

2020 Census Self-Response Rates Daily Report

Presented by DSSD at Census Integration Group
September 16, 2020

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Self-Response Rates Summary

	Total self-response rate	Change from yesterday
Total (TEA 1 + 6)	65.9%	0.07%
Mailout areas (TEA 1)	67.1%	0.08%
Update leave (TEA 6)	32.4%	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)	65.9%	52.7%	1.2%	12.1%	0.07%	66.4%
Mailout areas (TEA 1)	67.1%	53.9%	1.2%	12.0%	0.08%	66.8%
Internet Choice	56.9%	26.9%	0.9%	29.1%	0.05%	54.7%
Internet First	69.9%	61.3%	1.3%	7.4%	0.08%	70.1%
Cohort 1	67.2%	57.9%	1.3%	8.0%	0.10%	66.1%
Cohort 2	68.4%	59.2%	1.5%	7.8%	0.09%	65.9%
Cohort 3	78.4%	70.5%	1.0%	6.9%	0.04%	81.9%
Cohort 4	65.2%	57.2%	1.2%	6.8%	0.10%	66.1%
English	68.0%	55.0%	1.2%	11.9%	0.07%	68.6%
Bilingual	59.0%	43.8%	1.5%	13.7%	0.10%	49.3%
Update leave (TEA 6)	32.4%	18.4%	0.8%	13.3%	0.06%	54.9%

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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	65.9%	66.5%	63.3%	63.5%
Minnesota	74.5%	74.1%	72.5%	71.6%
Washington	71.7%	67.2%	69.1%	63.7%
Wisconsin	71.7%	73.5%	69.7%	71.2%
Nebraska	71.2%	71.1%	69.0%	68.8%
Michigan	70.7%	67.7%	68.9%	65.4%
Iowa	70.6%	73.0%	68.9%	71.0%
Virginia	70.4%	69.0%	68.0%	66.2%
Illinois	70.4%	70.5%	68.2%	67.7%
Utah	70.3%	68.6%	67.5%	65.4%
Maryland	70.1%	69.5%	67.4%	66.5%
Ohio	69.9%	69.0%	67.5%	66.2%
Connecticut	69.9%	69.5%	67.1%	66.3%
Indiana	69.7%	69.6%	67.5%	67.0%
Kansas	69.2%	70.0%	67.2%	67.4%
Colorado	69.2%	67.2%	66.6%	64.4%
Idaho	68.9%	67.1%	67.8%	64.6%
Pennsylvania	68.6%	70.2%	66.3%	67.8%
Oregon	68.5%	66.9%	65.7%	63.9%
Massachusetts	68.4%	68.8%	65.4%	65.6%
California	68.4%	68.2%	64.6%	64.7%
New Jersey	68.3%	67.6%	65.2%	64.4%
Kentucky	67.7%	65.7%	66.0%	63.0%
South Dakota	66.5%	67.1%	64.4%	65.0%
New Hampshire	66.3%	64.4%	63.2%	61.5%
Nevada	65.6%	61.4%	62.4%	58.7%
Missouri	65.2%	67.5%	63.4%	65.3%

