2020 Census Self-Response Rates Daily Report

Presented by DSSD at Census Integration Group
October 2, 2020

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Self-Response Rates Summary

	Total self-response rate	Change from yesterday
Total (TEA 1 + 6)	66.6%	0.04%
Mailout areas (TEA 1)	67.8%	0.04%
Update leave (TEA 6)	33.1%	0.05%

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Detailed Self-Response Rates

	Total self-response rate	Internet	Phone	Paper	Change from yesterday	Updated Projections
Total (TEA 1 + 6)	66.6%	53.2%	1.2%	12.2%	0.04%	66.6%
Mailout areas (TEA 1)	67.8%	54.4%	1.2%	12.2%	0.04%	67.0%
Internet Choice	57.5%	27.4%	1.0%	29.1%	0.04%	54.9%
Internet First	70.6%	61.8%	1.3%	7.6%	0.04%	70.3%
Cohort 1	68.0%	58.4%	1.4%	8.2%	0.05%	66.2%
Cohort 2	69.2%	59.8%	1.5%	8.0%	0.05%	66.1%
Cohort 3	78.8%	70.8%	1.1%	6.9%	0.03%	82.1%
Cohort 4	66.0%	57.7%	1.3%	7.0%	0.04%	66.2%
English	68.6%	55.4%	1.2%	12.0%	0.04%	68.8%
Bilingual	60.1%	44.6%	1.6%	13.9%	0.07%	49.5%
Update leave (TEA 6)	33.1%	18.9%	0.8%	13.4%	0.05%	55.2%

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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	**66.6%**	**66.5%**	**63.3%**	**63.5%**
Minnesota	74.9%	74.1%	72.5%	71.6%
Washington	72.1%	67.2%	69.1%	63.7%
Wisconsin	72.0%	73.5%	69.7%	71.2%
Nebraska	71.7%	71.1%	69.0%	68.8%
Iowa	71.3%	73.0%	68.9%	71.0%
Virginia	71.1%	69.0%	68.0%	66.2%
Michigan	71.1%	67.7%	68.9%	65.4%
Illinois	71.1%	70.5%	68.2%	67.7%
Maryland	70.8%	69.5%	67.4%	66.5%
Utah	70.7%	68.6%	67.5%	65.4%
Connecticut	70.5%	69.5%	67.1%	66.3%
Ohio	70.4%	69.0%	67.5%	66.2%
Indiana	70.1%	69.6%	67.5%	67.0%
Colorado	69.7%	67.2%	66.6%	64.4%
Kansas	69.5%	70.0%	67.2%	67.4%
Pennsylvania	69.3%	70.2%	66.3%	67.8%
California	69.2%	68.2%	64.6%	64.7%
Idaho	69.1%	67.1%	67.8%	64.6%
New Jersey	69.1%	67.6%	65.2%	64.4%
Massachusetts	69.0%	68.8%	65.4%	65.6%
Oregon	68.9%	66.9%	65.7%	63.9%
Kentucky	68.0%	65.7%	66.0%	63.0%
South Dakota	67.2%	67.1%	64.4%	65.0%
New Hampshire	66.8%	64.4%	63.2%	61.5%
Nevada	66.3%	61.4%	62.4%	58.7%
Tennessee	65.7%	67.1%	62.5%	63.8%

State	Actual	2010 Rate (Final)	2020 Rate (start of NRFU)	2010 Rate (start of NRFU)
Missouri	65.6%	67.5%	63.4%	65.3%
Rhode Island	65.1%	65.7%	61.0%	62.8%
North Dakota	65.0%	68.8%	62.7%	66.8%
Delaware	64.5%	64.1%	60.8%	60.8%
Arizona	63.7%	61.3%	59.9%	58.5%
New York	63.7%	64.6%	59.0%	61.3%
Florida	63.5%	63.0%	60.2%	59.6%
District of Columbia	63.3%	66.0%	59.6%	62.2%
Alabama	63.2%	62.5%	60.8%	59.5%
North Carolina	63.0%	64.8%	59.3%	62.1%
Hawaii	62.8%	64.1%	59.9%	60.7%
Georgia	62.4%	62.5%	59.0%	59.5%
Texas	62.4%	64.4%	58.3%	60.3%
Wyoming	60.8%	63.4%	57.6%	61.1%
Oklahoma	60.8%	62.3%	57.9%	58.9%
South Carolina	60.7%	64.7%	57.4%	62.2%
Arkansas	60.4%	62.3%	57.9%	59.5%
Vermont	60.2%	60.3%	56.9%	58.1%
Montana	60.1%	64.6%	56.9%	62.3%
Mississippi	60.1%	61.3%	58.0%	58.1%
Louisiana	59.9%	61.0%	57.3%	57.9%
New Mexico	58.3%	60.0%	53.5%	56.9%
Maine	58.0%	57.4%	55.5%	55.3%
West Virginia	56.0%	59.1%	54.9%	56.8%
Alaska	54.4%	55.6%	49.9%	51.6%
Puerto Rico	35.2%	53.8%	28.7%	51.2%

