

2020 Census Self-Response Rates Daily Report

Presented by DSSD at Census Integration Group
September 2, 2020

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Self-Response Rates Summary

| | Total self-response rate | Change from yesterday |
|-----------------------|--------------------------|-----------------------|
| Total (TEA 1 + 6) | 65.1% | 0.09% |
| Mailout areas (TEA 1) | 66.3% | 0.09% |
| Update leave (TEA 6) | 31.5% | 0.06% |

As of 11:59 pm of the previous day

Detailed Self-Response Rates

| | Total self-response rate | Internet | Phone | Paper | Change from yesterday | Updated Projections |
|-----------------------|--------------------------|----------|-------|-------|-----------------------|---------------------|
| Total (TEA 1 + 6) | 65.1% | 52.1% | 1.1% | 11.9% | 0.09% | 66.2% |
| Mailout areas (TEA 1) | 66.3% | 53.3% | 1.1% | 11.8% | 0.09% | 66.6% |
| Internet Choice | 56.2% | 26.3% | 0.8% | 29.0% | 0.07% | 54.5% |
| Internet First | 69.0% | 60.7% | 1.2% | 7.2% | 0.10% | 69.9% |
| Cohort 1 | 66.2% | 57.2% | 1.3% | 7.7% | 0.11% | 65.8% |
| Cohort 2 | 67.4% | 58.5% | 1.4% | 7.5% | 0.11% | 65.7% |
| Cohort 3 | 77.8% | 70.0% | 1.0% | 6.8% | 0.07% | 81.7% |
| Cohort 4 | 64.2% | 56.5% | 1.2% | 6.5% | 0.11% | 65.8% |
| English | 67.2% | 54.4% | 1.1% | 11.7% | 0.09% | 68.4% |
| Bilingual | 57.8% | 43.0% | 1.4% | 13.5% | 0.12% | 49.1% |
| Update leave (TEA 6) | 31.5% | 17.6% | 0.7% | 13.2% | 0.06% | 54.2% |

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State by State Response Rates – TEA 1 & 6

| State | Actual | 2010 Rate (Final) | 2020 Rate (start of NRFU) | 2010 Rate (start of NRFU) |
|---------------|--------|-------------------|---------------------------|---------------------------|
| U.S. Total | 65.1% | 66.5% | 63.3% | 63.5% |
| Minnesota | 74.0% | 74.1% | 72.5% | 71.6% |
| Wisconsin | 71.3% | 73.5% | 69.7% | 71.2% |
| Washington | 71.2% | 67.2% | 69.1% | 63.7% |
| Nebraska | 70.6% | 71.1% | 69.0% | 68.8% |
| Michigan | 70.1% | 67.7% | 68.9% | 65.4% |
| Iowa | 69.9% | 73.0% | 68.9% | 71.0% |
| Illinois | 69.8% | 70.5% | 68.2% | 67.7% |
| Virginia | 69.6% | 69.0% | 68.0% | 66.2% |
| Utah | 69.6% | 68.6% | 67.5% | 65.4% |
| Maryland | 69.4% | 69.5% | 67.4% | 66.5% |
| Connecticut | 69.2% | 69.5% | 67.1% | 66.3% |
| Ohio | 69.2% | 69.0% | 67.5% | 66.2% |
| Indiana | 69.2% | 69.6% | 67.5% | 67.0% |
| Kansas | 68.8% | 70.0% | 67.2% | 67.4% |
| Idaho | 68.7% | 67.1% | 67.8% | 64.6% |
| Colorado | 68.4% | 67.2% | 66.6% | 64.4% |
| Oregon | 68.0% | 66.9% | 65.7% | 63.9% |
| Pennsylvania | 67.9% | 70.2% | 66.3% | 67.8% |
| Massachusetts | 67.6% | 68.8% | 65.4% | 65.6% |
| California | 67.4% | 68.2% | 64.6% | 64.7% |
| New Jersey | 67.2% | 67.6% | 65.2% | 64.4% |
| Kentucky | 67.2% | 65.7% | 66.0% | 63.0% |
| South Dakota | 65.7% | 67.1% | 64.4% | 65.0% |
| New Hampshire | 65.3% | 64.4% | 63.2% | 61.5% |
| Missouri | 64.7% | 67.5% | 63.4% | 65.3% |
| Nevada | 64.5% | 61.4% | 62.4% | 58.7% |

