

$$\text{Category proportion} = \frac{\text{weighted count of valid responses in category}}{\text{weighted count of all valid responses}}$$

Valid in-scope responses will be included in the analysis. The demographic characteristics will be for the respondent, or Person 1, in the survey. We will use uncoded data for the race and Hispanic origin analysis.

This analysis will only use self-responses. In our calculations, we will calculate combined self-response and separate the distributions by mode: mail, internet, and TQA.<sup>16</sup> We will use Rao-Scott chi-squared tests of independence to determine whether the response distributions are statistically different at the  $\alpha=0.1$  level (Rao & Scott, 1987). If the distributions are significantly different, we will perform t-tests on the differences for each subcategory.

To control for the overall Type I error rate for a set of hypotheses tested simultaneously, we will perform multiple-comparison procedures using the Hochberg method (Hochberg, 1988). The overall Type I error rate is called the familywise error rate and is the probability of making one or more Type I errors among all hypotheses tested simultaneously. A *family* for our analysis will be the list of p-values obtained from comparisons of the overall characteristic categories (*age, educational attainment, Hispanic origin, race, sex, building type, and tenure*). If the response distributions differ significantly for a specific topic, the list of p-values for subcategory comparisons will be used as a family for multiple comparisons.

#### **4.4.3 Cost Analysis**

Excluding the multilingual brochure from the first mailing presents a cost savings. Aside from that savings, we will use estimated workloads to determine any other effects on the cost of

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<sup>16</sup> We may combine mail and TQA responses if there is no significant difference in TQA responses.

implementing any of the experimental treatments into a full production. We will only perform cost analysis for treatments that show significant increases or decreases in self-response before CAPI. We will compare each experimental treatment to Treatment 5 (production materials) before the file creation for the second mailout phase (third and fourth mailings), before the file creation of the third mailout phase (the fifth mailing), and before the creation of the CAPI sample.

In addition to changes in workloads for each mailing, the cost analysis will consider any differences associated with the mailing materials including printing, assembly, and postage costs for potential cost savings if we reduce the mailing workload for the paper questionnaire package mailing. Cost differences associated with CAPI will account for any significant changes in the CAPI workload due to a significant increase or decrease in self-response before CAPI for each experimental treatment compared to production.

#### 4.5 Research Question Analysis

##### 4.5.1 Questions Involving Unit-level Response Analysis

*RQ1. How do the treatments affect self-response to the survey before CAPI?* This analysis will evaluate the effect of each treatment on self-response to the survey. We will calculate and compare self-response return rates of the initial mailing universe for all treatments vs. production materials (Treatment 5). Since an increase in self-response will decrease the cost of subsequent phases of the data collection cycle targeting nonresponders, we will compare self-response return rates just before the third mailing, before the fifth mailing, and before the start of CAPI. We will compare return rates by response mode and overall (modes combined). We will make each comparison using a two-tailed hypothesis test, for a total of four comparisons. Each null hypothesis will be  $H_0: T_5 = T_i$  and each alternative hypothesis will be  $H_A: T_5 \neq T_i$  where  $i = 1, 2, 3,$  and  $4$  and  $T_5 =$  control treatment.

*RQ2. If a treatment affects self-response before CAPI, how does it affect overall response to the survey?* This analysis will be performed if a treatment is statistically different from the production treatment before the start of CAPI. To evaluate the effect of an experimental treatment on overall response to the survey, we will calculate final overall response rates and how each response mode contributed to the overall final response rate. These rates will be compared with the production treatment. We will make each comparison using a two-tailed hypothesis test, for up to four comparisons. Each null hypothesis will be  $H_0: T_5 = T_i$  and each alternative hypothesis will be  $H_A: T_5 \neq T_i$  where  $i = 1, 2, 3,$  and  $4$  and  $T_5 =$  control treatment.

*RQ3. How do the treatments affect Spanish language self-response?* We will calculate and compare final self-response rates for Spanish self-responses.<sup>17</sup> We will calculate a combined rate for all experimental treatments and compare the rate with production using a two-tailed

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<sup>17</sup> We do not expect there to be enough phone responses in Chinese, Korean, and Russian to detect significant differences, but we will monitor the number of responses in those languages to see if the text on the new Instruction Card appears to have an effect on response in those languages.

hypothesis test. The null hypothesis will be  $H_0: T_5 + \text{Production} = T_1 + T_2 + T_3 + T_4$  and each alternative hypothesis will be  $H_A: T_5 + \text{Production} \neq T_1 + T_2 + T_3 + T_4$ .

*RQ4. How do the treatments affect areas with hard-to-count populations?* We will calculate and compare final self-response rates and final overall response rates by designated high and low response areas. The areas will be defined at the tract level using the low response score (LRS) on the Census Bureau's planning database.<sup>18</sup> The LRS is a modeled variable derived from ACS data for "hard to count" populations and 2010 Census mail response. Some characteristics of "hard to count" populations used to create the LRS are the following: ages 5 and under, ages 18-24, don't speak English very well, foreign born, renters, low education level, below poverty level, and no internet access.

Defining high and low response areas: A low LRS means a tract is in a high response tract. The 75 percent lowest LRS scores will determine the high response area in our analysis. The remaining tracts will be the low response areas.<sup>19</sup>

The rates will be compared with the production treatment. We will make each comparison using a two-tailed hypothesis test, for up to four comparisons. Each null hypothesis will be  $H_0: T_5 = T_i$  and each alternative hypothesis will be  $H_A: T_5 \neq T_i$  where  $i = 1, 2, 3,$  and  $4$  and  $T_5 =$  control treatment.

*RQ5. How does adding visual design elements and strategic messaging affect self-response before CAPI, compared to the minimalist approach?* The visual design elements refer to the layout or how things are arranged on a page and the colors and imagery. Strategic messaging refers to the words chosen to convey the thematic messages used in the letters suggested by the Strategic Framework Report. Treatment 4 did not use color, graphics, or any of the recommended thematic messaging from the *Strategic Framework Report*. However, most other elements found in Treatments 1, 2, and 3 are also in Treatment 4. By comparing the first three treatments separately to the *minimalist* treatment, we can see how the layout, visual design elements, and strategic messaging of the Icon, Column and Header, and Sidebar Treatments affect self-response as compared to a treatment that does not use the targeted themes, color, or images and only uses minimal wording throughout. We will calculate and compare self-response return rates for treatments 1, 2, and 3 versus treatment 4. We will make each comparison using a two-tailed hypothesis test, for a total of three comparisons. Each null hypothesis will be  $H_0: T_4 = T_i$  and each alternative hypothesis will be  $H_A: T_4 \neq T_i$  where  $i = 1, 2,$  and  $3$  and  $T_4 =$  Minimalist Treatment.

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<sup>18</sup> The Census Bureau Planning Database can be found at <https://www.census.gov/topics/research/guidance/planning-databases.html>

<sup>19</sup> For the ACS tracts that do not appear on the Census Planning Database, we will create county level LRS scores based on the weighted averages of the low response scores at the tract-levels.

#### 4.5.2 Questions Involving Item-level Response Analysis

Item-level response analysis is for occupied housing units only.

*RQ6. How does the redesigned front cover of the questionnaire affect item nonresponse for the questions on the front cover?* We will calculate and compare item nonresponse rates for each question individually and for the front cover overall. We will make each comparison using a two-tailed hypothesis test, for a total of four comparisons. Each null hypothesis will be  $H_0: T_5 = T_i$  and each alternative hypothesis will be  $H_A: T_5 \neq T_i$  where  $i = 1, 2, 3,$  and  $4$  and  $T_5 =$  control treatment. The universe for calculations will be all mail responses to the survey.

*RQ7. How do the treatments affect overall form completeness?* We will calculate and compare form completeness rates. We will make each comparison using a two-tailed hypothesis test, for a total of four comparisons. Each null hypothesis will be  $H_0: T_5 = T_i$  and each alternative hypothesis will be  $H_A: T_5 \neq T_i$  where  $i = 1, 2, 3,$  and  $4$  and  $T_5 =$  control treatment. The universe for calculations will be all internet and mail responses.

*RQ8. How do the treatments affect the demographics of early respondents? Late respondents? Overall respondents before CAPI?* We will calculate and compare distributions of responses to questions about the following demographic and housing categories: *age, educational attainment, Hispanic origin, race, sex, building type, and tenure*. We will compare each treatment to the production treatment ( $T_1, T_2, T_3, T_4$  vs.  $T_5$ ). For early respondents we will use internet, mail, and TQA responses received before the third mailing is sent. For late respondents we will use internet, mail, and TQA responses received before the fifth mailing is sent. For the overall calculations, we will use all self-responses received before the CAPI sample is created.

#### 4.5.3 Question Involving Cost Analysis

*RQ9. How would the treatments affect the costs of data collection?* Apart from the cost savings from the removal of the multilingual brochure, we will only assess cost impacts on treatments that perform better than the production treatment. To assess impacts on costs we will calculate the annual expected cost of implementing each experimental treatment into a full ACS production year and compare it to the production costs. A confidence interval for the cost that accounts for sampling error in the workload estimates will also be calculated. Cost differences will be calculated as described in Section 4.4.3.

