2020 Census Self-Response Rates Daily Report

Presented by DSSD at Census Integration Group
July 30, 2020

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Self-Response Rates Summary

	Total self-response rate	Change from yesterday
Total (TEA 1 + 6)	62.8%	0.06%
Mailout areas (TEA 1)	63.9%	0.06%
Update leave (TEA 6)	28.8%	0.09%

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Detailed Self-Response Rates

	Total self-response rate	Internet	Phone	Paper	Change from yesterday	Updated Projections
Total (TEA 1 + 6)	62.8%	50.1%	0.9%	11.7%	0.06%	62.6%
Mailout areas (TEA 1)	63.9%	51.3%	0.9%	11.7%	0.06%	63.0%
Internet Choice	54.4%	24.9%	0.6%	28.9%	0.06%	51.6%
Internet First	66.5%	58.5%	1.0%	7.1%	0.06%	66.1%
Cohort 1	63.6%	54.9%	1.0%	7.6%	0.06%	62.4%
Cohort 2	64.8%	56.2%	1.2%	7.4%	0.07%	62.5%
Cohort 3	75.5%	68.0%	0.8%	6.7%	0.06%	76.8%
Cohort 4	61.8%	54.4%	0.9%	6.4%	0.06%	62.1%
English	64.9%	52.4%	0.9%	11.6%	0.06%	64.7%
Bilingual	54.9%	40.5%	1.2%	13.3%	0.08%	46.3%
Update leave (TEA 6)	28.8%	15.6%	0.6%	12.6%	0.09%	50.8%

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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	**62.8%**	**63.5%**	**66.5%**
Minnesota	72.1%	71.6%	74.1%
Wisconsin	69.4%	71.2%	73.5%
Nebraska	68.8%	68.8%	71.1%
Iowa	68.7%	71.0%	73.0%
Michigan	68.7%	65.4%	67.7%
Washington	68.1%	63.7%	67.2%
Illinois	67.5%	67.7%	70.5%
Virginia	67.5%	66.2%	69.0%
Utah	67.1%	65.4%	68.6%
Ohio	67.1%	66.2%	69.0%
Indiana	67.0%	67.0%	69.6%
Idaho	66.9%	64.6%	67.1%
Maryland	66.7%	66.5%	69.5%
Kansas	66.6%	67.4%	70.0%
Connecticut	66.5%	66.3%	69.5%
Colorado	66.0%	64.4%	67.2%
Kentucky	65.8%	63.0%	65.7%
Pennsylvania	65.8%	67.8%	70.2%
Oregon	65.1%	63.9%	66.9%
Massachusetts	64.8%	65.6%	68.8%
New Jersey	64.7%	64.4%	67.6%
South Dakota	64.1%	65.0%	67.1%
California	64.0%	64.7%	68.2%
Missouri	62.9%	65.3%	67.5%
New Hampshire	62.8%	61.5%	64.4%
North Dakota	62.2%	66.8%	68.8%

State	Actual	2010 Rate (start of NRFU)	2010 Rate (Final)
Tennessee	62.1%	63.8%	67.1%
Nevada	62.0%	58.7%	61.4%
Rhode Island	60.6%	62.8%	65.7%
Alabama	60.5%	59.5%	62.5%
Delaware	60.4%	60.8%	64.1%
Florida	59.8%	59.6%	63.0%
Arizona	59.5%	58.5%	61.3%
District of Columbia	59.0%	62.2%	66.0%
North Carolina	58.9%	62.1%	64.8%
Hawaii	58.8%	60.7%	64.1%
Georgia	58.6%	59.5%	62.5%
New York	58.4%	61.3%	64.6%
Texas	57.7%	60.3%	64.4%
Mississippi	57.7%	58.1%	61.3%
Arkansas	57.5%	59.5%	62.3%
Oklahoma	57.4%	58.9%	62.3%
Wyoming	57.2%	61.1%	63.4%
South Carolina	57.1%	62.2%	64.7%
Louisiana	56.9%	57.9%	61.0%
Montana	56.5%	62.3%	64.6%
Vermont	56.4%	58.1%	60.3%
Maine	54.7%	55.3%	57.4%
West Virginia	54.3%	56.8%	59.1%
New Mexico	52.7%	56.9%	60.0%
Alaska	49.2%	51.6%	55.6%
Puerto Rico	27.2%	51.2%	53.8%