State	Actual	2010 Rate (Final)	2020 Rate (start of NRFU)	2010 Rate (start of NRFU)
Tennessee	65.2%	67.1%	62.5%	63.8%
North Dakota	64.6%	68.8%	62.7%	66.8%
Rhode Island	64.2%	65.7%	61.0%	62.8%
Delaware	63.8%	64.1%	60.8%	60.8%
Arizona	62.8%	61.3%	59.9%	58.5%
Florida	62.7%	63.0%	60.2%	59.6%
New York	62.7%	64.6%	59.0%	61.3%
Alabama	62.6%	62.5%	60.8%	59.5%
District of Columbia	62.5%	66.0%	59.6%	62.2%
Hawaii	62.4%	64.1%	59.9%	60.7%
North Carolina	62.0%	64.8%	59.3%	62.1%
Texas	61.6%	64.4%	58.3%	60.3%
Georgia	61.4%	62.5%	59.0%	59.5%
Wyoming	60.3%	63.4%	57.6%	61.1%
Oklahoma	60.1%	62.3%	57.9%	58.9%
Arkansas	60.0%	62.3%	57.9%	59.5%
South Carolina	59.9%	64.7%	57.4%	62.2%
Vermont	59.8%	60.3%	56.9%	58.1%
Mississippi	59.5%	61.3%	58.0%	58.1%
Montana	59.2%	64.6%	56.9%	62.3%
Louisiana	59.1%	61.0%	57.3%	57.9%
Maine	57.7%	57.4%	55.5%	55.3%
New Mexico	57.0%	60.0%	53.5%	56.9%
West Virginia	55.9%	59.1%	54.9%	56.8%
Alaska	53.6%	55.6%	49.9%	51.6%
Puerto Rico	34.1%	53.8%	28.7%	51.2%

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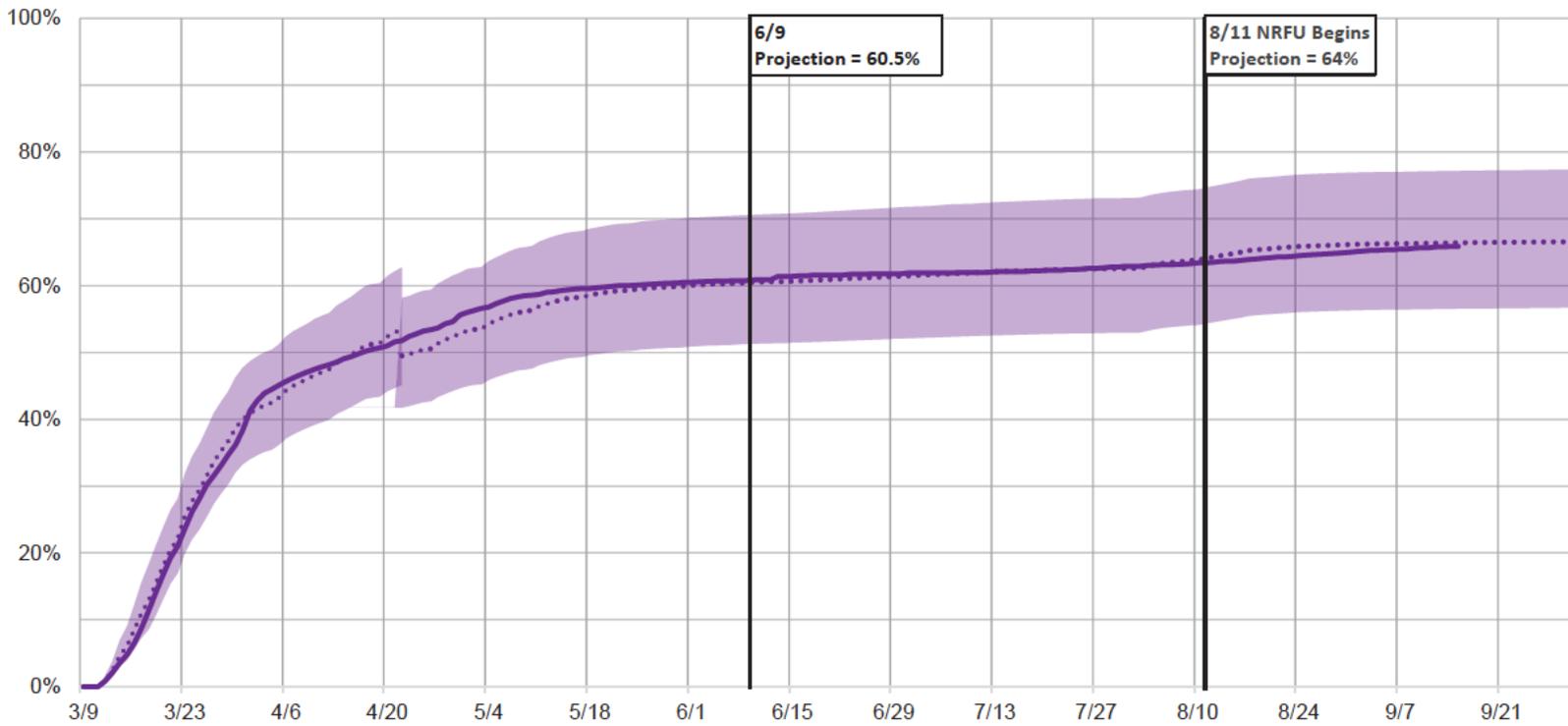
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State by State Response Rates – TEA 1 & 6