An abbreviated version of the cost analysis will appear in the final report. We will prepare a separate, more detailed, cost report for internal use, if necessary.

### 5. DECISION CRITERIA FOR PICKING A “WINNING” TREATMENT

Each treatment in this test exhibits clear benefits when compared to current production materials. Those benefits are: (1) reduction in costs from eliminating the multilingual brochure and (2) reduction in respondent burden by improving the visual appeal and readability of the

letters. Having said that, the goal of this test is to choose one experimental treatment as the best among all treatments. To do that we will adhere to the following decision criteria, listed in Table 1 by order of importance.

**Table 1. Decision Criteria for “Winning” Treatment**

Priority Order	Decision Criteria
1	Self-Response Return Rates
2	Response in Low Response vs High Response Areas
3	Response Distributions
4	Form Completeness Rates
5	Final Response Rates

As stated in the introduction, the purpose of this field test is to identify which experimental treatment is most successful at increasing self-response when compared to the control treatment (production materials). Self-response is the most important metric, because increasing self-response reduces data collection costs. We will look at self-response throughout the data collection period. The earlier we receive self-response, the more money we save. If we do not see a “winner” in the self-response category, or if some of the treatments are not statistically different, we will continue with the list of decision criteria to determine a “winner”.

We have also stated that a very important goal of the new materials is to convert households with characteristics of those that typically respond in CAPI to be households that self-respond. We have implemented many new features in the materials that we hope will reach this goal. We expect this strategy to increase overall self-response, but if it does not, the next best metric to look at will be response in Low Response Areas. If we don’t see any differences in this category, we will look for changes in the demographic makeup of early responders, which we hope to see with our response distribution analysis.

Not that we will consider magnitude of differences as we make comparisons. For example, if Treatment 1 performs nominally better than Treatment 2 in self-response but significantly worse than Treatment 2 in response in low response areas, we will take that into consideration.

We hope to come to a decision without having to use #4 and #5 on the list. These are extremely low priority. We don’t expect these categories to be significantly different for any of the treatments, but if two treatments are tied for #1 - #3 and one of them performs extremely well for #4 and #5, we will take that into consideration when making a decision on the winning treatment.

If, using the above criteria, a single treatment cannot be identified as the “best” among all treatments, then additional field testing will be conducted. The additional field testing may

include a subset of treatments, updated materials, or a combination of the current treatments. (See Appendix C for some ideas for future testing.)

## **6. ASSUMPTIONS AND LIMITATIONS**

### **6.1 Assumptions**

1. A single ACS monthly sample is representative of an entire year (twelve panels) and the entire frame sample, with respect to both response rates and cost, as designed.
2. A single methods panel group (1/24 of the full monthly sample) is representative of the full monthly sample, as designed.
3. We assume that there is no difference between treatments in mail delivery timing or subsequent response time. The treatments had the same sample size and used the same postal sort and mailout procedures. Previous research indicated that postal procedures alone could cause a difference in response rates at a given point in time between experimental treatments of different sizes, with response for the smaller treatments lagging (Heimel, 2016).

### **6.2 Limitations**

1. Group quarters and sample housing unit addresses from remote Alaska and Puerto Rico are not included in the sample for the test. Any conclusions from the test can only be made for housing units like those in the test sample.
2. The cost analysis uses estimates to make cost projections. These estimates do not account for monthly variability in production costs such as changes in staffing, production rates, or printing price adjustments.
3. Each treatment was designed holistically and, as such, if differences in response are detected we will not be able to identify the specific elements in each treatment that caused differences to occur.



## 7. TABLE SHELLS

### 7.1 Self-Response Returns Rates

**Table 1. Sample Table for Total Self-Response Return Rates: Comparison of Treatment vs. Control**

<b>Point in Data Collection Cycle</b>	<b>Treatment</b>	<b>Control</b>	<b>Difference</b>	<b>P-Value</b>
Before the Third Mailing	NN.N (N.N)	NN.N (N.N)	N.N (N.N)	N.NN
Before the Fifth Mailing	NN.N (N.N)	NN.N (N.N)	N.N (N.N)	N.NN
Before CAPI	NN.N (N.N)	NN.N (N.N)	N.N (N.N)	N.NN

Source: U.S. Census Bureau, American Community Survey, <Insert Test Name>; DRB Approval Number: <insert approval #>

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 at the  $\alpha=0.1$  level.

**Table 2. Sample Table for Mail and TQA Return Rates: Comparison of Treatment vs. Control**

<b>Point in Data Collection Cycle</b>	<b>Treatment</b>	<b>Control</b>	<b>Difference</b>	<b>P-Value</b>
Before the Third Mailing	NN.N (N.N)	NN.N (N.N)	N.N (N.N)	N.NN
Before the Fifth Mailing	NN.N (N.N)	NN.N (N.N)	N.N (N.N)	N.NN
Before CAPI	NN.N (N.N)	NN.N (N.N)	N.N (N.N)	N.NN

Source: U.S. Census Bureau, American Community Survey, <Insert Test Name>; DRB Approval Number: <insert approval #>

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 at the  $\alpha=0.1$  level.

NOTE 1: If significant differences in TQA rates are detected we will report Mail and TQA rates separately.

NOTE 2: There is hidden text (in white 1-point font) in the tables that were there for 508 compliance when the tables by mode were combined into one table. Fine to leave it for now, but that's what that strange underline is.

**Table 3. Sample Table for Internet Return Rates: Comparison of Treatment vs. Control**

<b>Point in Data Collection Cycle</b>	<b>Treatment</b>	<b>Control</b>	<b>Difference</b>	<b>P-Value</b>
Before the Third Mailing	NN.N (N.N)	NN.N (N.N)	N.N (N.N)	N.NN
Before the Fifth Mailing	NN.N (N.N)	NN.N (N.N)	N.N (N.N)	N.NN
Before CAPI	NN.N (N.N)	NN.N (N.N)	N.N (N.N)	N.NN

Source: U.S. Census Bureau, American Community Survey, <Insert Test Name>; DRB Approval Number: <insert approval #>

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 at the  $\alpha=0.1$  level.

## 7.2 Final Response Rates

**Table 4. Sample Table for Final Response Rates and Response Distributions by Mode**

Response Mode	Treatment	Control	Difference	P-Value
Overall Self-Response	NN.N (N.N)	NN.N (N.N)	N.N (N.N)	N.NN
Internet	NN.N (N.N)	NN.N (N.N)	N.N (N.N)	N.NN
Mail and TQA	NN.N (N.N)	NN.N (N.N)	N.N (N.N)	N.NN
CAPI	NN.N (N.N)	NN.N (N.N)	N.N (N.N)	N.NN

Source: U.S. Census Bureau, American Community Survey, <Insert Test Name>; DRB Approval Number: <insert approval #>  
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 at the  $\alpha=0.1$  level.

**Table 6. Sample Table for Final Overall Response Rates by Designated High and Low Response Areas**

Response Area	Test	Control	Test Minus Control	P-Value
High Response Area				
Low Response Area				
Difference				

Source: U.S. Census Bureau, American Community Survey, <Insert Test Name>; DRB Approval Number: <insert approval #>  
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 at the  $\alpha=0.1$  level.

## 7.3 Item and Section Nonresponse

**Table 7. Sample Table for Item and Section Nonresponse Rates for Mail Responses - Treatment X vs. Treatment Y**

Item	Treatment X	Treatment Y	Difference	P-Value
Section Nonresponse	NN.N (N.N)	NN.N (N.N)	N.N (N.N)	N.NN
Name	NN.N (N.N)	NN.N (N.N)	N.N (N.N)	N.NN
Telephone Number	NN.N (N.N)	NN.N (N.N)	N.N (N.N)	N.NN
Number of Persons in Household	NN.N (N.N)	NN.N (N.N)	N.N (N.N)	N.NN

Source: U.S. Census Bureau, American Community Survey, <Insert Test Name>; DRB Approval Number: <insert approval #>  
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 at the  $\alpha=0.1$  level.