| State | Actual | 2010 Rate (Final) | 2020 Rate (start of NRFU) | 2010 Rate (start of NRFU) |
|----------------------|--------|-------------------|---------------------------|---------------------------|
| Tennessee | 64.4% | 67.1% | 62.5% | 63.8% |
| North Dakota | 64.0% | 68.8% | 62.7% | 66.8% |
| Rhode Island | 63.2% | 65.7% | 61.0% | 62.8% |
| Delaware | 62.7% | 64.1% | 60.8% | 60.8% |
| Alabama | 61.9% | 62.5% | 60.8% | 59.5% |
| Hawaii | 61.8% | 64.1% | 59.9% | 60.7% |
| Florida | 61.7% | 63.0% | 60.2% | 59.6% |
| Arizona | 61.6% | 61.3% | 59.9% | 58.5% |
| District of Columbia | 61.5% | 66.0% | 59.6% | 62.2% |
| New York | 61.4% | 64.6% | 59.0% | 61.3% |
| North Carolina | 61.0% | 64.8% | 59.3% | 62.1% |
| Texas | 60.5% | 64.4% | 58.3% | 60.3% |
| Georgia | 60.4% | 62.5% | 59.0% | 59.5% |
| Arkansas | 59.5% | 62.3% | 57.9% | 59.5% |
| Wyoming | 59.4% | 63.4% | 57.6% | 61.1% |
| Oklahoma | 59.4% | 62.3% | 57.9% | 58.9% |
| Vermont | 59.0% | 60.3% | 56.9% | 58.1% |
| Mississippi | 59.0% | 61.3% | 58.0% | 58.1% |
| South Carolina | 59.0% | 64.7% | 57.4% | 62.2% |
| Louisiana | 58.4% | 61.0% | 57.3% | 57.9% |
| Montana | 58.3% | 64.6% | 56.9% | 62.3% |
| Maine | 57.2% | 57.4% | 55.5% | 55.3% |
| New Mexico | 55.9% | 60.0% | 53.5% | 56.9% |
| West Virginia | 55.7% | 59.1% | 54.9% | 56.8% |
| Alaska | 53.0% | 55.6% | 49.9% | 51.6% |
| Puerto Rico | 32.4% | 53.8% | 28.7% | 51.2% |