State	Actual	2010 Rate (Final)	2020 Rate (start of NRFU)	2010 Rate (start of NRFU)
U.S. Total	65.9%	66.5%	63.3%	63.5%
Alabama	62.6%	62.5%	60.8%	59.5%
Alaska	53.6%	55.6%	49.9%	51.6%
Arizona	62.8%	61.3%	59.9%	58.5%
Arkansas	60.0%	62.3%	57.9%	59.5%
California	68.4%	68.2%	64.6%	64.7%
Colorado	69.2%	67.2%	66.6%	64.4%
Connecticut	69.9%	69.5%	67.1%	66.3%
Delaware	63.8%	64.1%	60.8%	60.8%
District of Columbia	62.5%	66.0%	59.6%	62.2%
Florida	62.7%	63.0%	60.2%	59.6%
Georgia	61.4%	62.5%	59.0%	59.5%
Hawaii	62.4%	64.1%	59.9%	60.7%
Idaho	68.9%	67.1%	67.8%	64.6%
Illinois	70.4%	70.5%	68.2%	67.7%
Indiana	69.7%	69.6%	67.5%	67.0%
Iowa	70.6%	73.0%	68.9%	71.0%
Kansas	69.2%	70.0%	67.2%	67.4%
Kentucky	67.7%	65.7%	66.0%	63.0%
Louisiana	59.1%	61.0%	57.3%	57.9%
Maine	57.7%	57.4%	55.5%	55.3%
Maryland	70.1%	69.5%	67.4%	66.5%
Massachusetts	68.4%	68.8%	65.4%	65.6%
Michigan	70.7%	67.7%	68.9%	65.4%
Minnesota	74.5%	74.1%	72.5%	71.6%
Mississippi	59.5%	61.3%	58.0%	58.1%
Missouri	65.2%	67.5%	63.4%	65.3%

State	Actual	2010 Rate (Final)	2020 Rate (start of NRFU)	2010 Rate (start of NRFU)
Montana	59.2%	64.6%	56.9%	62.3%
Nebraska	71.2%	71.1%	69.0%	68.8%
Nevada	65.6%	61.4%	62.4%	58.7%
New Hampshire	66.3%	64.4%	63.2%	61.5%
New Jersey	68.3%	67.6%	65.2%	64.4%
New Mexico	57.0%	60.0%	53.5%	56.9%
New York	62.7%	64.6%	59.0%	61.3%
North Carolina	62.0%	64.8%	59.3%	62.1%
North Dakota	64.6%	68.8%	62.7%	66.8%
Ohio	69.9%	69.0%	67.5%	66.2%
Oklahoma	60.1%	62.3%	57.9%	58.9%
Oregon	68.5%	66.9%	65.7%	63.9%
Pennsylvania	68.6%	70.2%	66.3%	67.8%
Rhode Island	64.2%	65.7%	61.0%	62.8%
South Carolina	59.9%	64.7%	57.4%	62.2%
South Dakota	66.5%	67.1%	64.4%	65.0%
Tennessee	65.2%	67.1%	62.5%	63.8%
Texas	61.6%	64.4%	58.3%	60.3%
Utah	70.3%	68.6%	67.5%	65.4%
Vermont	59.8%	60.3%	56.9%	58.1%
Virginia	70.4%	69.0%	68.0%	66.2%
Washington	71.7%	67.2%	69.1%	63.7%
West Virginia	55.9%	59.1%	54.9%	56.8%
Wisconsin	71.7%	73.5%	69.7%	71.2%
Wyoming	60.3%	63.4%	57.6%	61.1%
Puerto Rico	34.1%	53.8%	28.7%	51.2%