## 7.4 Form Completeness

**Table 8. Sample Table for Form Completeness by Response Mode, Treatment vs. Control**

<b>Response Mode</b>	<b>Treatment</b>	<b>Control</b>	<b>Difference</b>	<b>P-Value</b>
All Self-Response	NN.N (N.N)	NN.N (N.N)	N.N (N.N)	N.NN
Mail	NN.N (N.N)	NN.N (N.N)	N.N (N.N)	N.NN
Internet	NN.N (N.N)	NN.N (N.N)	N.N (N.N)	N.NN

Source: U.S. Census Bureau, American Community Survey, <Insert Test Name>; DRB Approval Number: <insert approval #>

**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 at the  $\alpha=0.1$  level.

## 7.5 Response Distributions of Respondent Demographics

**Table 9. Sample Table for Response Distributions for <insert characteristic> by Response Mode and Treatment, Treatment vs. Control**

<b>Characteristic Group and Response Mode</b>	<b>Treatment</b>	<b>Control</b>	<b>P-Value</b>
<b>Total Self-Response</b>	100.0	100.0	N.NN
Category 1	NN.N (N.N)	NN.N (N.N)	
Category 2	NN.N (N.N)	NN.N (N.N)	
Category 3	NN.N (N.N)	NN.N (N.N)	
<b>Mail</b>	100.0	100.0	N.NN
Category 1	NN.N (N.N)	NN.N (N.N)	
Category 2	NN.N (N.N)	NN.N (N.N)	
Category 3	NN.N (N.N)	NN.N (N.N)	
<b>Internet</b>	100.0	100.0	N.NN
Category 1	NN.N (N.N)	NN.N (N.N)	
Category 2	NN.N (N.N)	NN.N (N.N)	
Category 3	NN.N (N.N)	NN.N (N.N)	

Source: U.S. Census Bureau, American Community Survey, <Insert Test Name>; DRB Approval Number: <insert approval #>

**Note:** Minor additive discrepancies are due to rounding. Standard errors are in parentheses. An asterisk (\*) indicates a statistically significant result. Statistical significance was determined by comparing distributions using a Rao-Scott chi-square test at the  $\alpha=0.1$  level.

**Note:** To be 508 Compliant the Categories in this table are preceded by words not seen, in white text. Before each category group you will have to type "All Modes", "Mail", "Internet", etc.

## 8. POTENTIAL CHANGES TO ACS

Based on the results of this research, the Census Bureau may consider revising the ACS production mail materials.

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## Appendix A. Materials for the Experiment

### Materials in Each Mailing

First Mailing	Letter: ACS-13(L) Instruction Card: ACS-34IM (same for all experimental treatments) Envelope: ACS-46IM (same for all experimental treatments) Multilingual Brochure: ACS-9 (production only)
Second Mailing	Pressure Seal Mailer: ACS-20
Third Mailing	Letter: ACS-14(L) (back of letter same for all experimental treatments) Return Envelope: 6385-47 (same for all experimental treatments) Questionnaire: ACS-1 (same for all experimental treatments) Envelope: ACS-46 (same for all experimental treatments)
Fourth Mailing	Postcard: ACS-29
Fifth Mailing	Pressure Seal Mailer: ACS-23



Icon Treatment: ACS-13(L) (Front of Letter)



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

**U.S. Census Bureau**  
American Community Survey Office  
Washington, DC 20000

Dear Resident:

Your household has been selected to participate in the **American Community Survey**. Since 2005, the U.S. Census Bureau has been conducting this survey to provide our nation with an up-to-date picture of how we live. This survey helps determine the needs of communities like yours, covering topics like education, employment, and housing.

Follow the steps below to complete the survey:

- 1) Go to **respond.census.gov/acs**
- 2) Log in with your 10-digit user ID found on the enclosed card.



Use your computer, smartphone, or tablet to log in to our secure website and respond today.



The information that you provide is so important that **your response is required by law** (Title 13, U.S. Code, Sections 141, 193, and 221).



Questions? Please call 1-800-354-7271 if you have questions or if you need help completing the survey.

We appreciate your prompt online response. If you are unable to respond online, we will send you a paper questionnaire in a few weeks. Thank you for your participation.

Sincerely,

Donna Daily  
Chief, American Community Survey Office

The Census Bureau serves as the leading source of  
quality data about the nation's people and economy.

## Frequently Asked Questions

### **What is the American Community Survey?**

The American Community Survey is an official survey from the U.S. Census Bureau. This survey was created to provide up-to-date, accurate information about the country every year, not just census years. Governments, businesses, and nonprofit organizations use the information to make decisions about how to meet the changing needs of communities.

### **Is this a legitimate survey?**

Yes. The Census Bureau has been conducting this survey since 2005. Only government agencies can use an internet address with the “.gov” extension. You can verify that this is an official government survey by going to [census.gov/acs](https://www.census.gov/acs) or by calling 1-800-354-7271. Call Monday–Friday: 9 a.m. to 9 p.m., Saturday: 9 a.m. to 7 p.m., or Sunday: 11 a.m. to 9 p.m.

### **Why was I selected?**

Your address was selected through scientific sampling and represents thousands of other households like yours. The Census Bureau randomly selects about 3.5 million addresses throughout the country each year to respond to this survey.

### **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. To create an accurate picture of your community, it is critical that you respond.

### **Will my response be confidential?**

Yes. The 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, U.S. Code, Sections 141 and 193. Federal law protects your privacy and keeps your answers confidential (Title 13, U.S. 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.

### **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 the United States and Puerto Rico. 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.

All Treatments: ACS-34IM (Front and Back of Instruction Card)

 **The American Community Survey**

HOW TO RESPOND: (1) Go to [respond.census.gov/acs](https://respond.census.gov/acs) (2) Log in with the user ID found in **bold** below.


Mailing address  
printed here

Please respond now on your computer, smartphone, or tablet.  
Need help completing the survey or have questions? Call 1-800-354-7271

Translation of languages below:

Spanish: HOW TO RESPOND: Go to [respond.census.gov/acs](https://respond.census.gov/acs) to complete the survey in Spanish by computer, smartphone, or laptop. Need help or have questions? Call 1-877-833-5625.

Chinese (simplified), Vietnamese, Russian, and Korean: If you have questions about the survey call [number] to speak to one of our employees who speaks [language]. The employee can answer your questions, or you can complete the survey over the phone.

 **The American Community Survey**

**CÓMO RESPONDER:** Vaya a [respond.census.gov/acs](https://respond.census.gov/acs) para completar la encuesta en español por computadora, *smartphone*, o tableta. ¿Necesita ayuda o tiene preguntas? Llame al 1-877-833-5625.

---

如果您对问卷调查有疑问, 请致电 1-800-638-5945 与我们会讲中文的员工沟通。该员工可以回答您的问题, 您也可以在电话上完成问卷调查。

Nếu quý vị có thắc mắc về cuộc khảo sát này, vui lòng gọi 1-877-221-9436 để nói chuyện với một trong các nhân viên biết nói tiếng Việt của chúng tôi. Nhân viên đó có thể trả lời câu hỏi của quý vị hoặc quý vị có thể hoàn thành khảo sát này qua điện thoại.

Если у вас есть вопросы по поводу опроса, позвоните по телефону 1-866-225-2297, чтобы поговорить с одним из наших сотрудников, говорящих на русском языке. Сотрудник может ответить на ваши вопросы или вы можете завершить опрос по телефону.

설문조사에 대한 질문이 있는 경우 1-800-772-6728 로 전화하여 한국어를 구사하는 직원에게 문의하십시오. 해당 직원이 귀하의 질문에 답하거나 귀하가 전화상으로 설문조사를 완료할 수 있습니다.

ACS-34 IM(X)SF (04-12-2021)

**All Treatments: ACS-461M (Initial Mailing Envelope)**



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THE AMERICAN COMMUNITY SURVEY  
**YOUR RESPONSE IS  
REQUIRED BY LAW**

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Bureau

ACS-461M (10-03-2019)

Icon Treatment: ACS-20 (Inside of Mailer)



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American Community Survey Office  
Washington, DC 20000

Reminder: Please complete the American Community Survey



Respond now at [respond.census.gov/acs](https://respond.census.gov/acs)  
Log in with this user ID:

Why should you respond to the American Community Survey? Responses to this survey help your local government, businesses, and nonprofit organizations understand the needs of your community. Your community may need new or improved:



Roads to help  
your work commute



Services for disabled  
veterans and the elderly



Opportunities for  
local businesses



Access to high-speed  
internet service

**This survey is so important that your response is required by U.S. law.**

Respond now to save taxpayers' money and conserve natural resources. If you are unable to respond online, we will send you a paper questionnaire in about two weeks. If you have questions or need help completing the survey, please call 1-800-354-7271.

Thank you for helping your community.