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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	**66.6%**	**66.5%**	**63.3%**	**63.5%**
Alabama	63.2%	62.5%	60.8%	59.5%
Alaska	54.4%	55.6%	49.9%	51.6%
Arizona	63.7%	61.3%	59.9%	58.5%
Arkansas	60.4%	62.3%	57.9%	59.5%
California	69.2%	68.2%	64.6%	64.7%
Colorado	69.7%	67.2%	66.6%	64.4%
Connecticut	70.5%	69.5%	67.1%	66.3%
Delaware	64.5%	64.1%	60.8%	60.8%
District of Columbia	63.3%	66.0%	59.6%	62.2%
Florida	63.5%	63.0%	60.2%	59.6%
Georgia	62.4%	62.5%	59.0%	59.5%
Hawaii	62.8%	64.1%	59.9%	60.7%
Idaho	69.1%	67.1%	67.8%	64.6%
Illinois	71.1%	70.5%	68.2%	67.7%
Indiana	70.1%	69.6%	67.5%	67.0%
Iowa	71.3%	73.0%	68.9%	71.0%
Kansas	69.5%	70.0%	67.2%	67.4%
Kentucky	68.0%	65.7%	66.0%	63.0%
Louisiana	59.9%	61.0%	57.3%	57.9%
Maine	58.0%	57.4%	55.5%	55.3%
Maryland	70.8%	69.5%	67.4%	66.5%
Massachusetts	69.0%	68.8%	65.4%	65.6%
Michigan	71.1%	67.7%	68.9%	65.4%
Minnesota	74.9%	74.1%	72.5%	71.6%
Mississippi	60.1%	61.3%	58.0%	58.1%
Missouri	65.6%	67.5%	63.4%	65.3%

State	Actual	2010 Rate (Final)	2020 Rate (start of NRFU)	2010 Rate (start of NRFU)
Montana	60.1%	64.6%	56.9%	62.3%
Nebraska	71.7%	71.1%	69.0%	68.8%
Nevada	66.3%	61.4%	62.4%	58.7%
New Hampshire	66.8%	64.4%	63.2%	61.5%
New Jersey	69.1%	67.6%	65.2%	64.4%
New Mexico	58.3%	60.0%	53.5%	56.9%
New York	63.7%	64.6%	59.0%	61.3%
North Carolina	63.0%	64.8%	59.3%	62.1%
North Dakota	65.0%	68.8%	62.7%	66.8%
Ohio	70.4%	69.0%	67.5%	66.2%
Oklahoma	60.8%	62.3%	57.9%	58.9%
Oregon	68.9%	66.9%	65.7%	63.9%
Pennsylvania	69.3%	70.2%	66.3%	67.8%
Rhode Island	65.1%	65.7%	61.0%	62.8%
South Carolina	60.7%	64.7%	57.4%	62.2%
South Dakota	67.2%	67.1%	64.4%	65.0%
Tennessee	65.7%	67.1%	62.5%	63.8%
Texas	62.4%	64.4%	58.3%	60.3%
Utah	70.7%	68.6%	67.5%	65.4%
Vermont	60.2%	60.3%	56.9%	58.1%
Virginia	71.1%	69.0%	68.0%	66.2%
Washington	72.1%	67.2%	69.1%	63.7%
West Virginia	56.0%	59.1%	54.9%	56.8%
Wisconsin	72.0%	73.5%	69.7%	71.2%
Wyoming	60.8%	63.4%	57.6%	61.1%
Puerto Rico	35.2%	53.8%	28.7%	51.2%