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

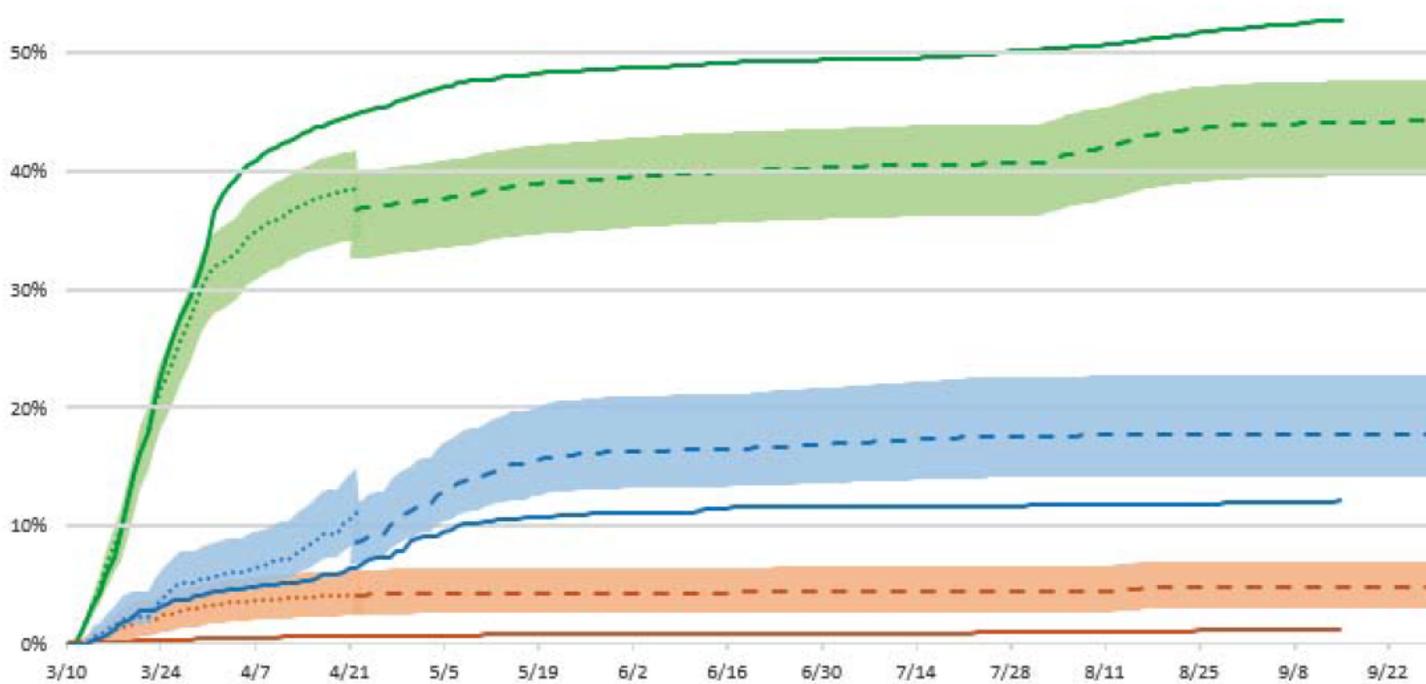


Actual Response	65.9%
Projection	66.4%
Lower Bound	56.6%
Upper Bound	77.2%

Legend

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

