2020 Census Self-Response Rates Daily Report

Presented by DSSD at Census Integration Group
July 23, 2020

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Self-Response Rates Summary

	Total self-response rate	Change from yesterday
Total (TEA 1 + 6)	62.3%	0.03%
Mailout areas (TEA 1)	63.5%	0.03%
Update leave (TEA 6)	28.1%	0.13%

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Detailed Self-Response Rates

	Total self-response rate	Internet	Phone	Paper	Change from yesterday	Updated Projections
Total (TEA 1 + 6)	62.3%	49.8%	0.8%	11.7%	0.03%	62.4%
Mailout areas (TEA 1)	63.5%	51.0%	0.9%	11.7%	0.03%	63.0%
Internet Choice	54.0%	24.6%	0.6%	28.8%	0.03%	51.6%
Internet First	66.1%	58.1%	0.9%	7.0%	0.03%	66.1%
Cohort 1	63.1%	54.5%	1.0%	7.6%	0.03%	62.4%
Cohort 2	64.3%	55.9%	1.1%	7.3%	0.03%	62.5%
Cohort 3	75.1%	67.7%	0.8%	6.7%	0.03%	76.8%
Cohort 4	61.4%	54.1%	0.9%	6.4%	0.03%	62.1%
English	64.5%	52.1%	0.8%	11.5%	0.03%	64.7%
Bilingual	54.4%	40.1%	1.1%	13.2%	0.04%	46.3%
Update leave (TEA 6)	28.1%	15.2%	0.5%	12.3%	0.13%	46.2%

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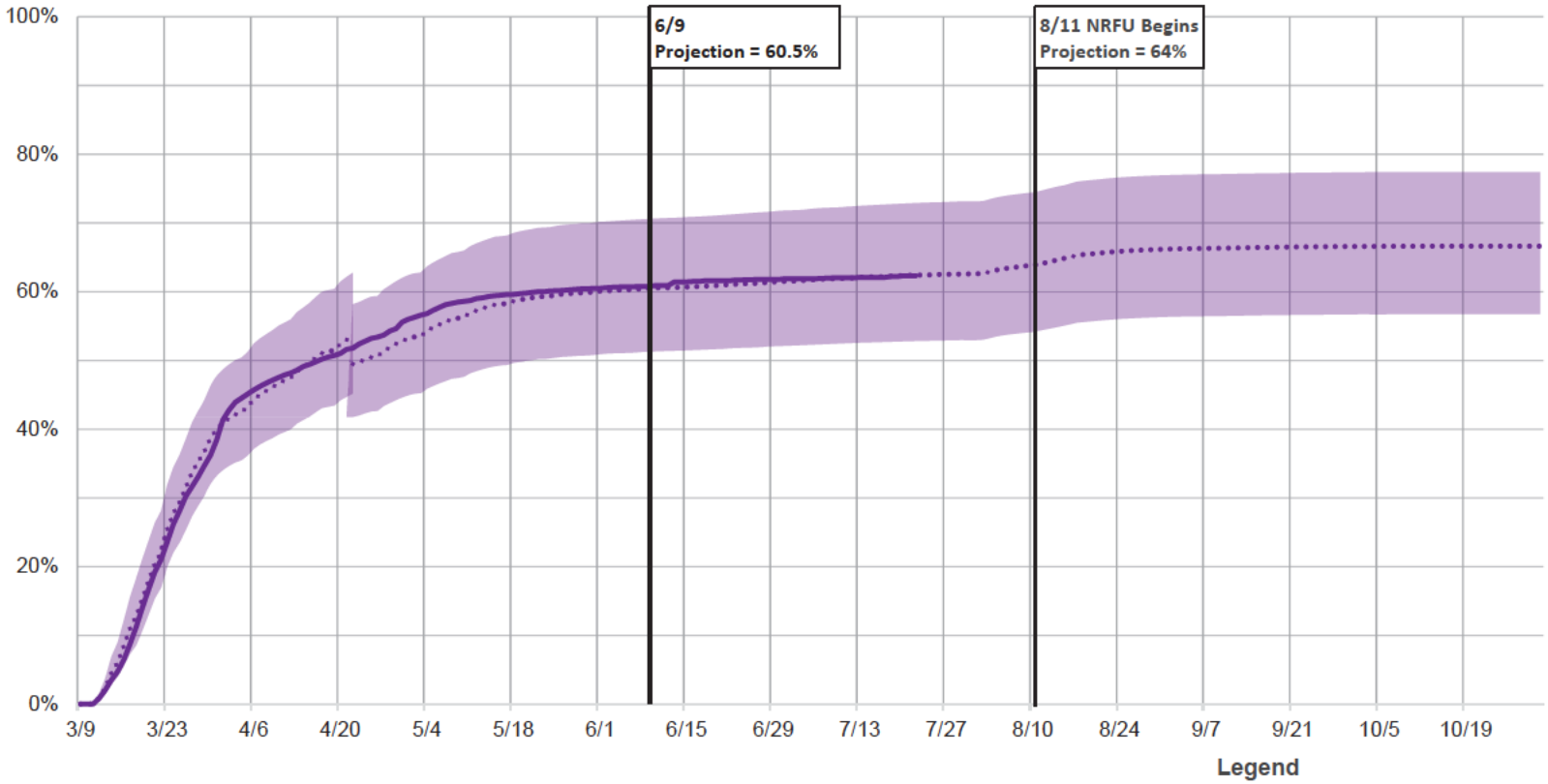
Actual vs Projected Self-Response Rates (TEA 1 & 6)