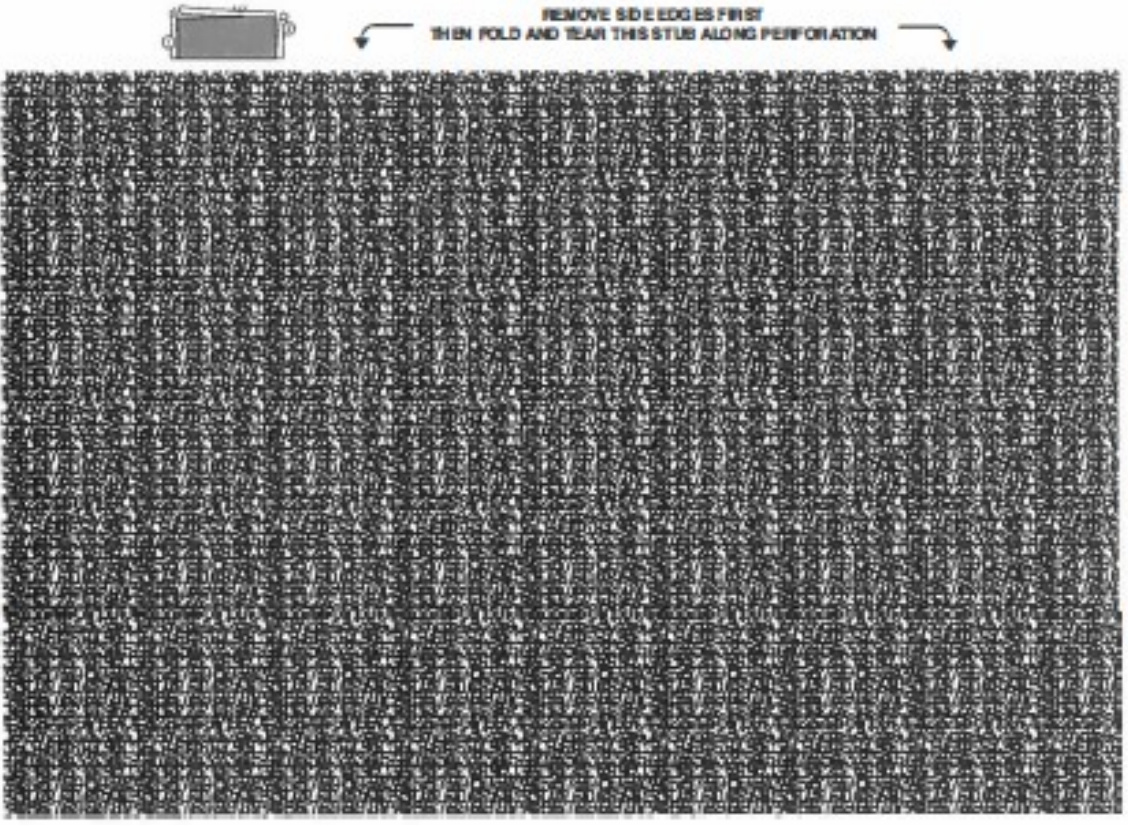
Sincerely,

Donna Daily  
Chief, American Community Survey Office

[census.gov/acs](https://census.gov/acs)



All Treatments: ACS-20 (Outside of Mailer) [The only difference between all treatments is the form number found in the lower right-hand corner.]




REMOVE SIDE EDGES FIRST  
THEN FOLD AND TEAR THIS STUB ALONG PERFORATION

FOLD, CREASE AND TEAR ALONG PERFORATION

FOLD, CREASE AND TEAR ALONG PERFORATION

FOLD, CREASE AND TEAR ALONG PERFORATION



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Permit No. G-58

SEE OTHER SIDE FOR  
OPENING INSTRUCTIONS

THE AMERICAN COMMUNITY SURVEY  
**YOUR RESPONSE IS  
REQUIRED BY LAW**

Mailing address  
printed here

SEE OTHER SIDE FOR  
OPENING INSTRUCTIONS

ACS-20(LX)(SF-IC (12-04-2020))

Icon Treatment: ACS-14(L) (Front of Letter)



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**U.S. Census Bureau**  
American Community Survey Office  
Washington, DC 20000

Dear Resident:

Recently, we contacted you about participating in the **American Community Survey**. If you have already responded, thank you. If not, we appreciate your response at this time.

Please choose **ONE** way to complete the survey.



Respond online at **respond.census.gov/acs** with your computer, smartphone, or tablet.

**OR**



Fill out the questionnaire and mail it back in the enclosed postage-paid return envelope.

Many households across the nation have already responded to this survey. We need your response too. Your response helps provide the most accurate picture possible of your community. Together we can help prepare for a better future.

**Your response is required by U.S. law.** Just as the law requires people to report for jury duty, file taxes, or earn a license to drive, it also requires people to respond to this survey. Please call 1-800-354-7271 if you have questions or need help with the survey.

We very much appreciate the effort taken to respond to this survey. Thank you for your time.

Sincerely,

Donna Daily  
Chief, American Community Survey Office

*Nota: Vea al otro lado para responder en español.*

**All Treatments: ACS-14(L) (Back of Letter)**

**Para completar la encuesta en español:**

Hay dos maneras para completar la Encuesta sobre la Comunidad Estadounidense. Escoja solamente UNA manera de responder.

**Opción 1** – Por internet: Vaya a **respond.census.gov/acs** para completar la encuesta en español por computadora, *smartphone*, o tableta. Haga clic en "Para completar en español, oprima aquí."

**Opción 2** – Por teléfono: Llame al **1-877-833-5625** para hablar con un empleado de la Oficina del Censo que hable español. Usted puede completar la encuesta por teléfono o pedirnos que le enviemos un cuestionario en español.



**All Treatments: 6385-47 (Front of Postage Paid Return Envelope for Questionnaire)**

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NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES



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

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

NATIONAL PROCESSING CENTER  
U.S. CENSUS BUREAU  
PO BOX 5240  
JEFFERSONVILLE IN 47199-5240



All Treatments: ACS-1 (Front Cover of Questionnaire)

United States  
**Census**  
BUREAU

# The American Community Survey

---

Mailing address  
printed here

---

## Start Here

You have two ways to respond:

Respond on your computer, smartphone, or tablet at [respond.census.gov/acs](https://respond.census.gov/acs)

OR

Complete this form and mail it back in the enclosed envelope.

The American Community Survey is conducted by the U.S. Census Bureau.

**Your response to this survey is required by U.S. law.** Federal law protects your confidentiality (Title 13, U.S. Code, Sections 9, 141, 193, and 221).

### Need help completing the survey?

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

**RTT/TTY:**  
Call 1-800-582-8330.

**¿NECESITA AYUDA?** Si desea responder en español, llame al **1-877-833-5625**.

**RTT/TTY (para español):**  
Llame al 1-800-786-9448.

For more information about this survey, visit our website at [census.gov/acs](https://census.gov/acs)

➔ **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 2-7 for everyone, including yourself, who is living or staying at this address for more than 2 months. Then complete the rest of the form.**

FORM **ACS-1(X)SF**  
(03-10-2021) Draft 4

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

---

## Mailing Instructions

➔ **Please make sure you have:**

- Listed all names and answered the questions on pages 2–7.
- Answered all Housing questions.
- Answered all Person questions for each person.

➔ **Then:**

- Put the completed questionnaire into the enclosed postage-paid return envelope.
- Make sure the barcode above your address shows in the window of the return envelope.
- Mail the envelope.

If you misplace the return envelope, then please mail the questionnaire to:

National Processing Center  
U.S. Census Bureau  
P.O. Box 5240  
Jeffersonville, IN 47199-5240

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

### For Census Bureau Use

POP	EDIT	PHONE	JIC1	JIC2
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
EDIT CLERK	TELEPHONE CLERK	JIC3	JIC4	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

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, U.S. Census Bureau, 4600 Silver Hill Road, ADDC – 4H277, Washington, D.C. 20233. You may e-mail comments to [aco.pra@census.gov](mailto:aco.pra@census.gov); use "Paperwork Project" 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(X)SF (12-01-2020)



**All Treatments: ACS-46(EX) (Front of Envelope – Paper Questionnaire Mailing)**



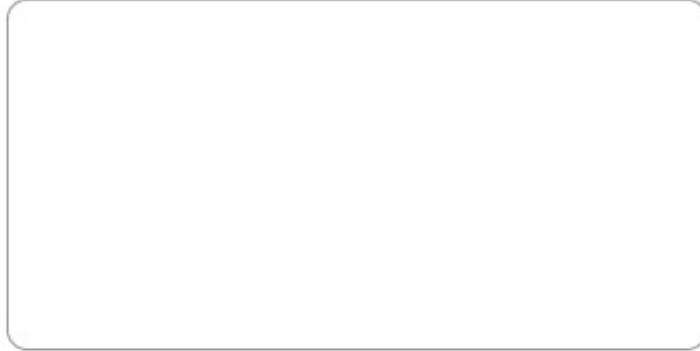
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AMERICAN COMMUNITY SURVEY  
FORM ENCLOSED  
**YOUR RESPONSE IS  
REQUIRED BY LAW**

**All Treatments: ACS-46(EX) (Back of Envelope - Paper Questionnaire Mailing)**



ACS-46(X)SF (12-02-2020)

Icon Treatment: ACS-29 (Front and Back of Postcard)

## Please respond to the **American Community Survey**

**HOW?**

**Respond online at [respond.census.gov/acs](https://respond.census.gov/acs)**  
- OR - Fill out the questionnaire we recently sent you and mail it back. If you need help, call 1-800-354-7271.

**WHEN?**

**Respond now.** A U.S. Census Bureau interviewer may call or visit your home to help you complete the survey if we don't receive your response soon.

**WHY?**

**Your response is required by U.S. law.** Our nation depends on accurate information to prepare for the future. Your response can help your community.

