

# 2020 Census Self-Response Rates Daily Report

Presented by DSSD at Census Integration Group  
August 12, 2020

DRB Approval Number: CBDRB-FY21-DSEP-002

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## Self-Response Rates Summary

	Total self-response rate	Change from yesterday
Total (TEA 1 + 6)	63.4%	0.07%
Mailout areas (TEA 1)	64.6%	0.07%
Update leave (TEA 6)	29.8%	0.11%

As of 11:59 pm of the previous day

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## Detailed Self-Response Rates

	Total self-response rate	Internet	Phone	Paper	Change from yesterday	Updated Projections
Total (TEA 1 + 6)	63.4%	50.7%	0.9%	11.8%	0.07%	64.0%
Mailout areas (TEA 1)	64.6%	51.9%	1.0%	11.8%	0.07%	64.4%
Internet Choice	55.0%	25.3%	0.7%	28.9%	0.05%	52.6%
Internet First	67.2%	59.1%	1.0%	7.1%	0.07%	67.6%
Cohort 1	64.3%	55.6%	1.1%	7.7%	0.07%	63.7%
Cohort 2	65.5%	56.9%	1.2%	7.4%	0.07%	63.7%
Cohort 3	76.2%	68.6%	0.9%	6.7%	0.07%	79.0%
Cohort 4	62.5%	55.0%	1.0%	6.5%	0.06%	63.6%
English	65.5%	53.0%	0.9%	11.6%	0.06%	66.2%
Bilingual	55.8%	41.2%	1.2%	13.3%	0.08%	47.3%
Update leave (TEA 6)	29.8%	16.3%	0.6%	12.9%	0.11%	52.7%

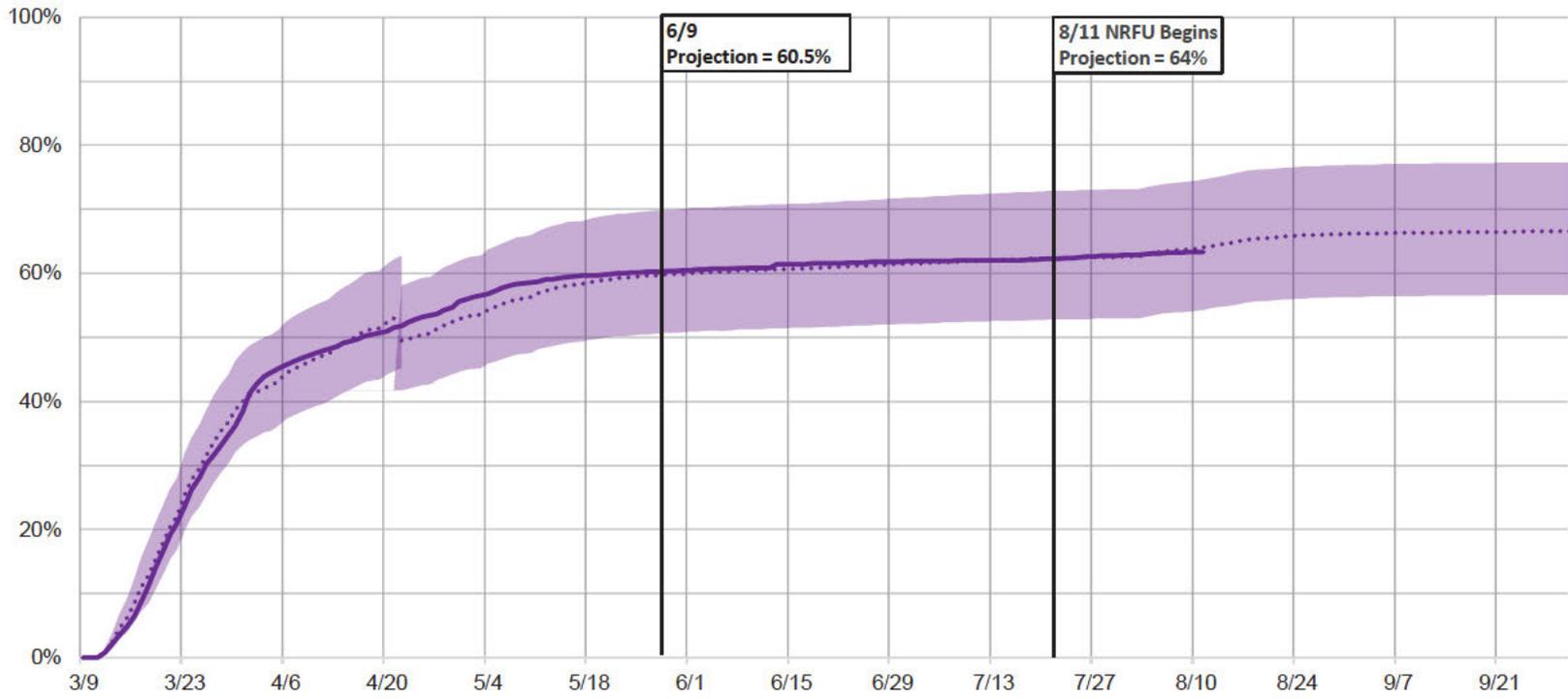
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## State by State Response Rates – TEA 1 & 6