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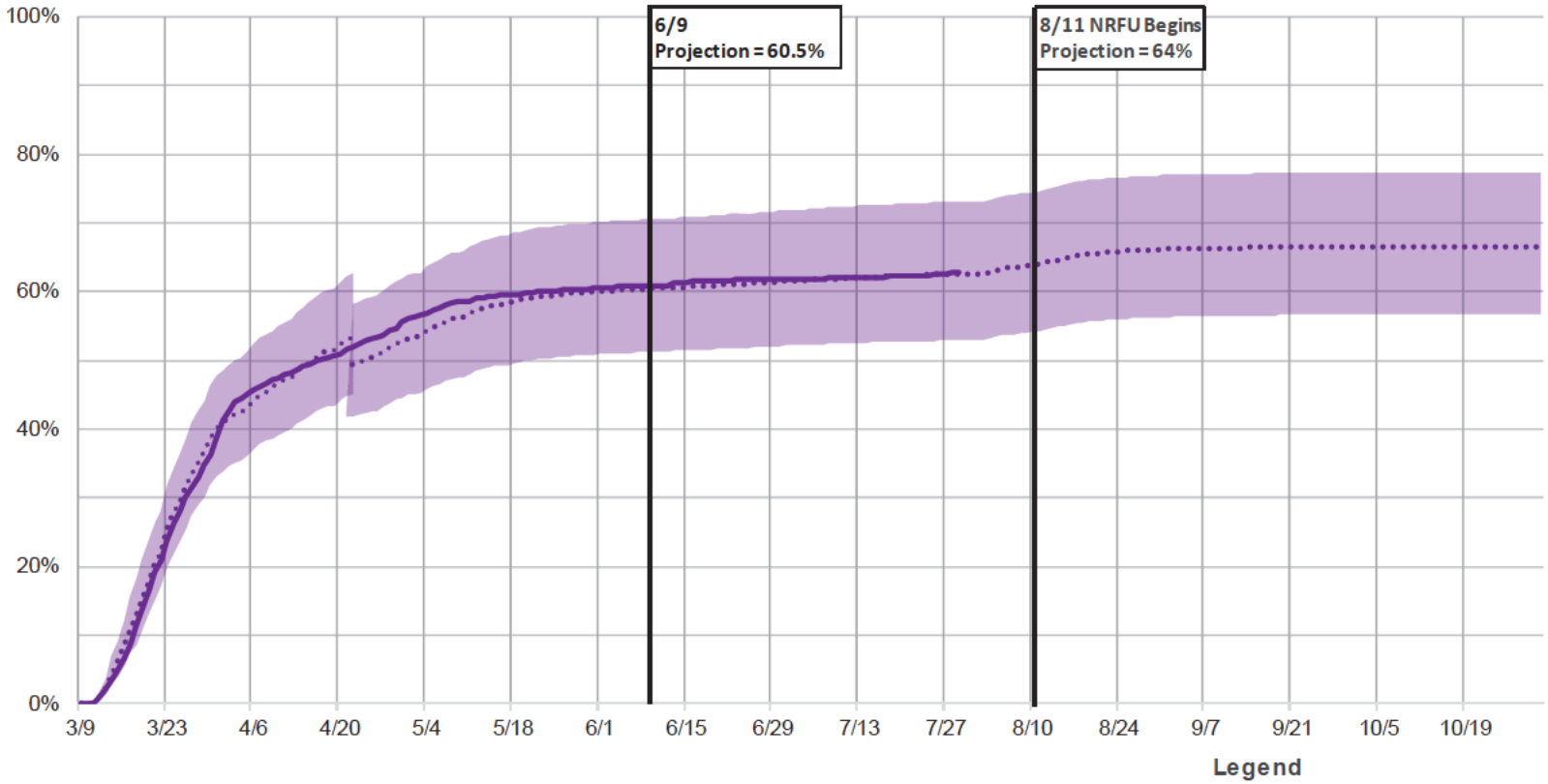
Actual vs Projected Self-Response Rates (TEA 1 & 6)