Actual Response	62.3%
Projection	62.4%
Lower Bound	52.8%
Upper Bound	72.9%

Legend

Actual Self-Response Rate	
Projected Self-Response Rate	
Lower & Upper Bound	

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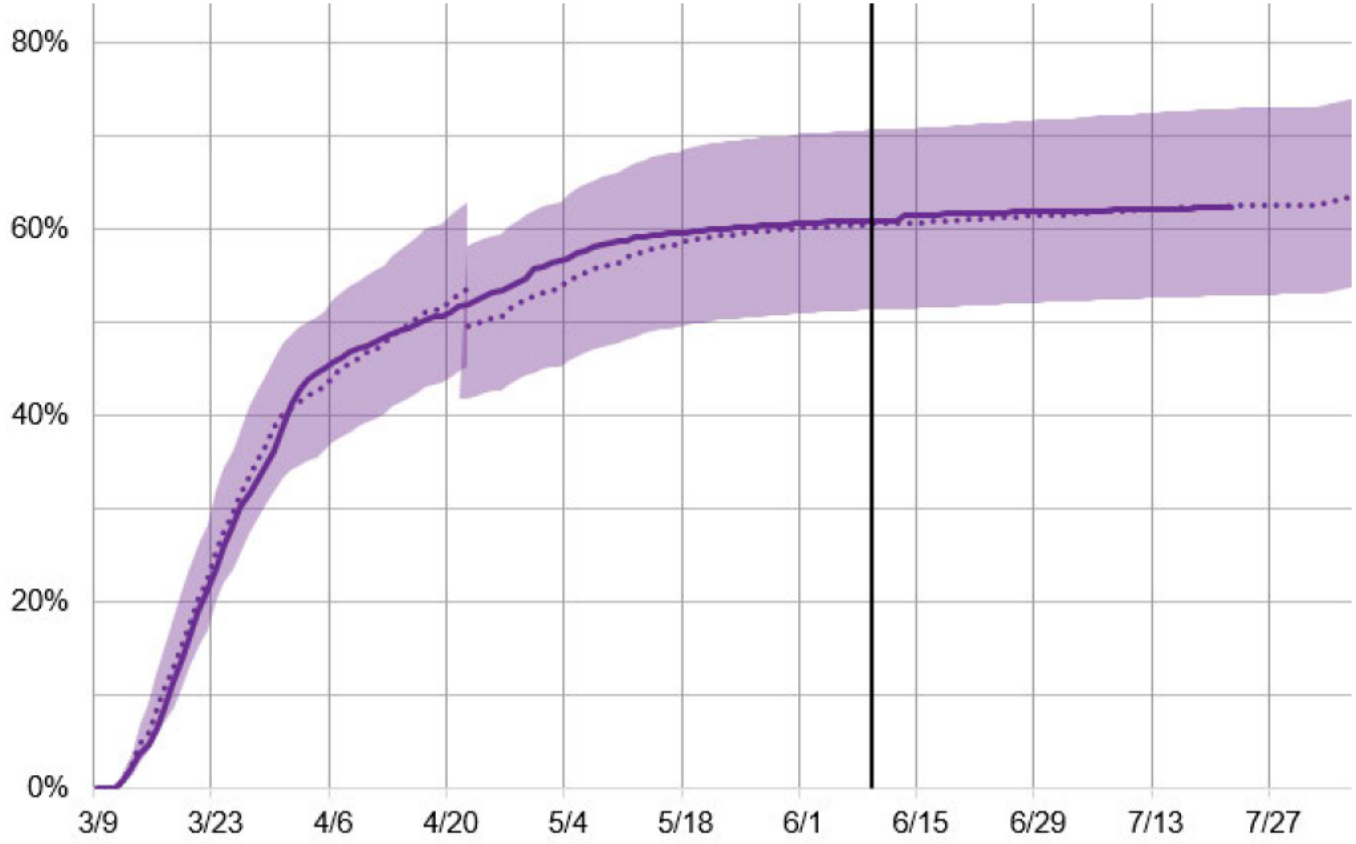
Actual vs Projected Self-Response Rates (TEA 1 & 6)- ZOOMED IN