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**Census**  
Bureau

**Thank you for your participation.**

[census.gov/acs](https://census.gov/acs)



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

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**YOUR RESPONSE IS  
REQUIRED BY LAW**

Mailing address  
printed here

ACS-29(X)SF-IC (12-04-2020)

**Icon Treatment:** ACS-23 (Inside Pressure Seal Mailer) [The sample variable data: the date, the phrase “Wednesday, September 30, 2020?”, and the user ID.]



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**Census**  
Bureau

**U.S. Census Bureau**  
American Community Survey Office  
Washington, DC 20000

**Due Date:**  
**September 30, 2020**

An important message from the U.S. Census Bureau:

Time is running out. We have sent you several requests to complete the American Community Survey, and we have not received your response. **You are required by U.S. law to respond to this survey.** If you do not respond by the due date, a U.S. Census Bureau interviewer may visit your home to help you complete the survey.

How will you complete the survey by **Wednesday, September 30, 2020?**

Choose ONE way to respond:



**ONLINE:** Go to **respond.census.gov/acs**  
Log in with this user ID: **12345 - 12345**



**BY MAIL:** Fill out and return the survey form in the postage-paid envelope you received in the mail a few weeks ago.



**BY PHONE:** Call 1-800-354-7271 to complete a phone interview.  
Monday–Friday: 9 a.m. to 9 p.m.  
Saturday: 9 a.m. to 7 p.m., Sunday: 11 a.m. to 9 p.m.

Thank you for your time. Your response is greatly appreciated.

Sincerely,

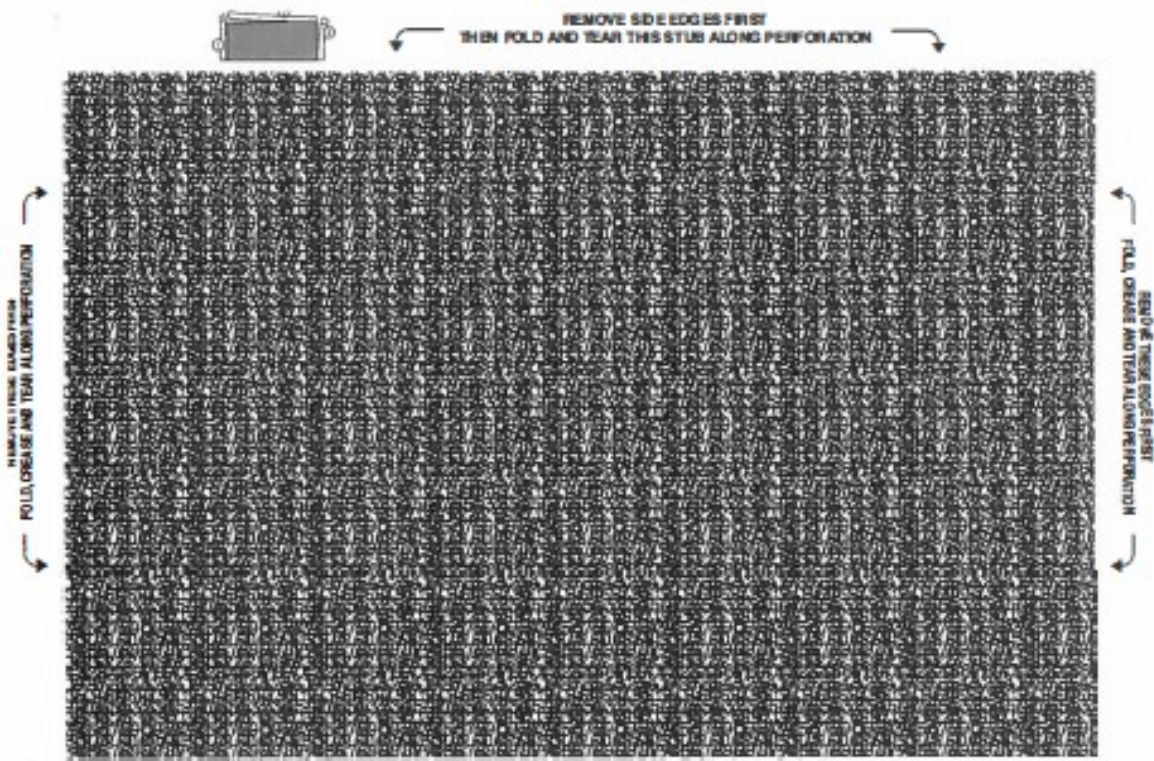
Donna Daily  
Chief, American Community Survey Office

**Mensaje importante:** Si tiene preguntas o necesita ayuda para completar la encuesta, llámenos al 1-877-833-5625 para hablar con un empleado de la Oficina del Censo que hable español.

[census.gov/acs](https://census.gov/acs)



**All Treatments:** ACS-23 (Outside Pressure Seal Mailer) [The only difference between all treatments is the form number found in the lower right-hand corner. Sample variable data: the due date.]



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SEE OTHER SIDE FOR  
OPERATING INSTRUCTIONS

SEE OTHER SIDE FOR  
OPERATING INSTRUCTIONS

**FINAL NOTICE  
RESPONSE DUE:  
September 30, 2020**

Mailing address  
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ACS-23(LX)5F-IC (12-11-2020)



Sidebar Treatment: ACS-13(L) (Front of Letter)



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**U.S. Census Bureau**  
American Community Survey Office  
Washington, DC 20000



**THE AMERICAN  
COMMUNITY  
SURVEY**

*The American  
Community Survey  
(ACS) is the  
premier source for  
detailed population  
and housing  
information about  
our nation.*

*The ACS helps  
local officials,  
community leaders,  
and businesses  
understand the  
changes taking  
place in their  
communities.*

Dear Resident:

Your household has been selected to participate in the **American Community Survey**. The Census Bureau has conducted this survey since 2005. This survey provides an up-to-date picture of how we live, and it helps local leaders determine the needs of your community.



Please respond now at **[respond.census.gov/acs](https://respond.census.gov/acs)**  
Log in with your 10-digit user ID found on the enclosed card.

When you respond to this survey, you are doing your part to ensure that decisions about your community can be made using the best data available. The information that you provide is so important that **your response is required by law** (Title 13, U.S. Code, Sections 141, 193, and 221).

If you are unable to complete the survey online, we will send you a paper questionnaire in a few weeks. If you need help or have questions, please call us at 1-800-354-7271.

Thank you for your participation.

Sincerely,

Donna Daily  
Chief, American Community Survey Office

Sidebar Treatment: ACS-20 (Inside of Pressure Seal Mailer)



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**U.S. Census Bureau**  
American Community Survey Office  
Washington, DC 20000



**THE AMERICAN  
COMMUNITY  
SURVEY**

***Did you know?***

*Non-profit groups use the American Community Survey to plan and build parks and playgrounds in communities across the country.*

*The American Community Survey helps direct more than \$675 billion in federal funding every year to communities nationwide.*

*You can help your community by responding today!*

Dear Resident:

A few days ago, you should have received a notice to complete the American Community Survey online. **If you have already responded, thank you. If not, please do so now.**



Respond now at [respond.census.gov/acs](https://respond.census.gov/acs)

Log in with this user ID:

Your answers help identify local needs such as job training, highway construction, and health care services.

**Your response is so important that it is required by U.S. law.**

If you are unable to answer online, you will receive a paper questionnaire in about two weeks. If you need help completing the survey or have questions, please call 1-800-354-7271.

Thank you for helping your community.

Sincerely,

Donna Daily  
Chief, American Community Survey Office

[census.gov/acs](https://census.gov/acs)

Sidebar Treatment: ACS-14(L) (Front of Letter)



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Bureau

**U.S. Census Bureau**  
American Community Survey Office  
Washington, DC 20000

**American Community Survey Form Enclosed**

About two weeks ago, you should have received a letter asking you to respond to the American Community Survey. As promised, we are sending you a survey form.

If you have already responded, thank you. If not, you now have two ways to respond—please choose the one that works best for you:



Respond today at [respond.census.gov/acs](https://respond.census.gov/acs) on your computer, smartphone, or tablet.

**OR**



Fill out the survey form and mail it back in the postage-paid envelope.

**Your response to the American Community Survey is required by U.S. law.** Just as the law requires us to report for jury duty, pay taxes, and earn a license to drive, it also requires us to respond to this survey.

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

We look forward to receiving your response.

Sincerely,

Donna Daily  
Chief, American Community Survey Office

*Nota: Vea al otro lado para responder en español.*

ACS-14(L)(SF-SB (04-21-2021))

[census.gov/acs](https://census.gov/acs)



**Did you know?**

Millions of households participate in the **American Community Survey** every year.

When you respond to this survey, you are helping your community make decisions using the best data available.

**Thank you for being the voice of your community.**

Sidebar Treatment: ACS-29 (Front and Back of Postcard)

We  
need  
your  
response.

The American Community Survey

If you are one of the thousands of people who have already responded to the American Community Survey, we thank you.

**If you have not completed the survey, please do so right away:**

- ▶ You can complete the survey online at **respond.census.gov/acs**
- OR -
- ▶ Fill out and return the form we sent you a few days ago.