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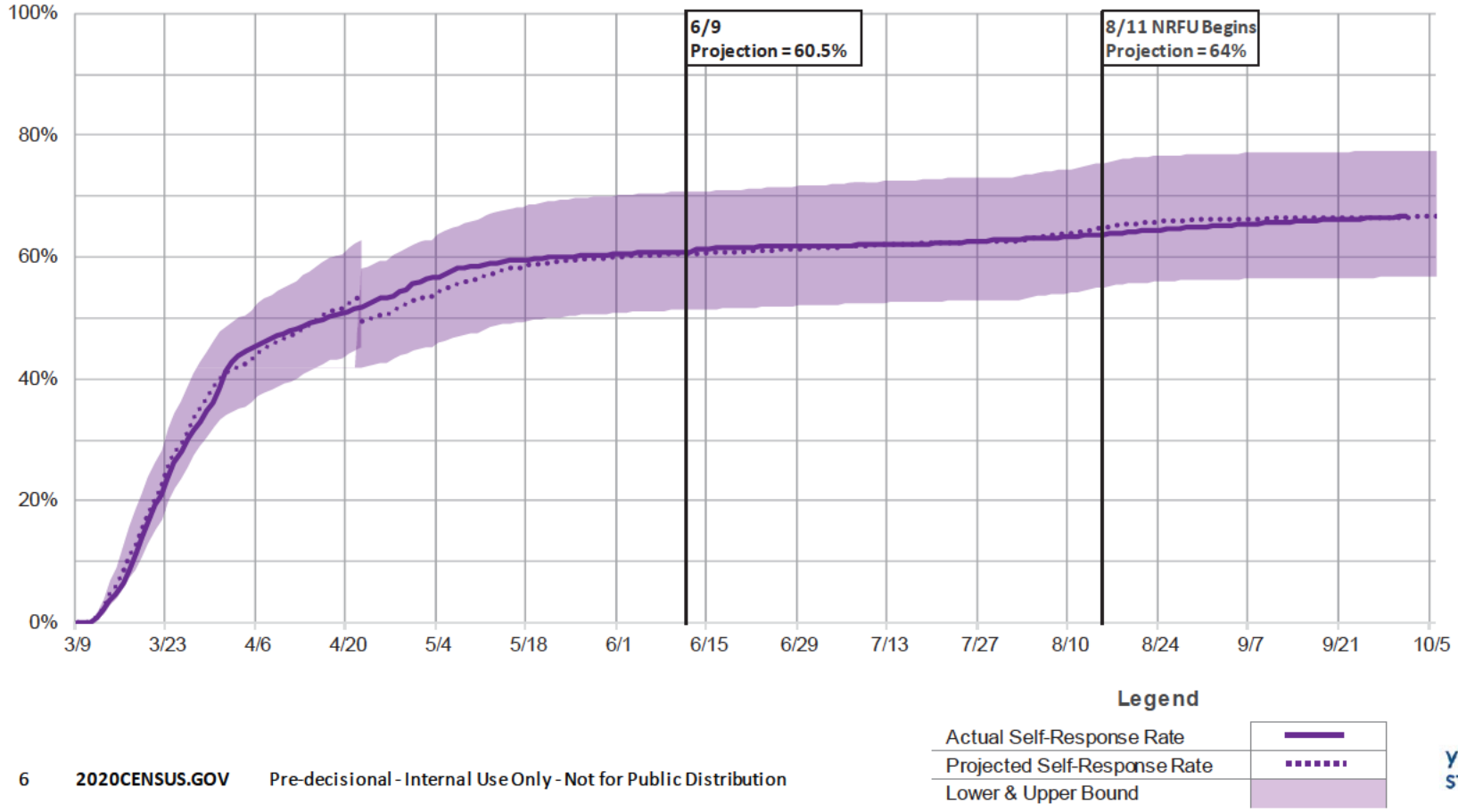
Actual vs Projected Self-Response Rates (TEA 1 & 6)



Actual Response	66.6%
Projection	66.6%
Lower Bound	56.7%
Upper Bound	77.4%

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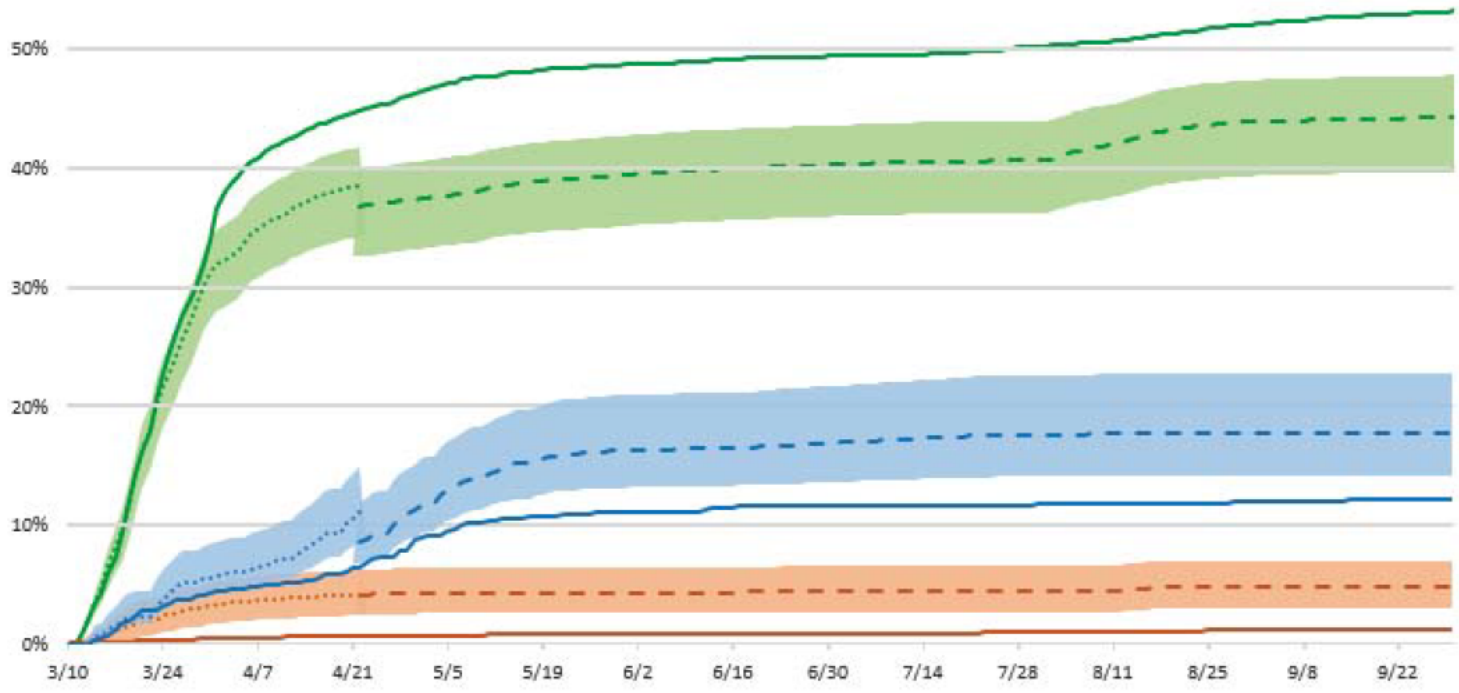
Actual vs Projected Self-Response Rates (TEA 1 & 6) by Mode