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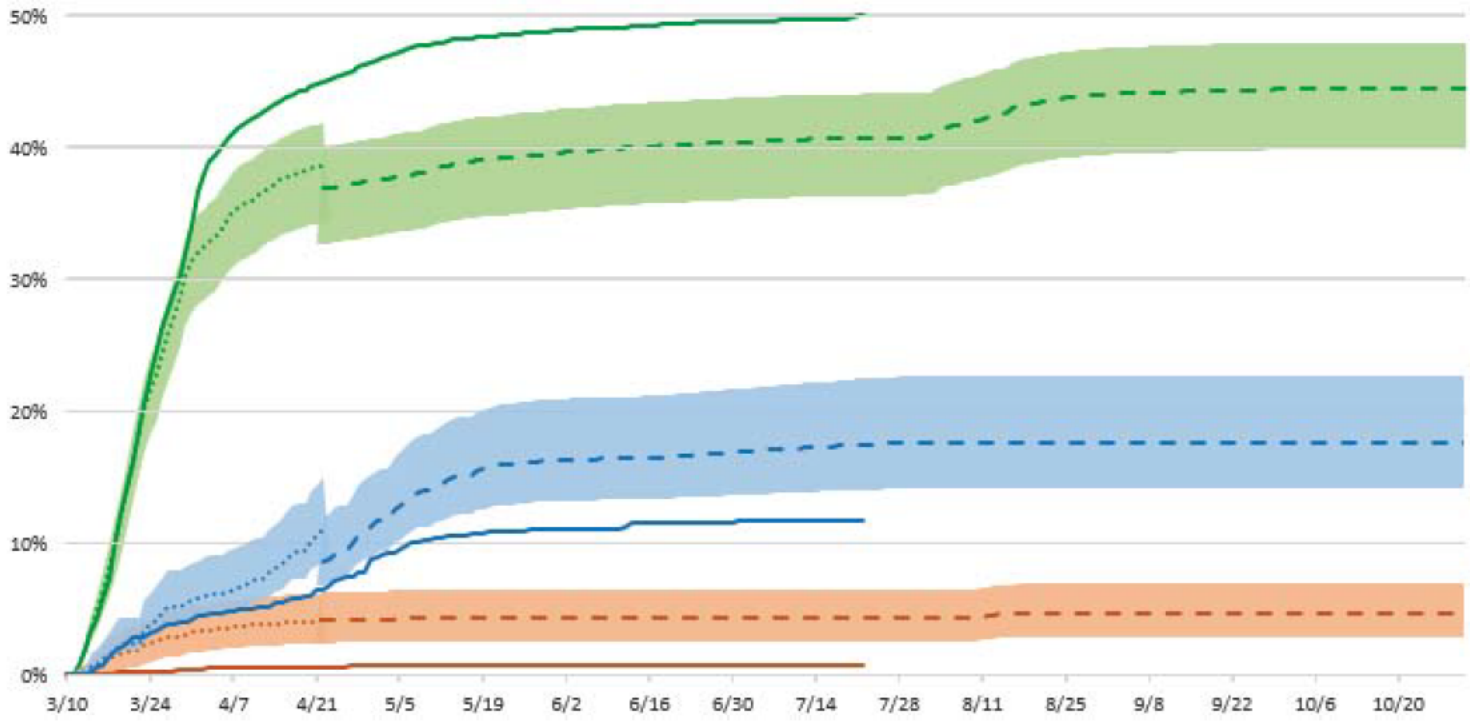
Actual vs Projected Self-Response Rates (TEA 1 & 6) by Mode



