

# 2020 Census Self-Response Rates Daily Report

Presented by DSSD at Census Integration Group  
October 14, 2020

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## Self-Response Rates Summary

	Total self-response rate	Change from yesterday
Total (TEA 1 + 6)	66.8%	0.01%
Mailout areas (TEA 1)	68.0%	0.01%
Update leave (TEA 6)	33.3%	0.01%

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)	66.8%	53.3%	1.2%	12.2%	0.01%	66.6%
Mailout areas (TEA 1)	68.0%	54.6%	1.2%	12.2%	0.01%	67.0%
Internet Choice	57.7%	27.5%	1.0%	29.1%	0.01%	54.9%
Internet First	70.8%	61.9%	1.3%	7.6%	0.02%	70.3%
Cohort 1	68.2%	58.6%	1.4%	8.3%	0.02%	66.2%
Cohort 2	69.4%	59.9%	1.5%	8.0%	0.02%	66.1%
Cohort 3	78.9%	70.9%	1.1%	7.0%	0.01%	82.1%
Cohort 4	66.1%	57.8%	1.3%	7.0%	0.01%	66.2%
English	68.8%	55.6%	1.2%	12.0%	0.01%	68.8%
Bilingual	60.3%	44.8%	1.6%	13.9%	0.02%	49.5%
Update leave (TEA 6)	33.3%	19.1%	0.8%	13.4%	0.01%	55.2%

## 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	66.8%	66.5%	63.3%	63.5%
Minnesota	75.0%	74.1%	72.5%	71.6%
Washington	72.2%	67.2%	69.1%	63.7%
Wisconsin	72.1%	73.5%	69.7%	71.2%
Nebraska	71.8%	71.1%	69.0%	68.8%
Iowa	71.4%	73.0%	68.9%	71.0%
Virginia	71.3%	69.0%	68.0%	66.2%
Illinois	71.2%	70.5%	68.2%	67.7%
Michigan	71.2%	67.7%	68.9%	65.4%
Maryland	71.0%	69.5%	67.4%	66.5%
Utah	70.8%	68.6%	67.5%	65.4%
Connecticut	70.6%	69.5%	67.1%	66.3%
Ohio	70.6%	69.0%	67.5%	66.2%
Indiana	70.2%	69.6%	67.5%	67.0%
Colorado	69.8%	67.2%	66.6%	64.4%
Kansas	69.6%	70.0%	67.2%	67.4%
Pennsylvania	69.4%	70.2%	66.3%	67.8%
California	69.4%	68.2%	64.6%	64.7%
New Jersey	69.3%	67.6%	65.2%	64.4%
Idaho	69.2%	67.1%	67.8%	64.6%
Massachusetts	69.2%	68.8%	65.4%	65.6%
Oregon	69.1%	66.9%	65.7%	63.9%
Kentucky	68.1%	65.7%	66.0%	63.0%
South Dakota	67.3%	67.1%	64.4%	65.0%
New Hampshire	67.0%	64.4%	63.2%	61.5%
Nevada	66.4%	61.4%	62.4%	58.7%
Tennessee	65.9%	67.1%	62.5%	63.8%

State	Actual	2010 Rate (Final)	2020 Rate (start of NRFU)	2010 Rate (start of NRFU)
Missouri	65.7%	67.5%	63.4%	65.3%
Rhode Island	65.3%	65.7%	61.0%	62.8%
North Dakota	65.1%	68.8%	62.7%	66.8%
Delaware	64.7%	64.1%	60.8%	60.8%
Arizona	63.9%	61.3%	59.9%	58.5%
New York	63.9%	64.6%	59.0%	61.3%
Florida	63.7%	63.0%	60.2%	59.6%
District of Columbia	63.6%	66.0%	59.6%	62.2%
Alabama	63.5%	62.5%	60.8%	59.5%
North Carolina	63.2%	64.8%	59.3%	62.1%
Hawaii	63.0%	64.1%	59.9%	60.7%
Georgia	62.7%	62.5%	59.0%	59.5%
Texas	62.6%	64.4%	58.3%	60.3%
Wyoming	60.9%	63.4%	57.6%	61.1%
Oklahoma	60.9%	62.3%	57.9%	58.9%
South Carolina	60.9%	64.7%	57.4%	62.2%
Arkansas	60.5%	62.3%	57.9%	59.5%
Vermont	60.3%	60.3%	56.9%	58.1%
Montana	60.3%	64.6%	56.9%	62.3%
Mississippi	60.2%	61.3%	58.0%	58.1%
Louisiana	60.1%	61.0%	57.3%	57.9%
New Mexico	58.5%	60.0%	53.5%	56.9%
Maine	58.1%	57.4%	55.5%	55.3%
West Virginia	56.1%	59.1%	54.9%	56.8%
Alaska	54.5%	55.6%	49.9%	51.6%
Puerto Rico	35.5%	53.8%	28.7%	51.2%