**Your response is so important that it is required by U.S. law.**

U.S. Census Bureau staff may call or visit you to help you complete the survey if we don't receive your response. If you have questions or need help completing the survey, call 1-800-354-7271.



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Bureau

Your participation helps ensure that community leaders have the information they need to make decisions that affect our lives.

[census.gov/acs](https://census.gov/acs)



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**YOUR RESPONSE IS  
REQUIRED BY LAW**

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ACS-29(X)SF-SB (12-04-2020)



**Sidebar Treatment:** ACS-23 (Inside Pressure Seal Mailer) [The sample variable data: the date, the phrase “Wednesday, September 30, 2020?”, and the user ID.]



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**U.S. Census Bureau**  
American Community Survey Office  
Washington, DC 20000

**Due Date:**  
**September 30, 2020**

An important message from the U.S. Census Bureau:

Time is running out. We have sent you several requests to complete the American Community Survey, and we have not received your response. **You are required by U.S. law to respond to this survey.** If you do not respond by the due date, a U.S. Census Bureau interviewer may visit your home to help you complete the survey.

How will you complete the survey by **Wednesday, September 30, 2020?**

Choose ONE way to respond:

- ONLINE: Go to **respond.census.gov/acs**  
Log in with this user ID: **12345 - 12345**
- BY MAIL: Fill out and return the survey form in the postage-paid envelope you received in the mail a few weeks ago.
- BY PHONE: Call 1-800-354-7271 to complete a phone interview.  
Monday–Friday: 9 a.m. to 9 p.m.  
Saturday: 9 a.m. to 7 p.m., Sunday: 11 a.m. to 9 p.m.

Thank you. Your response is greatly appreciated.

Sincerely,

Donna Daily  
Chief, American Community Survey Office

*Mensaje importante:* Si tiene preguntas o necesita ayuda para completar la encuesta, llámenos al 1-877-833-5625 para hablar con un empleado de la Oficina del Censo que hable español.

[census.gov/acs](https://census.gov/acs)

## Column and Header Treatment: ACS-13(L) (Front of Letter)



United States®  
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Bureau

**U.S. Census Bureau**  
American Community Survey Office  
Washington, DC 20000

Dear Resident:

Your household has been selected to participate in the **American Community Survey**. Every year, the U.S. Census Bureau contacts households across the country to participate in this important, mandatory survey. Follow the two steps below to respond online with your computer, smartphone, or tablet.

- 1) Go to [respond.census.gov/acs](https://respond.census.gov/acs)
- 2) Log in with your 10-digit user ID found on the enclosed card.

### ABOUT THE SURVEY

Your response to the American Community Survey helps your community plan for projects such as new schools, health clinics, and playgrounds as well as services for the elderly and veterans.

### DO I HAVE TO RESPOND?

Yes. This survey is so important to your community and the nation that **your response is required by law** (Title 13, U.S. Code, Sections 141, 193, and 221).

### NEED A PAPER FORM?

If you are unable to respond online, we will send you a paper questionnaire in about three weeks.

If you need help filling out the survey or have any questions, please call us at 1-800-354-7271. We are available to answer any questions or concerns you have.

Thank you for helping your community.

Sincerely,

Donna Daily  
Chief, American Community Survey Office

## Column and Header Treatment: ACS-13(L) (Back of Letter)

### Additional information about the American Community Survey

<b>Is this a legitimate survey?</b>	Yes. The U.S. Census Bureau has been conducting this survey since 2005. Only government agencies can use an internet address with the ".gov" extension. You can verify that this is an official government survey by calling 1-800-354-7271 (Mon-Fri: 9 a.m. to 9 p.m., Sat: 9 a.m. to 7 p.m., Sun: 11 a.m. to 9 p.m.) or by visiting us at <a href="https://census.gov/acs">census.gov/acs</a> .
<b>Why was I selected?</b>	Your address was selected through scientific sampling and represents thousands of other households like yours. The Census Bureau randomly selects about 3.5 million addresses throughout the country each year to respond to this survey.
<b>Am I required to fill out the survey?</b>	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. To create an accurate picture of your community, it is critical that you respond.
<b>Will my response be kept confidential?</b>	Yes. The 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, U.S. Code, Sections 141 and 193. Federal law protects your privacy and keeps your answers confidential (Title 13, U.S. 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.
<b>How will the Census Bureau use the information I provide?</b>	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 the United States and Puerto Rico. 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.

## Column and Header Treatment: ACS-20 (Inside of Pressure Seal Mailer)



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Bureau

**U.S. Census Bureau**  
American Community Survey Office  
Washington, DC 20000

### Reminder: Please complete the American Community Survey

Dear Resident:

Did you know that the **American Community Survey** helps your local government, businesses, and nonprofit organizations determine the needs of your community? These might include:

- Services to help the elderly, veterans, and the disabled
- Parks and playgrounds for enjoyment and recreation
- Opportunities for new businesses in your area
- Access to high-speed internet service

If you've already responded to our recent request to complete this survey online, thank you. If not, please respond now using your computer, smartphone, or tablet.

Respond now at [respond.census.gov/acs](https://respond.census.gov/acs)  
Log in with this user ID:

**Your response is so important that it is required by U.S. law.** If you are waiting to respond by paper questionnaire, you will receive one in about two weeks. If you need help with this survey or have questions, call us at 1-800-354-7271.

Thank you for helping your community.

Sincerely,

Donna Daily  
Chief, American Community Survey Office

[census.gov/acs](https://census.gov/acs)



## Column and Header Treatment: ACS-14(L) (Front of Letter)



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**Census**  
Bureau

**U.S. Census Bureau**  
American Community Survey Office  
Washington, DC 20000

Dear Resident:

As we promised in an earlier letter, a paper questionnaire for the **American Community Survey** is enclosed. If you've already answered the survey online, thank you. If not, we greatly appreciate your response at this time.

Please choose **ONE** way to respond:

Option 1: Go to **respond.census.gov/acs** and respond on your computer, smartphone, or tablet today.

Option 2: Fill out the **paper questionnaire** and mail it back in the postage-paid envelope.

### **YOUR RESPONSE COUNTS**

Your response, along with others in your area, represents your community. Many households have already responded. We need your response too.

### **WE NEED YOUR RESPONSE**

This survey is so important to your community and our nation that **your response is required by U.S. law**. Just as we are required to report for jury duty, file taxes, and earn a license to drive, we are also required to respond to this survey.

### **GET STARTED NOW**

It's easy to get started. You can even use your smartphone.

If you need help filling out the survey or have any questions, please call us at 1-800-354-7271.

Thank you for helping your community.

Sincerely,

Donna Daily  
Chief, American Community Survey Office

*Nota: Vea al otro lado para responder en español.*

Column and Header Treatment: ACS-29 (Front and Back of Postcard)

The American Community Survey  
**Helping Communities  
Make Informed Decisions**



Dear Resident:

If you've already responded to the American Community Survey, thank you.  
If not, please:

Respond now using your computer, smartphone, or tablet at [respond.census.gov/acs](https://respond.census.gov/acs) **OR** Fill out the questionnaire that we sent you and mail it back in the postage-paid return envelope.

**Your response is required by U.S. law.** Census Bureau staff may call or visit you to help you complete the survey if we don't receive your response soon. If you need help filling out the survey or have questions, call 1-800-354-7271. We are happy to help you.

Sincerely,



Donna Daily  
Chief, American Community Survey Office

[census.gov/acs](https://census.gov/acs)



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**U.S. Census Bureau**  
National Processing Center  
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**YOUR RESPONSE IS  
REQUIRED BY LAW**

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ACS-29(X)SF-CH (12-04-2020)

**Column and Header Treatment:** ACS-23 (Inside of Pressure Seal Mailer) [The sample variable data: the date, the phrase “Wednesday, September 30, 2020?”, and the user ID.]



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Bureau

**U.S. Census Bureau**  
American Community Survey Office  
Washington, DC 20000

**Due Date:**  
**September 30, 2020**

An important message from the U.S. Census Bureau:

Time is running out. We have sent you several requests to complete the American Community Survey, and we have not received your response. **You are required by U.S. law to respond to this survey.** If you do not respond by the due date, a U.S. Census Bureau interviewer may visit your home to help you complete the survey.

How will you complete the survey by **Wednesday, September 30, 2020?**

Choose ONE way and respond:

- ONLINE:** Go to **respond.census.gov/acs**  
Log in with this user ID: **12345 - 12345**
- BY MAIL:** Fill out and return the survey form in the postage-paid envelope you received in the mail a few weeks ago.
- BY PHONE:** Call 1-800-354-7271 to complete a phone interview.  
Monday–Friday: 9 a.m. to 9 p.m.  
Saturday: 9 a.m. to 7 p.m., Sunday: 11 a.m. to 9 p.m.

Thank you. Your response is greatly appreciated.