State	Actual	2010 Rate (start of NRFU)	2010 Rate (Final)
U.S. Total	63.4%	63.5%	66.5%
Minnesota	72.6%	71.6%	74.1%
Wisconsin	69.9%	71.2%	73.5%
Washington	69.4%	63.7%	67.2%
Nebraska	69.1%	68.8%	71.1%
Michigan	69.0%	65.4%	67.7%
Iowa	69.0%	71.0%	73.0%
Illinois	68.4%	67.7%	70.5%
Virginia	68.2%	66.2%	69.0%
Idaho	68.0%	64.6%	67.1%
Indiana	67.7%	67.0%	69.6%
Maryland	67.7%	66.5%	69.5%
Ohio	67.7%	66.2%	69.0%
Utah	67.6%	65.4%	68.6%
Kansas	67.4%	67.4%	70.0%
Connecticut	67.3%	66.3%	69.5%
Colorado	66.8%	64.4%	67.2%
Pennsylvania	66.5%	67.8%	70.2%
Kentucky	66.1%	63.0%	65.7%
Oregon	65.9%	63.9%	66.9%
Massachusetts	65.7%	65.6%	68.8%
New Jersey	65.3%	64.4%	67.6%
California	64.9%	64.7%	68.2%
South Dakota	64.5%	65.0%	67.1%
Missouri	63.5%	65.3%	67.5%
New Hampshire	63.3%	61.5%	64.4%
North Dakota	62.9%	66.8%	68.8%

State	Actual	2010 Rate (start of NRFU)	2010 Rate (Final)
Tennessee	62.7%	63.8%	67.1%
Nevada	62.5%	58.7%	61.4%
Rhode Island	61.1%	62.8%	65.7%
Delaware	60.9%	60.8%	64.1%
Alabama	60.9%	59.5%	62.5%
Florida	60.3%	59.6%	63.0%
Hawaii	60.2%	60.7%	64.1%
Arizona	60.1%	58.5%	61.3%
District of Columbia	59.9%	62.2%	66.0%
North Carolina	59.5%	62.1%	64.8%
New York	59.2%	61.3%	64.6%
Georgia	59.1%	59.5%	62.5%
Texas	58.5%	60.3%	64.4%
Mississippi	58.1%	58.1%	61.3%
Oklahoma	58.0%	58.9%	62.3%
Arkansas	58.0%	59.5%	62.3%
Wyoming	57.7%	61.1%	63.4%
South Carolina	57.5%	62.2%	64.7%
Louisiana	57.5%	57.9%	61.0%
Montana	57.0%	62.3%	64.6%
Vermont	57.0%	58.1%	60.3%
Maine	55.8%	55.3%	57.4%
West Virginia	55.0%	56.8%	59.1%
New Mexico	53.7%	56.9%	60.0%
Alaska	50.2%	51.6%	55.6%
Puerto Rico	29.3%	51.2%	53.8%