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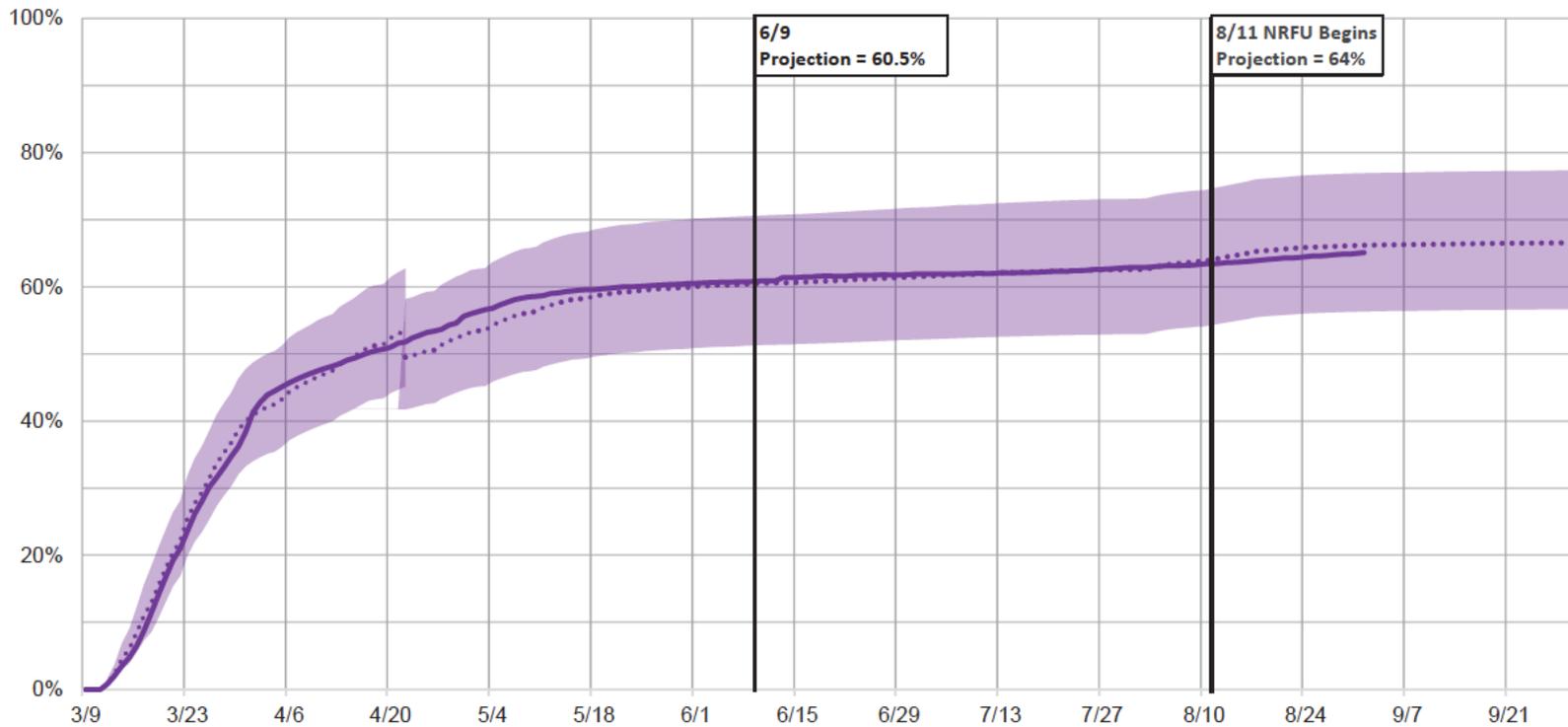
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State by State Response Rates – TEA 1 & 6

| State | Actual | 2010 Rate (Final) | 2020 Rate (start of NRFU) | 2010 Rate (start of NRFU) |
|----------------------|--------------|-------------------|---------------------------|---------------------------|
| U.S. Total | 65.1% | 66.5% | 63.3% | 63.5% |
| Alabama | 61.9% | 62.5% | 60.8% | 59.5% |
| Alaska | 53.0% | 55.6% | 49.9% | 51.6% |
| Arizona | 61.6% | 61.3% | 59.9% | 58.5% |
| Arkansas | 59.5% | 62.3% | 57.9% | 59.5% |
| California | 67.4% | 68.2% | 64.6% | 64.7% |
| Colorado | 68.4% | 67.2% | 66.6% | 64.4% |
| Connecticut | 69.2% | 69.5% | 67.1% | 66.3% |
| Delaware | 62.7% | 64.1% | 60.8% | 60.8% |
| District of Columbia | 61.5% | 66.0% | 59.6% | 62.2% |
| Florida | 61.7% | 63.0% | 60.2% | 59.6% |
| Georgia | 60.4% | 62.5% | 59.0% | 59.5% |
| Hawaii | 61.8% | 64.1% | 59.9% | 60.7% |
| Idaho | 68.7% | 67.1% | 67.8% | 64.6% |
| Illinois | 69.8% | 70.5% | 68.2% | 67.7% |
| Indiana | 69.2% | 69.6% | 67.5% | 67.0% |
| Iowa | 69.9% | 73.0% | 68.9% | 71.0% |
| Kansas | 68.8% | 70.0% | 67.2% | 67.4% |
| Kentucky | 67.2% | 65.7% | 66.0% | 63.0% |
| Louisiana | 58.4% | 61.0% | 57.3% | 57.9% |
| Maine | 57.2% | 57.4% | 55.5% | 55.3% |
| Maryland | 69.4% | 69.5% | 67.4% | 66.5% |
| Massachusetts | 67.6% | 68.8% | 65.4% | 65.6% |
| Michigan | 70.1% | 67.7% | 68.9% | 65.4% |
| Minnesota | 74.0% | 74.1% | 72.5% | 71.6% |
| Mississippi | 59.0% | 61.3% | 58.0% | 58.1% |
| Missouri | 64.7% | 67.5% | 63.4% | 65.3% |