Actual Response	62.8%
Projection	62.6%
Lower Bound	53.0%
Upper Bound	73.1%

Legend

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

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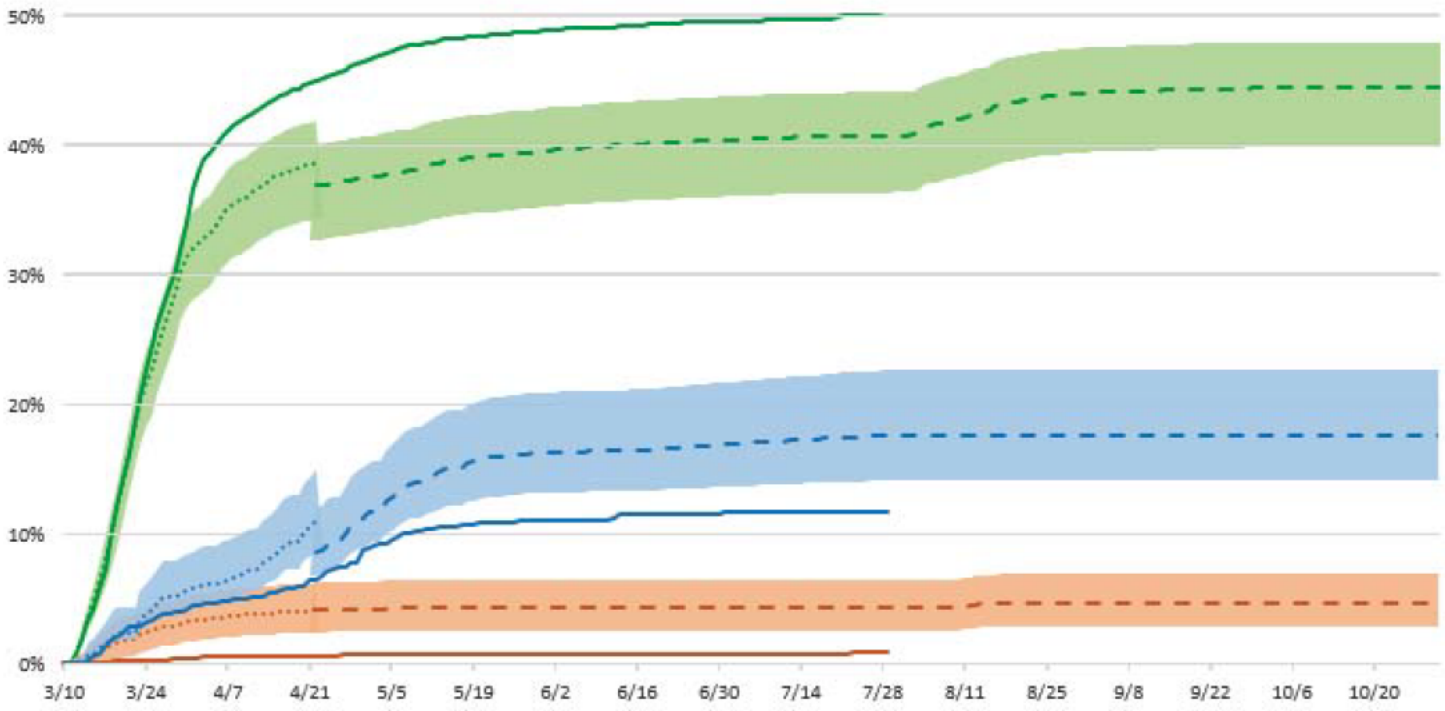
Actual vs Projected Self-Response Rates (TEA 1 & 6) by Mode



	Internet	Paper	Phone
Actual Response	50.1%	11.7%	0.9%
Projection	40.6%	17.6%	4.3%
Lower Bound	36.2%	14.1%	2.6%
Upper Bound	44.0%	22.6%	6.5%

Legend

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

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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

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

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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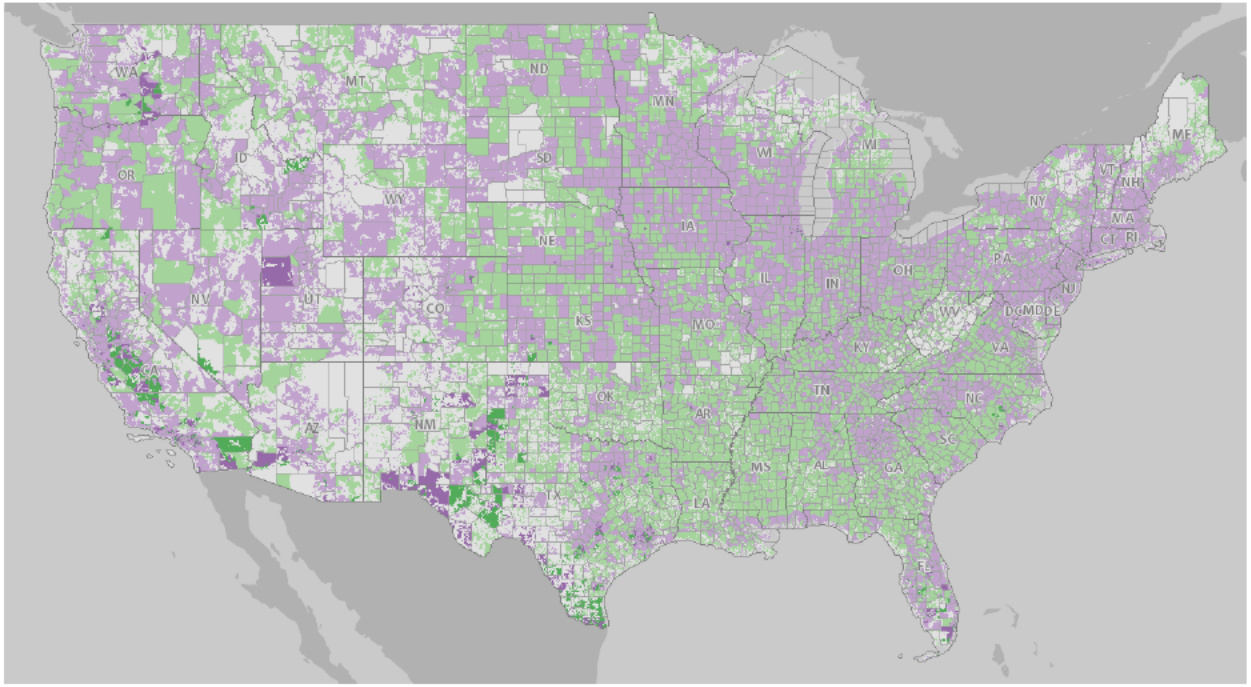
Self-Response Rates Contact Strategy Map



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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