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



Actual Response	63.4%
Projection	64.0%
Lower Bound	54.3%
Upper Bound	74.6%

### Legend

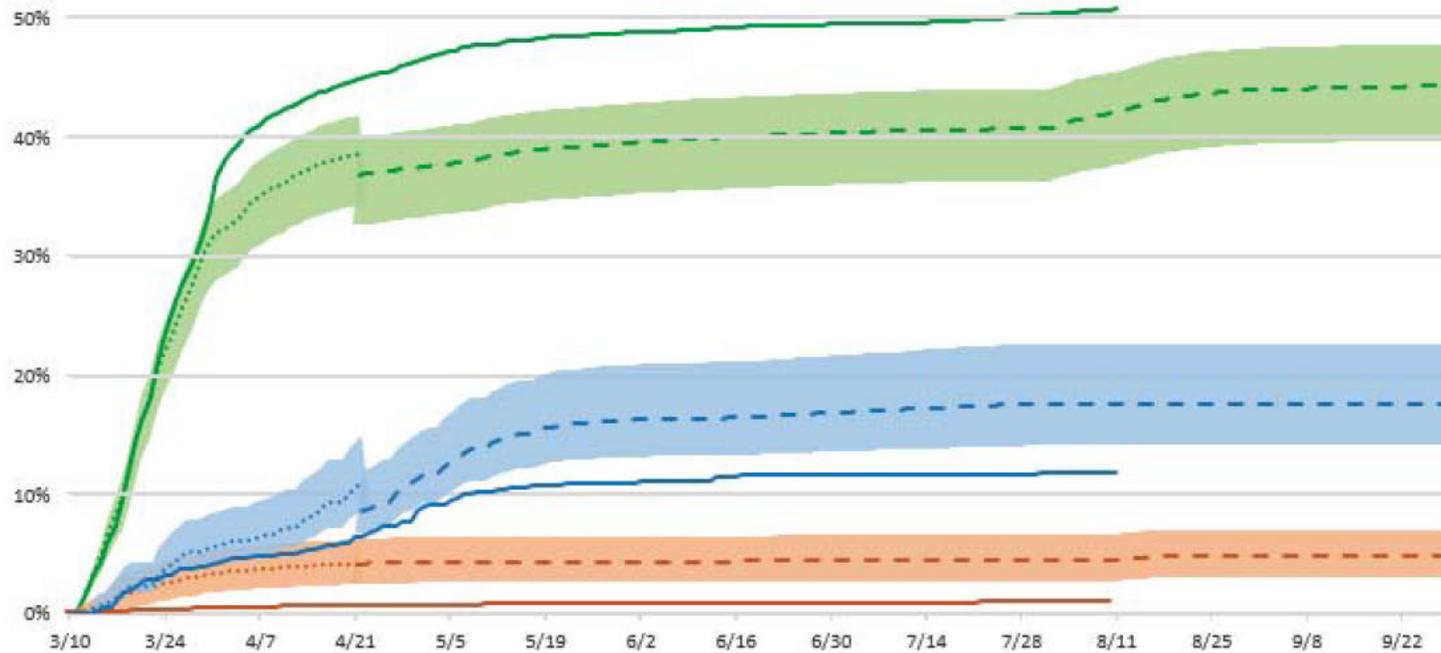
Actual Self-Response Rate	
Projected Self-Response Rate	
Lower & Upper Bound	

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



	Internet	Paper	Phone
Actual Response	50.7%	11.8%	0.9%
Projection	42.0%	17.6%	4.3%
Lower Bound	37.5%	14.1%	2.6%
Upper Bound	45.4%	22.7%	6.5%

## Legend

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

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# Real-Time Analysis of Data (RTAD) Update