| State | Actual | 2010 Rate (Final) | 2020 Rate (start of NRFU) | 2010 Rate (start of NRFU) |
|----------------|--------|-------------------|---------------------------|---------------------------|
| Montana | 58.3% | 64.6% | 56.9% | 62.3% |
| Nebraska | 70.6% | 71.1% | 69.0% | 68.8% |
| Nevada | 64.5% | 61.4% | 62.4% | 58.7% |
| New Hampshire | 65.3% | 64.4% | 63.2% | 61.5% |
| New Jersey | 67.2% | 67.6% | 65.2% | 64.4% |
| New Mexico | 55.9% | 60.0% | 53.5% | 56.9% |
| New York | 61.4% | 64.6% | 59.0% | 61.3% |
| North Carolina | 61.0% | 64.8% | 59.3% | 62.1% |
| North Dakota | 64.0% | 68.8% | 62.7% | 66.8% |
| Ohio | 69.2% | 69.0% | 67.5% | 66.2% |
| Oklahoma | 59.4% | 62.3% | 57.9% | 58.9% |
| Oregon | 68.0% | 66.9% | 65.7% | 63.9% |
| Pennsylvania | 67.9% | 70.2% | 66.3% | 67.8% |
| Rhode Island | 63.2% | 65.7% | 61.0% | 62.8% |
| South Carolina | 59.0% | 64.7% | 57.4% | 62.2% |
| South Dakota | 65.7% | 67.1% | 64.4% | 65.0% |
| Tennessee | 64.4% | 67.1% | 62.5% | 63.8% |
| Texas | 60.5% | 64.4% | 58.3% | 60.3% |
| Utah | 69.6% | 68.6% | 67.5% | 65.4% |
| Vermont | 59.0% | 60.3% | 56.9% | 58.1% |
| Virginia | 69.6% | 69.0% | 68.0% | 66.2% |
| Washington | 71.2% | 67.2% | 69.1% | 63.7% |
| West Virginia | 55.7% | 59.1% | 54.9% | 56.8% |
| Wisconsin | 71.3% | 73.5% | 69.7% | 71.2% |
| Wyoming | 59.4% | 63.4% | 57.6% | 61.1% |
| Puerto Rico | 32.4% | 53.8% | 28.7% | 51.2% |