Sincerely,

Donna Daily  
Chief, American Community Survey Office

*Mensaje importante:* Si tiene preguntas o necesita ayuda para completar la encuesta, llámenos al 1-877-833-5625 para hablar con un empleado de la Oficina del Censo que hable español.

census.gov/acs

Minimalist Treatment: ACS-13(L) (Front of Letter)



United States®  
**Census**  
Bureau

**U.S. Census Bureau**  
American Community Survey Office  
Washington, DC 20000

Dear Resident:

Your household has been selected to participate in the **American Community Survey**, which is a survey conducted by the **U.S. Census Bureau**.

**Your response matters.** The survey helps your local government, businesses, and nonprofit organizations meet the needs of your community. As a representative of your community, you are the voice that informs us about these needs.

**You are required by law to complete this survey** (Title 13, U.S. Code, Sections 141, 193, and 221). Follow the two steps below to provide your response to this survey:

- 1) Go to **respond.census.gov/acs** to respond.
- 2) Log in with your 10-digit user ID found on the enclosed card.

You can complete the survey online using a computer, smartphone, or tablet. If you are unable to respond online, we will send you a paper questionnaire in a few weeks.

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

Thank you. Your response is greatly appreciated.

Sincerely,

Donna Daily  
Chief, American Community Survey Office

The Census Bureau serves as the leading source of  
quality data about the nation's people and economy.



## Frequently Asked Questions

### **What is the American Community Survey?**

The American Community Survey is an official survey from the U.S. Census Bureau. As a randomly selected representative of your community, you are the voice of your neighbors and peers. To create an accurate understanding of your community and its needs, your response will be used in combination with responses from other households to produce data for your community. Similar data will be produced for communities across the United States.

### **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.

### **Will my response be confidential?**

Yes. The 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, U.S. Code, Sections 141 and 193. Federal law protects your privacy and keeps your answers confidential (Title 13, U.S. 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.

### **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 the United States and Puerto Rico. 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.

### **Why was I selected?**

Your address was selected through scientific sampling and represents thousands of other households like yours. The Census Bureau randomly selects about 3.5 million addresses each year to respond to the survey.

**Minimalist Treatment: ACS-20 (Inside of Pressure Seal Mailer)**



United States®  
**Census**  
Bureau

**U.S. Census Bureau**  
American Community Survey Office  
Washington, DC 20000

Dear Resident:

A few days ago, you should have received a notice from the **U.S. Census Bureau** asking you to complete the **American Community Survey**.

**You are required by law to complete this survey** (Title 13, U.S. Code, Sections 141, 193, and 221). The survey helps your local government, businesses, and nonprofit organizations meet the needs of your community.

If you've already responded, thank you. If not, **please do so today** by following these two steps:

- 1) Go to **respond.census.gov/acs**
- 2) Enter your 10-digit user ID:

If you are unable to respond online, we will send you a paper questionnaire in about two weeks.

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

Thank you. Your response is greatly appreciated.

Sincerely,

Donna Daily  
Chief, American Community Survey Office

[census.gov/acs](https://census.gov/acs)

**Minimalist Treatment: ACS-14(L) (Front of Letter)**



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**Census**  
Bureau

**U.S. Census Bureau**  
American Community Survey Office  
Washington, DC 20000

Dear Resident:

We are following up with you because we have not received a response to the **American Community Survey** from your household.

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

**Please respond now.** Either:

Fill out the paper survey in this mailing and send it back in the postage-paid envelope

OR

Fill out the online survey by following these two steps:

- 1) Go to **respond.census.gov/acs**
- 2) Log in with the 10-digit user ID printed on the front of your questionnaire.

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

Thank you. Your response is greatly appreciated.

Sincerely,

Donna Daily  
Chief, American Community Survey Office

*Nota: Vea al otro lado para responder en español.*

Minimalist Treatment: ACS-29 (Front and Back of Postcard)



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Bureau

**The American Community Survey**  
*Helping communities make informed decisions*

Dear Resident:

If you've already responded to the **American Community Survey**, thank you.  
If not, please complete it now. **Your response is required by U.S. law.**

EITHER fill out the paper survey we sent you a few days ago and  
return it in the postage-paid envelope

OR respond online at **respond.census.gov/acs** with the 10-digit  
user ID that appears on the materials we sent you.

If you have any questions or need help filling out the survey, please call us at  
1-800-354-7271. We are happy to help you.

[census.gov/acs](https://census.gov/acs)



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

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**YOUR RESPONSE IS  
REQUIRED BY LAW**

Mailing address  
printed here

ACS-29(X)SF-MIN (12-04-2020)



**Minimalist Treatment:** ACS-23 (Inside of Pressure Seal Mailer) [The sample variable data: the date, the phrase “Wednesday, September 30, 2020?”, and the user ID.]



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Bureau

**U.S. Census Bureau**  
American Community Survey Office  
Washington, DC 20000

**Due Date:**  
**September 30, 2020**

Dear Resident:

Your household has been selected to participate in the **American Community Survey**, which is a survey conducted by the **U.S. Census Bureau**.

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

**Please respond now.** If you do not respond by the due date, a Census Bureau interviewer may come to your home to complete the survey in person.

How will you complete the survey by **Wednesday, September 30, 2020?**

Select ONE way to respond:

- ONLINE: Go to **respond.census.gov/acs** and enter your 10-digit user ID: **12345 - 12345**
- BY MAIL: Fill out the paper survey you received in the mail a few weeks ago and send it back.
- BY PHONE: Call 1-800-354-7271 to complete a phone interview.  
Mon to Fri: 9 a.m.–9 p.m., Sat: 9 a.m.–7 p.m., Sun: 11 a.m.–9 p.m.

Thank you. Your response is greatly appreciated.

Sincerely,

Donna Daily  
Chief, American Community Survey Office

*Mensaje importante:* Si tiene preguntas o necesita ayuda para completar la encuesta, llámenos al 1-877-833-5625 para hablar con un empleado de la Oficina del Censo que hable español.

[census.gov/acs](https://census.gov/acs)

**Production:** ACS-13(L) (Front of Letter)



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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.

Enclosures

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

**Production: ACS-13(L) (Back of Letter)**

**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.

Production: ACS-34IM (Front and Back of Instruction Card)



## American Community Survey

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

Mailing address  
printed here

*(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.*

ACS-34 IM (2-13-2019)

**Production: ACS-461M (Front and Back of Envelope)**



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**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  
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U.S. Census Bureau  
Permit No. G-58

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



**OPEN IMMEDIATELY**



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# Production: ACS-9 (Multilingual Brochure)

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

In a few weeks 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 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 unas semanas, usted 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.

**¿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 03-19-2020 ACS-9 (2021)



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

几周后，您将收到通过邮件发送的问卷，即美国社区问卷调查。由于您居住在美国，法律要求您必须回答此问卷调查。如果您对表格有任何问题，请致电 1-800-638-5945 联系我们。

**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答。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.

Một vài tuần nữa quý vị sẽ nhận bản câu hỏi Khảo Sát Cộng đồng tại Mỹ được gửi qua bưu điện. Vì quý vị đang sống ở Hoa Kỳ, pháp luật quy định quý vị phải trả lời khảo sát này. Nếu quý vị có thắc mắc về mẫu đơn này, vui lòng gọi cho chúng tôi theo số 1-877-221-9436.

**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 của. Nhằm có được những quyết định thực tế 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 phần nội 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 недель Вы получите по почте анкету Анкетирования населения США по месту жительства. Поскольку Вы живете в Соединенных Штатах, закон требует, чтобы Вы ответили на этот опрос. Если у Вас имеются вопросы по этой форме, пожалуйста, звоните нам по телефону 1-866-225-2297.

**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 지역사회 조사를 실시하고 있습니다.

귀하께서는 몇 주 내에 미국 지역사회 조사 설문지를 우편으로 받게 되실 것입니다. 귀하께서 미국에 거주하고 계시기 때문에 법에 따라 이 설문조사에 응답할 의무가 있습니다. 설문지 양식에 대해 질문이 있으시면 1-800-772-6728 번호로 문의해 주십시오.

**미국 지역사회 조사란 무엇인가요?**

미국 지역사회 조사는 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 설문 응답은 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 사이버보안 강화법에 따라, 귀하의 데이터는 데이터 전송 시스템의 철저한 검사를 통해 사이버 보안의 위협으로부터 보호됩니다.

**Production:** ACS-20 (Inside of Pressure Seal Mailer)



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.