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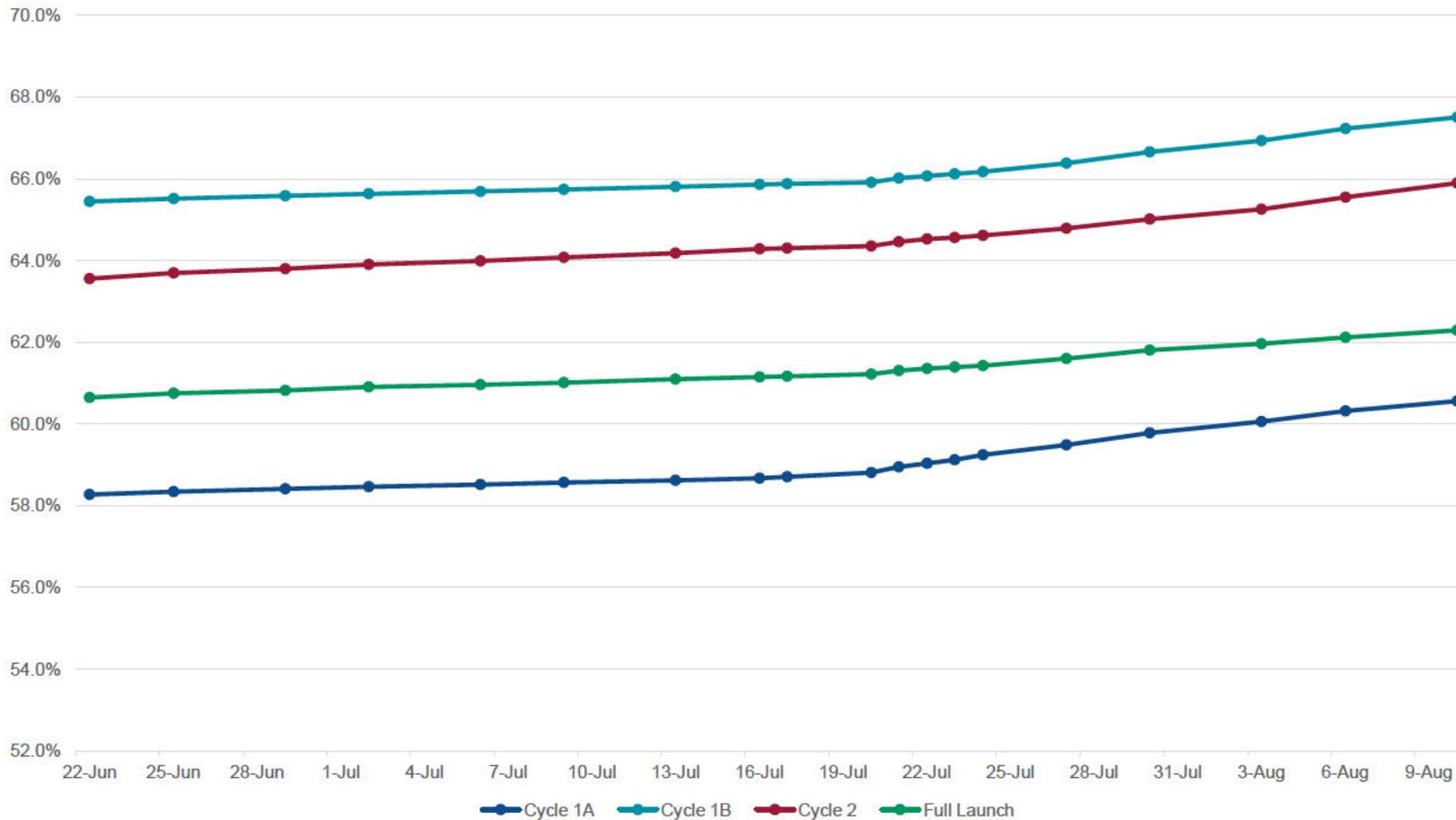
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### Launch Cycle Self-Response Rate