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

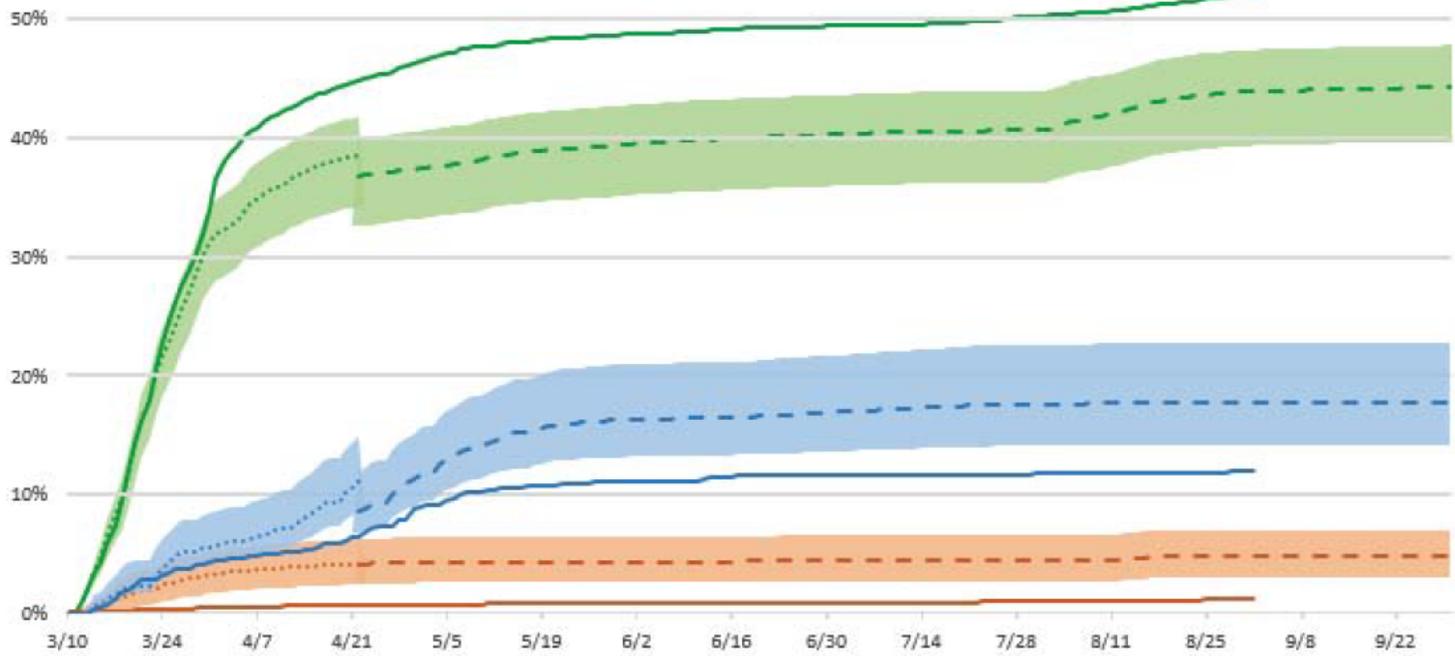


| | |
|-----------------|-------|
| Actual Response | 65.1% |
| Projection | 66.2% |
| Lower Bound | 56.4% |
| Upper Bound | 77.0% |

Legend

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

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



| | Internet | Paper | Phone |
|-----------------|----------|-------|-------|
| Actual Response | 52.1% | 11.9% | 1.1% |
| Projection | 43.9% | 17.6% | 4.7% |
| Lower Bound | 39.3% | 14.1% | 2.9% |
| Upper Bound | 47.4% | 22.7% | 6.9% |

Legend

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

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Real-Time Analysis of Data (RTAD) Update

Closed Investigations

- Congressman question about mailability of addresses
- Identified Mailing 7 addresses and provided priority for printing
- NRFU proxy analysis in college towns for DFQM
- User Experience Survey case research
- PR UAA Metrics

Current/Continuous Investigations

- Summarizing multiple responses by ID/non-ID, mode, TEA
- Determine the NRFU missing reason (DK/Ref) for demographics
- PDCC Metrics
- NRFU Demo by proxy analysis for DFQM

NRFU Missing Cases - Reasons

Conclusions: Most frequent reason for missing for household member responses is Refuse. Most frequent reason for missing for proxy responses is Don't Know. Majority of missing NRFU responses come from completed NRFU interviews rather than partial break-offs.