	Internet	Paper	Phone
Actual Response	49.8%	11.7%	0.8%
Projection	40.6%	17.5%	4.3%
Lower Bound	36.2%	14.0%	2.6%
Upper Bound	43.9%	22.5%	6.5%

Legend

	Internet	Paper	Phone
Actual Self-Response Rate			
Projected Self-Response Rate			
Lower & Upper Bound			

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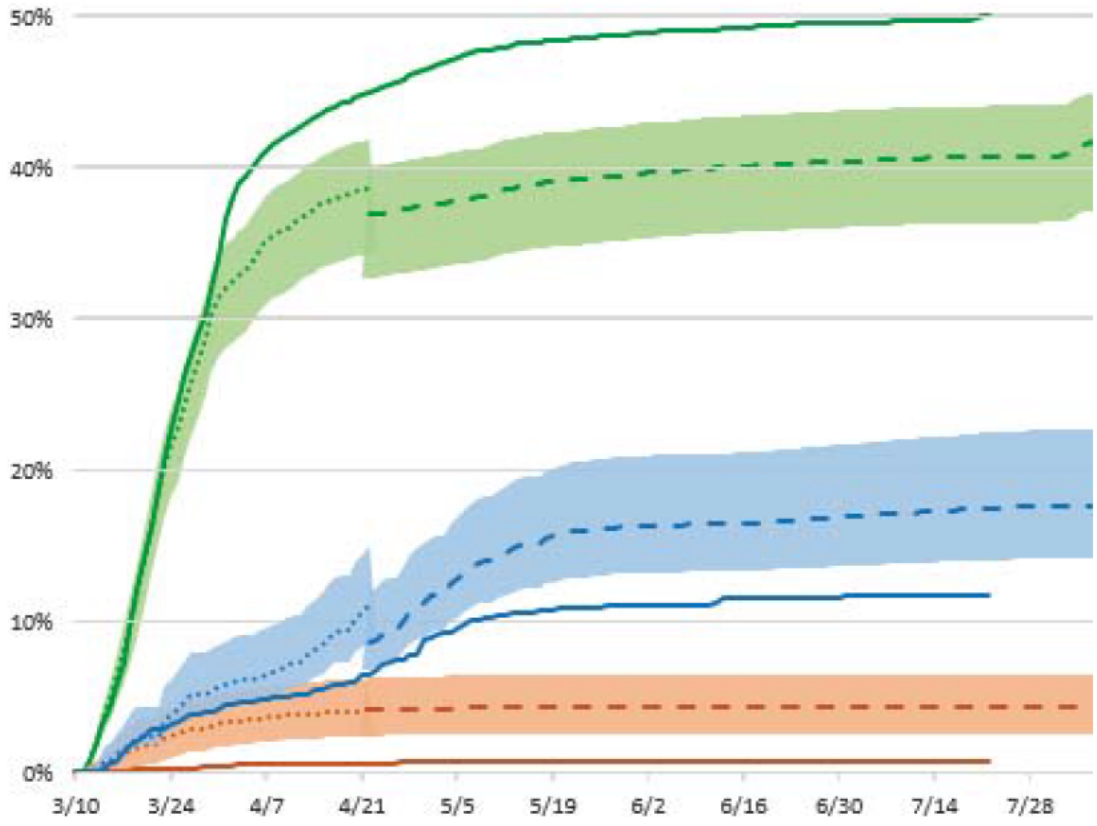
Actual vs Projected Self-Response Rates (TEA 1 & 6) by Mode – ZOOMED IN