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



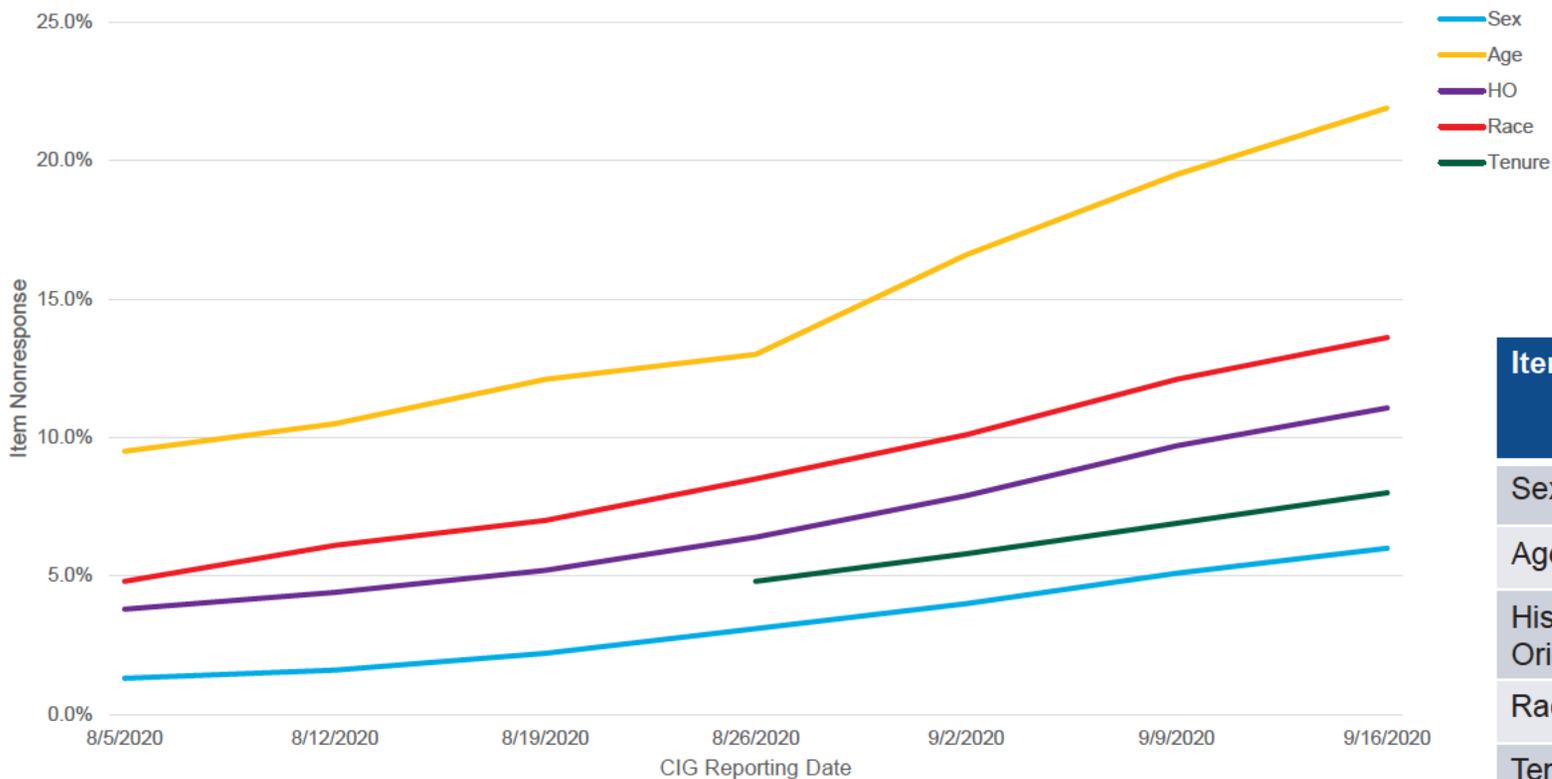
	Internet	Paper	Phone
Actual Response	52.7%	12.1%	1.2%
Projection	44.1%	17.7%	4.7%
Lower Bound	39.5%	14.1%	2.9%
Upper Bound	47.6%	22.7%	6.9%