	Internet	Paper	Phone
Actual Response	53.2%	12.2%	1.2%
Projection	44.2%	17.7%	4.7%
Lower Bound	39.7%	14.1%	2.9%
Upper Bound	47.8%	22.7%	6.9%

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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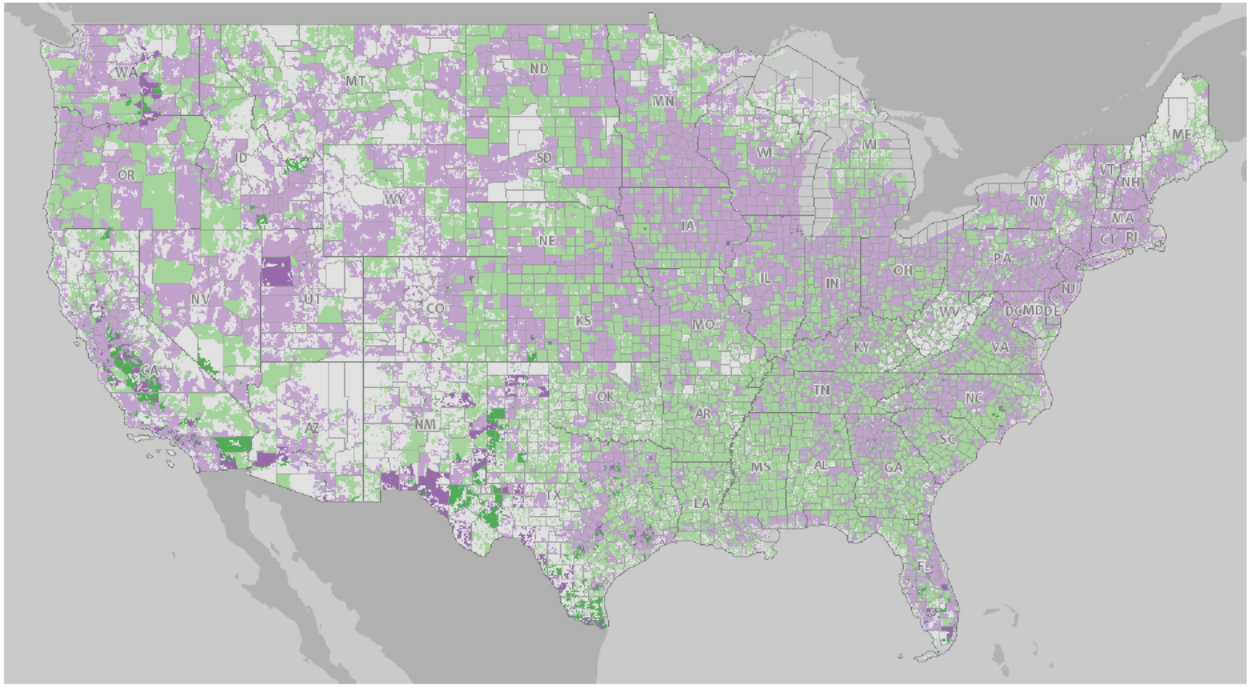
Self-Response Rates Contact Strategy Map



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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Questions?

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