

Appendix

Example of the use of the Generic Field Clearance Package

Objective: To test changes to the Census Bureau’s mailing material messages we used the Generic Field Clearance Package to implement a small test with modifications to our mailing materials in October 2015. The October 2015 Small-Scale Mailout Test determined whether modifying the “community benefits” message would increase online response to a Census Bureau survey. Research conducted by Reingold, Inc. (a communications and marketing firm under contract with the Census Bureau) suggested benefits to local communities (such as new schools) would motivate people to answer Census Bureau surveys. It would be impossible to print particular examples of census data uses for the mailings in each community. A feasible alternative was to specify the “community.” The modifications to the messages in our mailing materials included making the “community benefits” message more geographic specific, referring to the city, state or the state alone. We used a small-nationally representative sample under the field clearance to test it.

Panel Design and Schedule

Panels	October 9, 2015 Mailout of Initial Letter	October 16, 2015 Mailout of Reminder Postcard	October 23, 2015 Mailout of Final Letter
2,000 Housing units with the traditional “community benefits message”	Figure 1	Figure 4	Figure 5
2,000 Housing units with a fill of City and State in the “community benefits message”	Figure 2	Figure 4	Figure 6
2,000 Housing units with a State fill in the “community benefits message”	Figure 3	Figure 4	Figure 7

Results: With a three week response period (October 9-October 31, 2016), results showed there was no significant difference in the response rate between treatments (Chi-sq=2.83, p=0.24). Therefore, adding a specific geography to the benefits message did not improve response over the production “community” message.

Traditional – No fill (Value=1)	34.2%	683/2000
City /State fill (Value=2)	31.7%	633/2000
State fill (Value=3)	33.0%	659/2000



UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
Washington, DC 20233-9001
OFFICE OF THE DIRECTOR

October 9, 2015

Dear Resident:

The U.S. Census Bureau is conducting the National Census Bureau Survey. Your response to this brief survey is important and will help in our efforts to develop new methods that will make the next census easier, more convenient, and less costly for taxpayers. Results from the next census will be used to help each community get its fair share of federal funding for many programs that you and your neighbors need.

Using the enclosed instruction card, please complete the survey online at:

<https://respond.census.gov/study>

Respond now to avoid a personal visit from a Census Bureau interviewer. Help us conserve natural resources, process data more efficiently, and save taxpayer money by responding online. If you are unable to complete the survey online, please call 1-888-715-2301 toll-free.

You are required by U.S. law to respond to this survey. Your answers will only be used for statistical purposes, and no other purpose. The back of this letter contains more information about protecting your data.

Thank you.

Sincerely,

John H. Thompson
Director

Enclosure



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Figure 1: Traditional use of "each community" in the initial letter



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Economics and Statistics Administration
U.S. Census Bureau
Washington, DC 20233-0001
OFFICE OF THE DIRECTOR

October 9, 2015

Dear Resident:

The U.S. Census Bureau is conducting the National Census Bureau Survey. Your response to this brief survey is important and will help in our efforts to develop new methods that will make the next census easier, more convenient, and less costly for taxpayers. Results from the next census will be used to help Midland, Texas get its fair share of federal funding for many programs that you and your neighbors need.

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Thank you.

Sincerely,

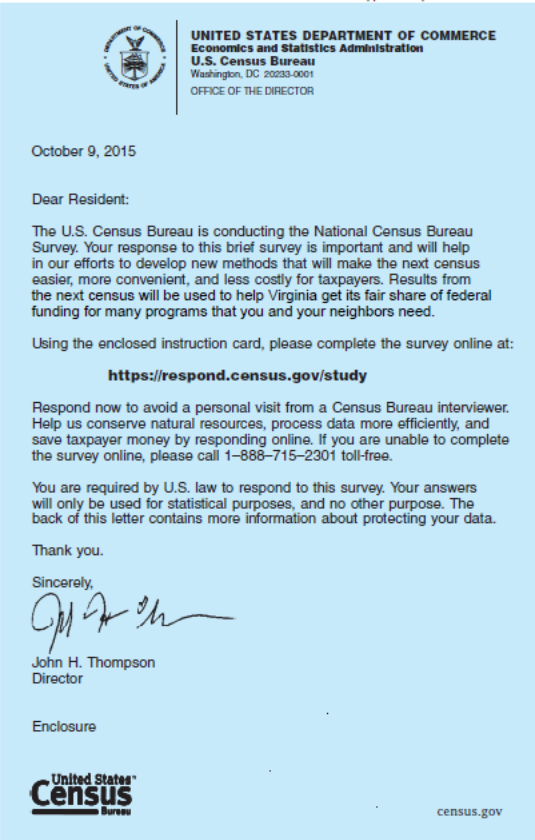
John H. Thompson
Director

Enclosure



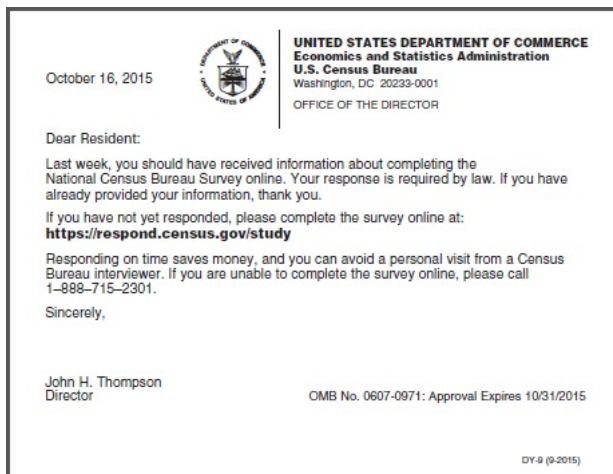
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Figure 2: Replacing “each community” with a city and state (Midland, Texas is an example.)



DY-16(2) (9-2015)

Figure 3: Replacing “each community” with a state (Virginia is an example)



DY-9 (9-2015)

Figure 4: Reminder postcard



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Washington, DC 20233-0001
OFFICE OF THE DIRECTOR

October 23, 2015

Important Note:
response to this survey is
required by law.

Dear Resident:

Over the past few weeks, you should have received information about completing the National Census Bureau Survey. Your response to this brief survey is important and will help in our efforts to develop new methods that will make the next census easier, more convenient, and less costly for taxpayers. Results from the next census will be used to help each community get its fair share of federal funding for many programs that you and your neighbors need.

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DY-178.1j (©2015)

Figure 5: Traditional reminder letter with "each community"



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Washington, DC 20233-0001
OFFICE OF THE DIRECTOR

October 23, 2015

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DY-17(2) (9-2015)

Figure 6: Reminder letter replacing "each community" with city and state (Midland, Texas is an example)



UNITED STATES DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. Census Bureau
Washington, DC 20533-0001
OFFICE OF THE DIRECTOR

October 23, 2015

Important Note:
Response to this survey is
required by law.

Dear Resident:

Over the past few weeks, you should have received information about completing the National Census Bureau Survey. Your response to this brief survey is important and will help in our efforts to develop new methods that will make the next census easier, more convenient, and less costly for taxpayers. Results from the next census will be used to help Virginia get its fair share of federal funding for many programs that you and your neighbors need.

If you have not responded yet, use the enclosed instruction card to complete the survey online at:

<https://respond.census.gov/study>

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John H. Thompson
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DIY-17(2) (9-2015)

Figure 7: Reminder letter replacing "each community" with state (Virginia is an example)