Legend

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

Real-Time Analysis of Data (RTAD) Update

NRFU Item Nonresponse



Item	Missing Rate - 9/16/20	Missing Benchmark (2010 DRF)
Sex	6.0%	1.2%
Age	21.9%	18.8%
Hispanic Origin	11.1%	3.6%
Race	13.6%	3.7%
Tenure	8.0%	12.0%

Tenure Demographic as of 9.14.20

Tenure	Internet	Paper	Phone	NRFU	Total	Benchmark*
Owned	68.5%	68.0%	58.6%	36.8%	63.8%	63.9%
Rented	30.3%	29.6%	40.2%	55.2%	33.8%	36.1%
Multiple	-	0.6%	-	-	0.1%	-
Missing	1.1%	1.8%	1.3%	8.0%	2.2%	-

Tenure	Internet		Phone	
	ID	Non-ID	ID	Non-ID
Owned	89.3%	10.7%	79.2%	20.8%
Rented	80.5%	19.5%	76.8%	23.2%
Missing	45.3%	54.7%	67.4%	32.6%
TOTAL	86.1%	13.9%	78.1%	21.9%

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

*indicates the 14-18 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 9/13

	Mode				Total	Benchmark
	Internet	Paper	Phone	NRFU		
Sex						
Female	50.4%	51.9%	53.0%	46.2%	50.1%	50.6%*
Male	47.4%	47.1%	45.6%	47.8%	47.4%	49.2%*
Male and Female****	.	0.04%	.	.	0.0%	
Missing	2.2%	1.0%	1.3%	6.0%	2.6%	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			
	Internet		Phone	
Sex	ID	Non-ID	ID	Non-ID
Female	86.2%	13.8%	78.8%	21.2%
Male	86.9%	13.1%	78.3%	21.7%
Missing	53.3%	46.7%	66.4%	33.6%
Total	85.8%	14.2%	78.4%	21.6%

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 9/13

	Mode				Total	Benchmark
	Internet	Paper	Phone	NRFU		
Age						
Under 5 years	5.6%	3.4%	2.7%	5.4%	5.2%	6.0%*
5 to 17 years	16.3%	11.5%	9.8%	15.7%	15.7%	16.3%*
18 to 24 years	8.7%	6.0%	5.2%	8.7%	8.3%	9.2%*
25 to 44 years	26.0%	16.3%	14.1%	23.9%	24.2%	26.7%*
45 to 64 years	25.7%	28.6%	27.1%	16.8%	24.8%	25.4%*
65+ years	15.3%	32.9%	39.3%	7.6%	16.8%	16.5%*
Missing or invalid age response						1.6%** 0.8%***
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

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	82.4%	17.6%	73.2%	26.8%
5 to 17 years	84.2%	15.8%	75.7%	24.3%
18 to 24 years	84.1%	15.9%	75.3%	24.7%
25 to 44 years	84.5%	15.5%	75.2%	24.8%
45 to 64 years	88.9%	11.1%	79.5%	20.5%
65+ years	91.3%	8.7%	80.8%	19.2%
Missing/invalid response	53.5%	46.5%	67.6%	32.4%
Total	85.8%	14.2%	78.4%	21.6%

Age	2015 National Content Test		
	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%

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Race and Hispanic Origin by Mode and ID Status

As of 9/13 (for only DDPs)

Race and Hispanic Origin Categories	Internet	Paper	Phone	NRFU	Total	Benchmarks
Hispanic	15.8%	15.3%	24.3%	27.1%	17.4%	18.3%
Non-Hispanic	81.8%	78.3%	73.4%	61.8%	78.4%	81.7%
White alone	68.6%	69.2%	62.9%	50.7%	66.1%	76.5%
Black alone	9.7%	13.9%	16.7%	13.8%	11.0%	13.4%
AIAN alone	0.9%	1.2%	1.7%	1.4%	1.0%	1.3%
Asian alone	6.8%	2.6%	3.6%	4.6%	5.9%	5.9%
NHPI alone	0.2%	0.1%	0.3%	0.4%	0.2%	0.2%
Some other race alone	6.4%	4.0%	7.1%	12.7%	7.0%	
Two or More races	4.3%	4.3%	3.2%	2.7%	4.0%	2.7%
Missing Hispanic Origin only (not race)	0.1%	5.8%	0.4%	1.2%	1.0%	
Missing Race only (not Hispanic Origin)	0.9%	4.0%	2.7%	3.7%	1.7%	
Missing both Hispanic Origin and Race	2.3%	0.6%	1.8%	9.9%	3.1%	