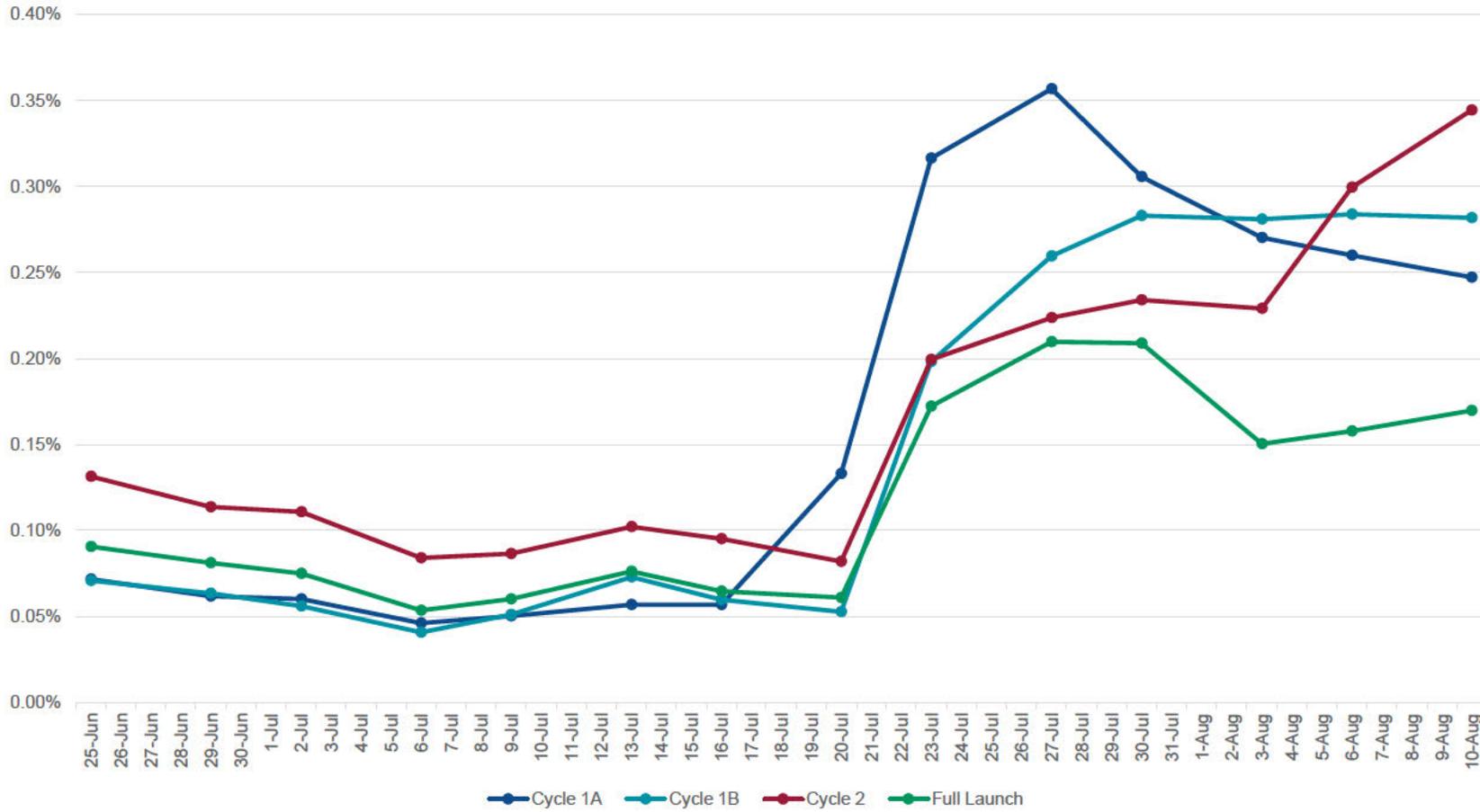


Soft Launch Cycle	8/10 SRR
Cycle 1A	60.6%
Cycle 1B	67.5%
Cycle 2	65.9%
Full Launch	62.3%

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● Cycle 1A ● Cycle 1B ● Cycle 2 ● Full Launch

### Change in Launch Cycle Self-Response Rate



## Tenure Demographic as of 8.11.20

Tenure	Internet	Paper	Phone	NRFU	Total	Benchmark*
Owned	69.3%	68.8%	59.7%	47.8%	<b>68.7%</b>	63.9%
Rented	29.6%	28.9%	39.2%	43.6%	<b>29.9%</b>	36.1%
Multiple	-	0.7%	-		<b>0.1%</b>	-
Missing	1.1%	1.7%	1.1%	8.6%	<b>1.3%</b>	-

Tenure	Internet		Phone	
	ID	Non-ID	ID	Non-ID
Owned	90.2%	9.8%	83.1%	16.9%
Rented	81.8%	18.2%	80.4%	19.6%
Missing	47.0%	53.0%	72.0%	28.0%
<b>TOTAL</b>	<b>87.2%</b>	<b>12.8%</b>	<b>81.9%</b>	<b>18.1%</b>

Tenure	Phone	Internet	Paper	Total
National INR Benchmark**	0.2%	3.7%	5.6%	4.3%

### NRFU Missing Rate Benchmark

2010 Missing Rate (from DRF)	12.0%
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\*indicates the 13-17 ACS National Response Estimate

\*\*indicates the 2019 National Item Non Response (INR) Estimate

# Sex Demographic: Mode at National Level

- DDP response data as of 8/9

	Mode				Total	Benchmark
	Internet	Paper	Phone	NRFU		
<b>Sex</b>						
Female	50.5%	52.1%	54.0%	48.4%	50.7%	50.6%*
Male	47.3%	47.0%	44.9%	50.0%	47.3%	49.2%*
Male and Female****	.	0.04%	.	.	0.0%	
Missing	2.2%	1.0%	1.2%	1.6%	2.0%	0.9%** 1.7%***
<b>Total</b>	100.0%	100.0%	100.0%		100.0%	

\*National Distribution: From 2018 Population Estimates

\*\* Benchmark based on ACS estimates

\*\*\*Benchmark based on 2010 Census Self Response Item Nonresponse Rates

\*\*\*\* 'Male and Female' response only possible for paper responses

Note: 5/7 non-DDP total missing rate: 3.3%

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Sex ID Status				
Sex	Internet		Phone	
	ID	Non-ID	ID	Non-ID
Female	86.7%	13.3%	81.9%	18.1%
Male	87.5%	12.5%	81.4%	18.6%
Missing	54.5%	45.6%	70.2%	29.8%
<b>Total</b>	86.4%	13.6%	81.5%	18.5%