Tenure

| | Don't Know | Refuse | Missing Reason | Total |
|---------------------------|------------|--------|----------------|--------|
| Response acquired | 13.8% | 30.6% | 0.0% | 44.4% |
| Response by proxy | 49.4% | 4.2% | 0.0% | 53.5% |
| Partial breakoff | 0.3% | 1.2% | <0.1% | 1.5% |
| Partial breakoff by proxy | 0.5% | 0.1% | <0.1% | 0.6% |
| Total | 63.9% | 36.1% | 0.0% | 100.0% |

Race

| | Don't Know | Refuse | Missing Reason | Total |
|---------------------------|------------|--------|----------------|--------|
| Response acquired | 17.3% | 28.7% | <0.1% | 46.0% |
| Response by proxy | 39.0% | 11.0% | <0.1% | 49.9% |
| Partial breakoff | 0.1% | 1.4% | 1.7% | 3.3% |
| Partial breakoff by proxy | 0.2% | 0.1% | 0.5% | 0.8% |
| Total | 56.5% | 41.3% | 2.2% | 100.0% |

Sex

| | Don't Know | Refuse | Missing Reason | Total |
|---------------------------|------------|--------|----------------|--------|
| Response acquired | 5.8% | 33.7% | <0.1% | 39.4% |
| Response by proxy | 38.7% | 20.5% | 0.0% | 59.2% |
| Partial breakoff | 0.1% | 0.8% | 0.1% | 1.1% |
| Partial breakoff by proxy | 0.1% | 0.1% | <0.1% | 0.2% |
| Total | 44.7% | 55.1% | 0.1% | 100.0% |

Hispanic Origin

| | Don't Know | Refuse | Missing Reason | Total |
|---------------------------|------------|--------|----------------|--------|
| Response acquired | 6.3% | 27.9% | <0.1% | 34.2% |
| Response by proxy | 48.5% | 12.7% | <0.1% | 61.1% |
| Partial breakoff | 0.2% | 1.7% | 1.9% | 3.8% |
| Partial breakoff by proxy | 0.2% | 0.2% | 0.5% | 0.9% |
| Total | 55.1% | 42.4% | 2.5% | 100.0% |

Tenure Demographic as of 8.30.20

| Tenure | Internet | Paper | Phone | NRFU | Total | Benchmark* |
|----------|----------|-------|-------|-------|--------------|------------|
| Owned | 68.8% | 68.2% | 58.9% | 40.5% | 65.9% | 63.9% |
| Rented | 30.0% | 29.5% | 39.9% | 53.7% | 32.3% | 36.1% |
| Multiple | - | 0.6% | - | - | 0.1% | - |
| Missing | 1.1% | 1.7% | 1.2% | 5.8% | 1.7% | - |

| Tenure | Internet | | Phone | |
|--------------|--------------|--------------|--------------|--------------|
| | ID | Non-ID | ID | Non-ID |
| Owned | 80.6% | 19.4% | 89.7% | 10.3% |
| Rented | 77.9% | 22.1% | 81.0% | 19.0% |
| Missing | 68.8% | 31.2% | 46.1% | 53.9% |
| TOTAL | 79.4% | 20.6% | 86.6% | 13.4% |

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

*indicates the 13-17 ACS National Response Estimate

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

| NRFU Missing Rate Benchmark | |
|------------------------------|-------|
| 2010 Missing Rate (from DRF) | 12.0% |

Sex Demographic: Mode at National Level

- DDP response data as of 8/30

| | Mode | | | | Total | Benchmark |
|---------------------|----------|--------|--------|--------|--------|-------------------|
| | Internet | Paper | Phone | NRFU | | |
| Sex | | | | | | |
| Female | 50.5% | 52.0% | 53.3% | 47.3% | 50.4% | 50.6%* |
| Male | 47.4% | 47.0% | 45.4% | 48.7% | 47.0% | 49.2%* |
| Male and Female**** | . | 0.04% | . | . | 0.0% | |
| Missing | 2.2% | 1.0% | 1.3% | 4.0% | 2.2% | 0.9%** 1.7%*** |
| Total | 100.0% | 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

| Sex ID Status | | | | |
|---------------|----------|--------|-------|--------|
| Sex | Internet | | Phone | |
| | ID | Non-ID | ID | Non-ID |
| Female | 86.6% | 13.4% | 80.0% | 20.0% |
| Male | 87.3% | 12.7% | 79.4% | 20.6% |
| Missing | 54.2% | 45.8% | 67.7% | 32.3% |
| Total | 86.2% | 13.8% | 79.6% | 20.4% |