Race and Hispanic Origin Categories	Internet		Phone	
	ID	Non-ID	ID	Non-ID
Hispanic	82.8%	17.2%	78.8%	21.2%
Non-Hispanic	87.0%	13.0%	78.3%	21.7%
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)	81.1%	18.9%	77.7%	22.3%
Missing Race only (not Hispanic Origin)	79.3%	20.7%	78.3%	21.7%
Missing both Hispanic Origin and Race	53.6%	46.4%	68.0%	32.0%
Total	85.6%	14.4%	78.2%	21.8%

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

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%

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

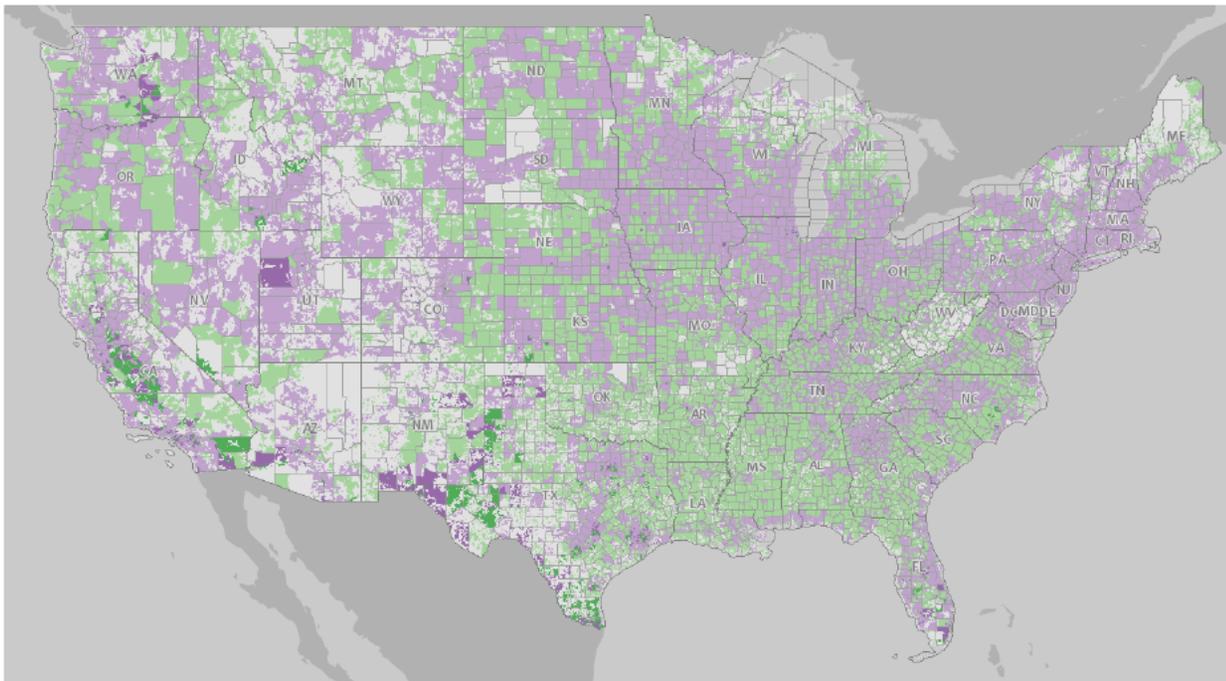
Self-Response Rates Definition

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

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>

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