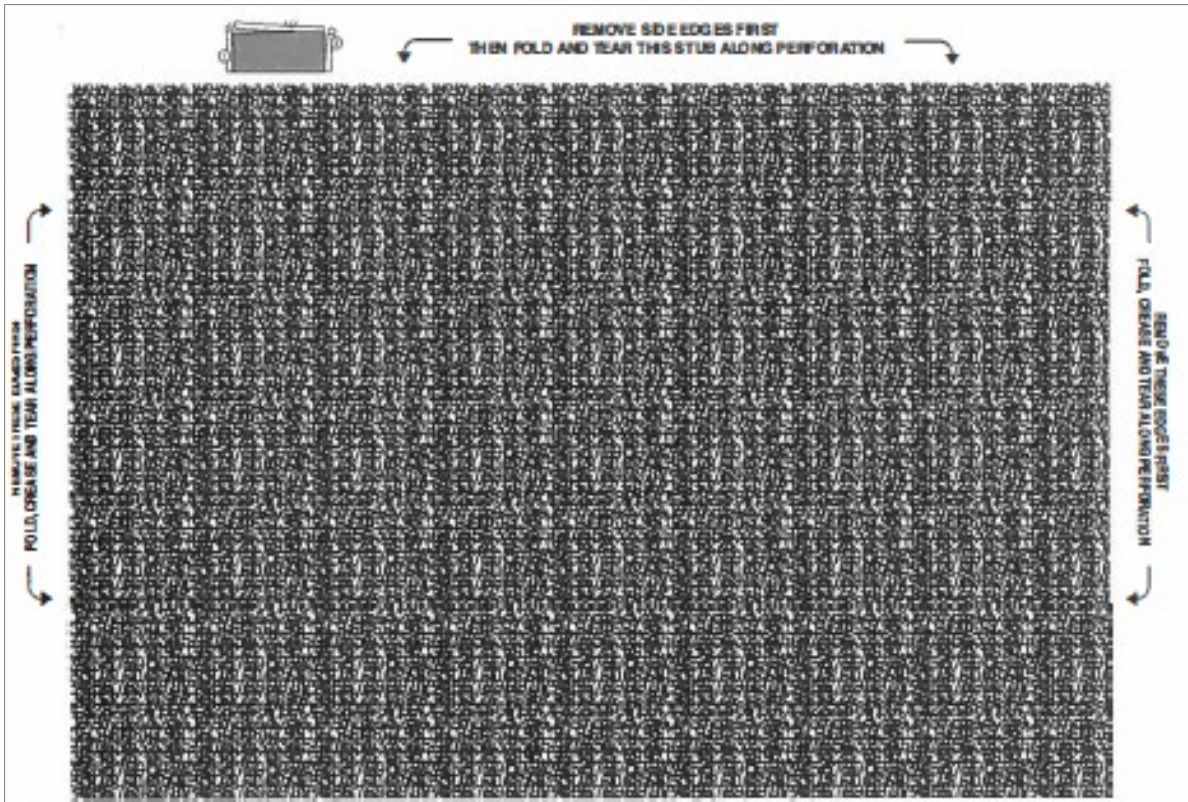
If you need help completing the survey or have questions, please call our toll-free number (1-800-354-7271).

Thank you in advance for your prompt response.

[census.gov](https://census.gov)

U.S. Census Bureau


**Production: ACS-20 (Outside of Pressure Seal Mailer)**



REMOVE SIDE EDGES FIRST  
THEN FOLD AND TEAR THIS STUB ALONG PERFORATION

FOLD, CREASE AND TEAR ALONG PERFORATION

FOLD, CREASE AND TEAR ALONG PERFORATION



United States  
**Census**  
Bureau

DEPARTMENT OF COMMERCE  
UNITED STATES OF AMERICA

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Permit No. G-5B

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

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Penalty for Private Use \$300

SEE OTHER SIDE FOR  
OPENING INSTRUCTIONS

SEE OTHER SIDE FOR  
OPENING INSTRUCTIONS

Mailing address  
printed here

ACS-20(L)(2020) (08-02-2019)



Production: ACS-14(L) (Front of Letter)



United States<sup>®</sup>  
**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.

Enclosures

## Production: ACS-14(L) (Back of Letter)

### **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.

**Production:** 6385-47 (Front of Postage Paid Return Envelope for the Questionnaire)

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NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES



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

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

DIRECTOR  
U.S. CENSUS BUREAU  
PO BOX 5240  
JEFFERSONVILLE IN 47199-5240





United States  
**Census**  
Bureau

# The American Community Survey

Mailing address  
printed here

## 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**.

**Text Telephone (TTY):**  
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 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 – 7 for everyone, including yourself, who is living or staying at this address for more than 2 months. Then complete the rest of the form.

FORM **ACS-1(2021)**  
(05-18-2020)

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



## Mailing Instructions

➔ **Please make sure you have...**

- listed all names and answered the questions on pages 2 – 7
- 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
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
EDIT CLERK	TELEPHONE CLERK		JIC3	JIC4
<input type="checkbox"/>	<input type="checkbox"/>		<input type="checkbox"/>	<input type="checkbox"/>

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, U.S. Census Bureau, 4600 Silver Hill Road, ADDC – 4H277, Washington, D.C. 20233. You may e-mail comments to [acso.pra@census.gov](mailto:acso.pra@census.gov); use "Paperwork Project" 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(2021) (05-18-2020)



Production: ACS-46 (Front of the Envelope)

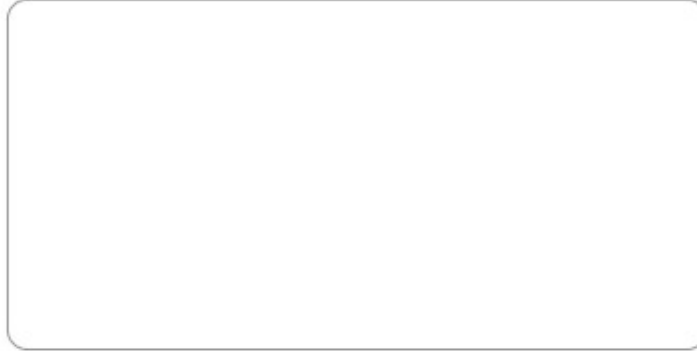


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Bureau

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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  
Form Enclosed  
**YOUR RESPONSE IS  
REQUIRED BY LAW**



Production: ACS-46 (Back of the Envelope)



ACS-46(2020) (02-07-2019)

Production: ACS-29 (Front and Back of Postcard)



United States®  
**Census**  
Bureau

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) (05-21-2019)



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**Census**  
Bureau

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

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Penalty for Private Use \$300

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U.S. Census Bureau  
Permit No. G-58

**YOUR RESPONSE IS  
REQUIRED BY LAW**

Mailing address  
printed here



**Production:** ACS-23 (Inside of Pressure Seal Mailer) [Sample variable data: The due date, the user ID, and the sentence “Respond by <insert date> to be removed from our schedule for a visit.”]



**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.

**Due: September 30, 2020**  
Respond now at <https://respond.census.gov/acs>  
Log in with this user ID: **12345 - 12345**  
**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 September 30, 2020 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.

*Mensaje Importante:* Si tiene preguntas o necesita ayuda para completar la encuesta, llámenos al 1-877-833-5625 para hablar con un empleado de la Oficina del Censo que hable español.

census.gov

U.S. Census Bureau

Production: ACS-23 (Outside of Pressure Seal Mailer) [Sample variable data: the date]



## Appendix B. 2021 Mailing Descriptions and Schedule for the 2021 September Production Panel

Mailing	Description of Materials	Mailout Date
Initial Mailing Package	A package of materials containing the following: Introduction Letter, Frequently Asked Questions (FAQ) Brochure, Multi-Lingual Informational Brochure, and Internet Instruction Card. This mailing urges housing units to respond via the internet.	8/26/2021
Reminder Letter	A reminder letter sent to all addresses that were sent the Initial Mailing Package, reiterating the request to respond. [Pressure seal mailer]	9/2/2021
Paper Questionnaire Package	A package of materials sent to addresses that have not responded. Contains the following: Introduction Letter, Paper Questionnaire, Return Envelope, Internet Instruction Card, and FAQ Brochure.	9/16/2021
Reminder Postcard	A reminder postcard sent to all addresses that were also sent the Paper Questionnaire Package, reiterating the request to respond.	9/20/2021
Additional Postcard	An additional reminder postcard sent to addresses that have not yet responded and are ineligible for telephone follow-up. [Pressure seal mailer]	10/13/2021
CAPI Letter <sup>†</sup>	A letter sent to all mailable addresses in the CAPI sample that includes an internet user ID. This letter informs households that a Census Bureau interviewer will contact them soon if they don't respond to the survey.	11/3/2021

<sup>†</sup>NPC mails the CAPI Internet Letter on a flow basis. The 'Mailout Date' is the date all CAPI Internet Letters have been mailed from NPC.

## Appendix C. Future Testing Ideas

Some ideas we have for possible future testing are listed below.

- Testing a due date in the second mailing (“Responding by \_\_\_\_\_ avoids additional mailings.”)
- Using a date on the letters
- Testing different types of benefit messages
- Testing to understand the effect of specific messaging or design elements of the winning treatment

Test ideas for the fifth mailing:

- Different messaging on the outside of the pressure seal mailer
- Pressure seal mailer with tailored messaging targeted for specific areas
- An infographic type letter in place of a pressure seal mailer
- A letter with a card stock graphical insert in place of a pressure seal mailer
- Bilingual mailer or letter for targeted geographical areas