NRFU Missing Rate Benchmarks	
2010 Missing Rate (From DRF)	2018 Test Missing Rate (from CUF)
1.2%	21.4%

2015 National Content Test			
Sex	Mode		
	Internet	Paper	Phone
Female	51.2%	52.0%	55.1%
Male	48.4%	46.8%	44.7%
Missing/ Invalid	0.4%	1.1%	0.1%

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# Age Demographic: Mode at National Level

- DDP response data as of 8/9

	Mode				Total	Benchmark
	Internet	Paper	Phone	NRFU		
<b>Age</b>						
Under 5 years	5.5%	3.3%	2.4%	5.6%	5.2%	6.0%*
5 to 17 years	16.4%	11.0%	8.7%	16.9%	15.6%	16.3%*
18 to 24 years	8.6%	5.8%	4.5%	9.5%	8.2%	9.2%*
25 to 44 years	25.7%	15.7%	12.1%	25.1%	24.3%	26.7%*
45 to 64 years	25.9%	28.3%	26.4%	20.5%	26.1%	25.4%*
65+ years	15.7%	34.8%	44.4%	12.0%	18.4%	16.5%*
Missing or invalid age response						1.6%**
	2.2%	1.1%	1.5%	10.5%	2.1%	0.8%***
<b>Total</b>	100.0%	100.0%	100.0%		100.0%	

\*National Distribution: From 2018 Population Estimates

\*\*Benchmark based on ACS estimates

\*\*\*Benchmark based on 2010 Census Self Response Item Nonresponse Rates

Note: The calculation of age categories follows logic from the DRF, which takes both DOB year and age into account

Note: 5/15 non-DDP missing rate: 3.4%

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Age	ID Status			
	Internet		Phone	
	ID	Non-ID	ID	Non-ID
Under 5 years	82.9%	15.1%	76.4%	23.6%
5 to 17 years	84.8%	15.2%	78.8%	21.2%
18 to 24 years	84.9%	15.1%	79.7%	20.3%
25 to 44 years	85.1%	14.9%	79.1%	20.9%
45 to 64 years	89.5%	10.5%	82.6%	17.4%
65+ years	91.6%	8.4%	83.0%	17.0%
Missing/invalid response	55.6%	44.4%	71.2%	28.8%
<b>Total</b>	86.4%	13.6%	81.5%	18.5%

2015 National Content Test			
Age	Mode		
	Internet	Paper	Phone
Under 5	5.7%	4.8%	1.8%
5-19	17.9%	17.6%	7.2%
20-24	6.1%	5.3%	2.4%
25-44	26%	20.3%	9.7%
45-64	29%	30.5%	28%
65+	14.5%	20.3%	49.9%
Missing/Invalid	0.8%	1.1%	1.0%

NRFU Missing Rate Benchmarks	
2010 Missing Rate (From DRF)	2018 Test Missing Rate (from CUF)
18.8%	33.2%

# Relationship Demographic : Mode at National Level

-DDP response data as of 8/9

\*National Distribution from 2013-2017 five-year ACS data

\*\*Benchmark based on 2010 Census Self Response Item Nonresponse Rates

Note: 5/7 non-DDP data missing rate: 4.8%

Relationship	Mode				Total	Benchmark
	Internet	Paper	Phone	NRFU		
Brother/Sister	1.6%	2.1%	2.8%	2.9%	1.6%	2.0%*
Father/Mother	2.2%	2.6%	2.3%	3.4%	2.3%	2.2%*
Grandchild	3.3%	6.5%	8.2%	4.3%	3.7%	3.9%*
Parent In-Law	0.6%	0.5%	0.4%	0.5%	0.6%	0.5%*
Son/Daughter In-Law	0.7%	0.9%	1.1%	0.8%	0.7%	0.7%*
Other Relative	1.9%	2.0%	3.4%	3.0%	1.9%	2.5%*
Other Non-Relative	1.5%	2.1%	2.8%	2.1%	1.6%	1.9%*
Housemate/Roommate						3.0%*
Spouse					32.3%	29.6%*
Opposite Sex Spouse	31.6%	35.4%	31.3%	23.1%	31.9%	
Same Sex Spouse	0.4%	0.4%	0.1%	0.2%	0.4%	
Partner					4.4%	3.7%*
Opposite Sex Partner	4.1%	4.3%	3.6%	5.0%	4.1%	
Same sex partner	0.3%	0.2%	0.1%	0.2%	0.3%	
Biological Son/Daughter	42.9%	34.3%	34.6%	43.3%	41.9%	45.7%*
Adopted Son/Daughter						1.1%*
Stepson/Stepdaughter	2.0%	2.0%	1.4%	2.4%	2.0%	2.0%*
Foster Child	0.2%	0.2%	0.2%	0.2%	0.2%	0.1%*
Missing or Invalid Response	2.9%	3.4%	2.3%	2.0%	2.9%	1.1%**
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	