NRFU Missing Rate Benchmarks

2010 Missing Rate (From DRF)

1.2%

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 8/30

| | Mode | | | | Total | Benchmark |
|---------------------------------|----------|--------|--------|--------|--------|-----------|
| | Internet | Paper | Phone | NRFU | | |
| Age | | | | | | |
| Under 5 years | 5.5% | 3.4% | 2.6% | 5.7% | 5.2% | 6.0%* |
| 5 to 17 years | 16.5% | 11.4% | 9.5% | 16.7% | 15.8% | 16.3%* |
| 18 to 24 years | 8.6% | 6.0% | 5.0% | 9.3% | 8.3% | 9.2%* |
| 25 to 44 years | 25.9% | 16.2% | 13.5% | 25.0% | 24.3% | 26.7%* |
| 45 to 64 years | 25.8% | 28.6% | 26.9% | 18.1% | 25.4% | 25.4%* |
| 65+ years | 15.4% | 33.3% | 40.7% | 8.5% | 17.4% | 16.5%* |
| Missing or invalid age response | | | | | | 1.6%** |
| Total | 2.2% | 1.1% | 1.7% | 16.6% | 3.5% | 0.8%*** |
| | 100.0% | 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

| Age | ID Status | | | |
|--------------------------|-----------|--------|-------|--------|
| | Internet | | Phone | |
| | ID | Non-ID | ID | Non-ID |
| Under 5 years | 82.8% | 17.2% | 74.1% | 25.9% |
| 5 to 17 years | 84.6% | 15.4% | 76.6% | 23.4% |
| 18 to 24 years | 84.6% | 15.4% | 76.4% | 23.6% |
| 25 to 44 years | 84.9% | 15.1% | 76.3% | 23.7% |
| 45 to 64 years | 89.3% | 10.7% | 80.6% | 19.4% |
| 65+ years | 91.6% | 8.4% | 81.9% | 18.1% |
| Missing/invalid response | 54.4% | 45.6% | 68.9% | 31.1% |
| Total | 86.2% | 13.8% | 79.6% | 20.4% |

| 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) |
| 18.8% |

Race and Hispanic Origin by Mode and ID Status

As of 8/30 (for only DDPs)

| Race and Hispanic Origin Categories | Internet | Paper | Phone | NRFU | Total | Benchmarks |
|---|----------|-------|-------|-------|-------|------------|
| Hispanic | 15.7% | 14.7% | 24.2% | 26.8% | 16.7% | 18.3% |
| Non-Hispanic | 81.9% | 78.9% | 73.7% | 65.2% | 79.8% | 81.7% |
| White alone | 68.7% | 69.6% | 63.2% | 53.7% | 67.3% | 76.5% |
| Black alone | 9.7% | 14.1% | 16.8% | 13.3% | 10.7% | 13.4% |
| AIAN alone | 0.9% | 1.2% | 1.7% | 1.4% | 1.0% | 1.3% |
| Asian alone | 6.8% | 2.6% | 3.6% | 5.3% | 6.0% | 5.9% |
| NHPI alone | 0.2% | 0.1% | 0.3% | 0.5% | 0.2% | 0.2% |
| Some other race alone | 6.3% | 3.8% | 7.0% | 12.7% | 6.6% | |
| Two or More races | 4.3% | 4.2% | 3.2% | 3.0% | 4.1% | 2.7% |
| Missing Hispanic Origin only (not race) | 0.1% | 5.9% | 0.4% | 0.9% | 1.0% | |
| Missing Race only (not Hispanic Origin) | 0.9% | 3.9% | 2.7% | 3.1% | 1.5% | |
| Missing both Hispanic Origin and Race | 2.3% | 0.6% | 1.7% | 7.0% | 2.5% | |