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State by State Response Rates – TEA 1 & 6

State	Actual	2010 Rate (start of NRFU)	2010 Rate (Final)
U.S. Total	**62.3%**	**63.5%**	**66.5%**
Minnesota	71.8%	71.6%	74.1%
Wisconsin	69.1%	71.2%	73.5%
Michigan	68.4%	65.4%	67.7%
Nebraska	68.4%	68.8%	71.1%
Iowa	68.4%	71.0%	73.0%
Washington	67.7%	63.7%	67.2%
Illinois	67.1%	67.7%	70.5%
Virginia	67.1%	66.2%	69.0%
Ohio	66.8%	66.2%	69.0%
Utah	66.7%	65.4%	68.6%
Indiana	66.6%	67.0%	69.6%
Maryland	66.2%	66.5%	69.5%
Kansas	66.2%	67.4%	70.0%
Idaho	66.0%	64.6%	67.1%
Connecticut	65.8%	66.3%	69.5%
Colorado	65.6%	64.4%	67.2%
Kentucky	65.6%	63.0%	65.7%
Pennsylvania	65.5%	67.8%	70.2%
Oregon	64.6%	63.9%	66.9%
Massachusetts	64.3%	65.6%	68.8%
New Jersey	64.3%	64.4%	67.6%
South Dakota	63.8%	65.0%	67.1%
California	63.5%	64.7%	68.2%
Missouri	62.5%	65.3%	67.5%
New Hampshire	62.4%	61.5%	64.4%
North Dakota	62.0%	66.8%	68.8%

State	Actual	2010 Rate (start of NRFU)	2010 Rate (Final)
Tennessee	61.7%	63.8%	67.1%
Nevada	61.5%	58.7%	61.4%
Rhode Island	60.0%	62.8%	65.7%
Delaware	60.0%	60.8%	64.1%
Alabama	60.0%	59.5%	62.5%
Florida	59.4%	59.6%	63.0%
Arizona	59.1%	58.5%	61.3%
Hawaii	58.7%	60.7%	64.1%
District of Columbia	58.6%	62.2%	66.0%
North Carolina	58.5%	62.1%	64.8%
Georgia	58.2%	59.5%	62.5%
New York	57.9%	61.3%	64.6%
Mississippi	57.3%	58.1%	61.3%
Texas	57.3%	60.3%	64.4%
Arkansas	57.1%	59.5%	62.3%
Oklahoma	56.8%	58.9%	62.3%
Wyoming	56.8%	61.1%	63.4%
South Carolina	56.7%	62.2%	64.7%
Louisiana	56.5%	57.9%	61.0%
Montana	56.2%	62.3%	64.6%
Vermont	56.0%	58.1%	60.3%
Maine	54.0%	55.3%	57.4%
West Virginia	54.0%	56.8%	59.1%
New Mexico	52.2%	56.9%	60.0%
Alaska	48.8%	51.6%	55.6%
Puerto Rico	26.0%	51.2%	53.8%

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2020 Census Self-Response Mail Strategy

- Two-panel design: Internet First (invitation letter on first contact) and Internet Choice (questionnaire on first contact)
- Internet First panel is divided into four cohorts to best distribute calls to Census Questionnaire Assistance
- Internet Choice panel is in a single cohort, mailed on the same schedule as Internet First, Cohort 2

MARCH

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

APRIL

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Panel	Cohort	Mailing 1 *Letter (Internet First) or Letter + Questionnaire (Internet Choice)*	Mailing 2 *Letter*	Mailing 3* *Postcard*	Mailing 4* *Letter + Questionnaire*	Mailing 5* *"It's not too late" Postcard*
Internet First	1	March 12, 2020	March 16, 2020	March 26, 2020	April 8, 2020	April 20, 2020
	2	March 13, 2020	March 17, 2020	March 27, 2020	April 9, 2020	April 20, 2020
	3	March 19, 2020	March 23, 2020	April 2, 2020	April 15, 2020	April 27, 2020
	4	March 20, 2020	March 24, 2020	April 3, 2020	April 16, 2020	April 27, 2020
Internet Choice	N/A	March 13, 2020	March 17, 2020	March 27, 2020	April 9, 2020	April 20, 2020