Relationship	Relationship ID Status			
	Internet		Phone	
	ID	Non-ID	ID	Non-ID
Brother/Sister	80.8%	19.3%	79.2%	20.8%
Father/Mother	82.4%	17.6%	79.6%	20.4%
Grandchild	82.9%	17.1%	81.3%	18.7%
Parent In-Law	87.0%	13.0%	79.9%	20.1%
Son/Daughter In-Law	84.0%	16.0%	80.8%	19.2%
Other Relative	80.6%	19.4%	78.2%	21.8%
Other Non-Relative	82.2%	17.8%	79.1%	20.9%
Housemate/Roommate	81.6%	18.4%	78.1%	21.9%
Opposite Sex Spouse	90.1%	9.9%	82.6%	17.4%
Same Sex Spouse	87.2%	12.8%	78.2%	21.8%
Opposite Sex Partner	83.7%	16.3%	80.4%	19.6%
Same sex partner	84.2%	15.8%	80.4%	19.6%
Biological Son/Daughter	85.6%	14.4%	80.0%	20.0%
Adopted Son/Daughter	87.0%	13.0%	81.9%	18.1%
Stepson/Stepdaughter	83.6%	16.4%	80.3%	19.7%
Foster Child	80.6%	19.4%	79.2%	20.8%
Missing or Invalid Response	54.4%	45.6%	70.1%	29.9%
<b>Total</b>	<b>85.5%</b>	<b>14.5%</b>	<b>80.5%</b>	<b>19.5%</b>

# Race and Hispanic Origin by Mode and ID Status

## As of 8/9 (for only DDPs)

Race and Hispanic Origin Categories	Internet	Paper	Phone	NRFU	Total	Benchmarks
Hispanic	15.4%	14.0%	24.2%	21.3%	15.4%	18.3%
Non-Hispanic	82.2%	79.5%	73.9%	74.3%	81.7%	81.7%
White alone	69.1%	70.1%	63.6%	61.9%	69.1%	76.5%
Black alone	9.7%	14.5%	17.3%	10.4%	10.4%	13.4%
AIAN alone	0.8%	1.0%	1.7%	1.3%	0.9%	1.3%
Asian alone	6.7%	2.3%	3.4%	5.6%	6.1%	5.9%
NHPI alone	0.2%	0.1%	0.2%	0.9%	0.2%	0.2%
Some other race alone	6.1%	3.6%	6.7%	10.2%	5.9%	
Two or More races	4.2%	4.1%	2.9%	3.7%	4.2%	2.7%
Missing Hispanic Origin only (not race)	0.1%	5.9%	0.4%	0.7%	0.9%	
Missing Race only (not Hispanic Origin)	0.9%	3.7%	2.7%	2.4%	1.3%	
Missing both Hispanic Origin and Race	2.3%	0.6%	1.5%	3.7%	2.1%	

Race and Hispanic Origin Categories	Internet		Phone	
	ID	Non-ID	ID	Non-ID
Hispanic	57.2%	42.8%	74.9%	25.1%
Non-Hispanic	88.1%	11.9%	82.4%	17.6%
White alone	62.7%	37.3%	78.5%	21.5%
Black alone	75.7%	24.3%	78.1%	21.9%
AIAN alone	80.1%	19.9%	79.8%	20.2%
Asian alone	89.2%	10.8%	78.1%	21.9%
NHPI alone	79.5%	20.5%	83.4%	16.6%
Some other race alone	83.4%	16.6%	81.3%	18.7%
Two or More races	84.6%	15.4%	82.7%	17.3%
Missing Hispanic Origin only (not race)	82.1%	17.9%	81.7%	18.3%
Missing Race only (not Hispanic Origin)	81.0%	19.0%	81.6%	18.4%
Missing both Hispanic Origin and Race	55.7%	44.3%	73.0%	27.0%
<b>Total</b>	<b>86.7%</b>	<b>13.3%</b>	<b>82.2%</b>	<b>17.8%</b>