| Race and Hispanic Origin Categories | Internet | | Phone | |
|---|----------|--------|-------|--------|
| | ID | Non-ID | ID | Non-ID |
| Hispanic | 83.3% | 16.7% | 79.8% | 20.2% |
| Non-Hispanic | 87.4% | 12.6% | 79.4% | 20.6% |
| White alone | 89.0% | 11.0% | 81.0% | 19.0% |
| Black alone | 75.1% | 24.9% | 76.0% | 24.0% |
| AIAN alone | 78.9% | 21.1% | 77.4% | 22.6% |
| Asian alone | 88.4% | 11.6% | 74.0% | 26.0% |
| NHPI alone | 78.9% | 21.1% | 80.0% | 20.0% |
| Some other race alone | 82.5% | 17.5% | 78.5% | 21.5% |
| Two or More races | 83.8% | 16.2% | 78.9% | 21.1% |
| Missing Hispanic Origin only (not race) | 81.5% | 18.5% | 78.8% | 21.2% |
| Missing Race only (not Hispanic Origin) | 80.0% | 20.0% | 79.3% | 20.7% |
| Missing both Hispanic Origin and Race | 54.4% | 45.6% | 69.3% | 30.7% |
| Total | 86.0% | 14.0% | 79.3% | 20.7% |

| 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

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 |

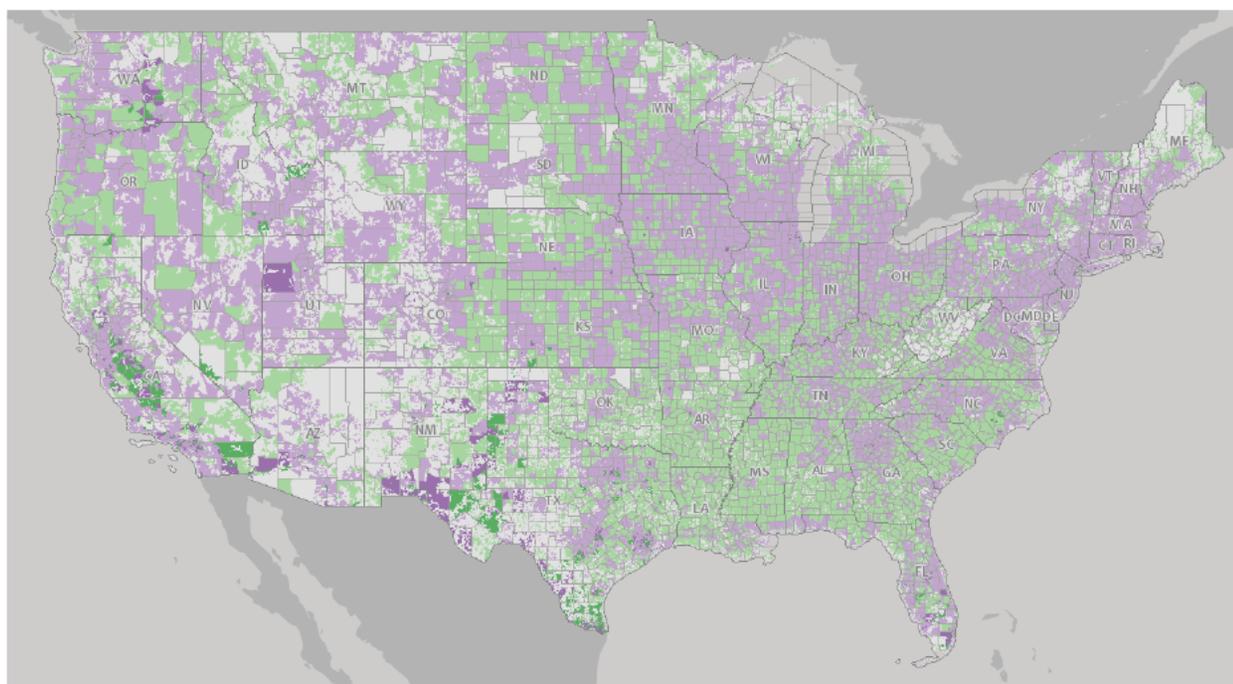
Self-Response Rates Definition

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

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.

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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