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Self-Response Rates Definition

$$\text{Overall self-response rate} = \frac{\text{(Paper responses + Suff. CQA resp + Suff. Internet resp)}}{\text{Self-Response Rate Universe}} * 100$$

Note that the rates in this report do not match the self-response rates available in the UTS self-response reports because this report (1) counts paper responses as soon as they are identified as in the mail stream or checked in; and (2) includes Update Leave enumeration areas (TEA 6) in the calculations.

The rates in this report are the same as those available in the public-facing map.

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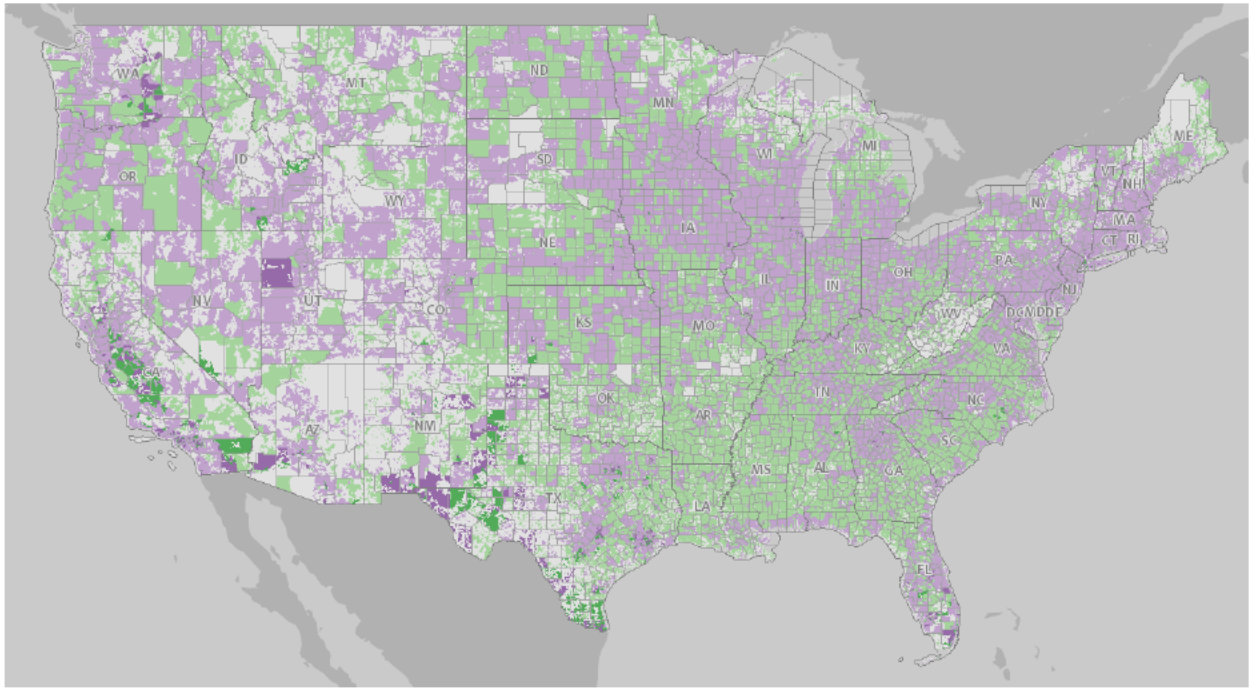
Self-Response Rates Contact Strategy Map



Mail Contact Strategy

Panel / Language	% of TEA1 HUs
Internet First / English	72.6
Internet First / Bilingual	5.7
Internet Choice / English	18.1
Internet Choice / Bilingual	3.7

https://www.census.gov/newsroom/press-releases/2019/contact-strategies-viewer.html

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Questions?

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