Mode	2019 ACS Missing Rate: Race	2019 ACS Missing Rate: Hispanic Origin	2015 NCT Missing Rate: Combined Question
Internet	1.6%	1.5%	1.2%
Paper	3.7%	7.1%	0.7%
Phone	1.0%	0.5%	1.0%

NRFU Missing Benchmark		
Source	Race	Hispanic Origin
2010 Missing Rate (DRF)	3.7%	3.6%

Includes ID and matched non-ID cases

Race benchmarks from 2018 Population Estimates. Note that pop estimates do not include the Some Other Race (SOR) category, which may lead to a higher rate of respondents selecting white alone.

Responses are considered missing if no checkboxes are checked and no textboxes are filled.

# Informational Slides

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

Panel	Cohort	Mailing 1 <i>Letter (Internet First) or Letter + Questionnaire (Internet Choice)</i>	Mailing 2 <i>Letter</i>	Mailing 3* <i>Postcard</i>	Mailing 4* <i>Letter + Questionnaire</i>	Mailing 5* <i>"It's not too late" Postcard</i>
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

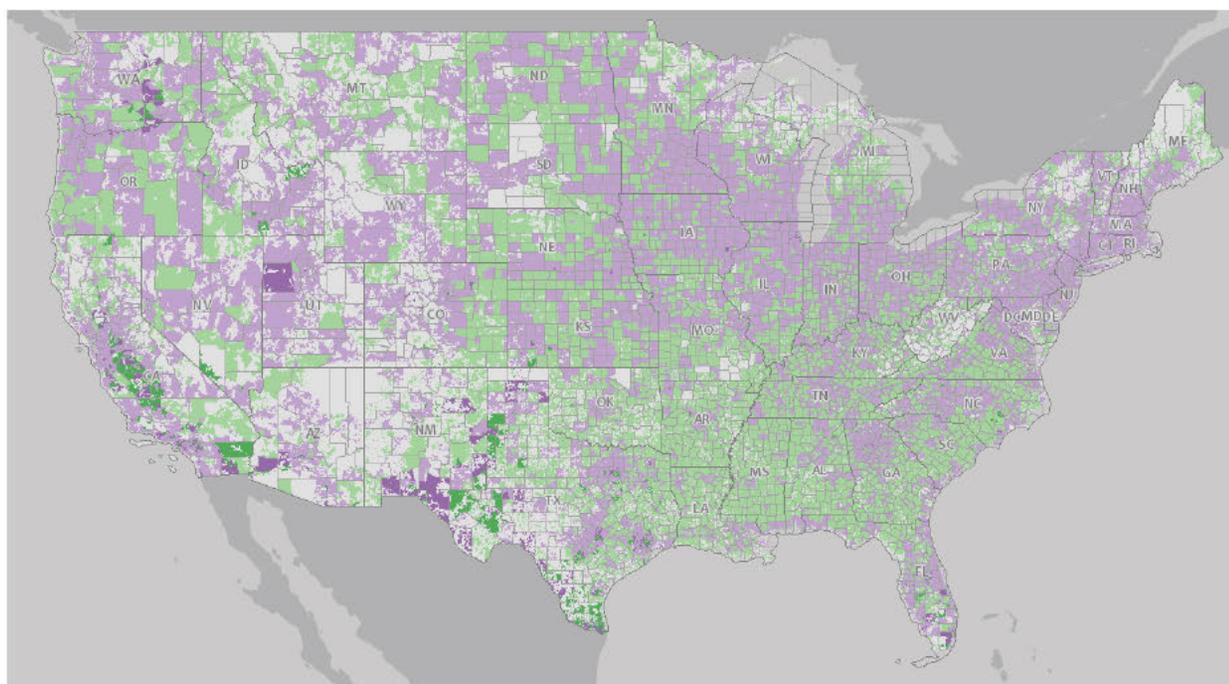
$$\text{Overall self-response rate} = \frac{(\text{Paper responses} + \text{Suff. CQA resp} + \text{Suff. Internet resp})}{\text{Self-Response Rate Universe}} * 100$$

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

<u>Panel / Language</u>	<u>% of TEA1 HUs</u>
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>

# Questions?

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