As of 11:59 pm of the previous day

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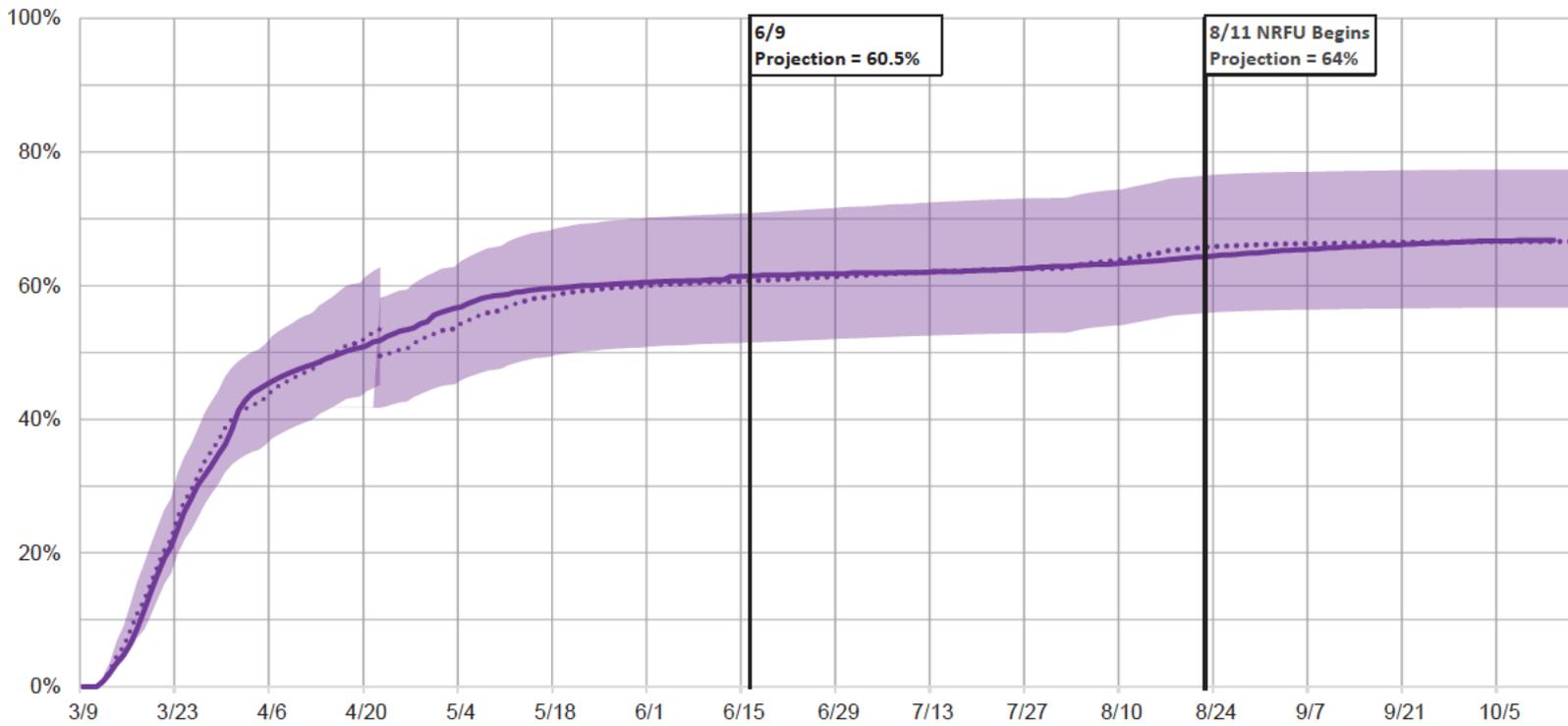
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## State by State Response Rates – TEA 1 & 6

State	Actual	2010 Rate (Final)	2020 Rate (start of NRFU)	2010 Rate (start of NRFU)
U.S. Total	66.8%	66.5%	63.3%	63.5%
Alabama	63.5%	62.5%	60.8%	59.5%
Alaska	54.5%	55.6%	49.9%	51.6%
Arizona	63.9%	61.3%	59.9%	58.5%
Arkansas	60.5%	62.3%	57.9%	59.5%
California	69.4%	68.2%	64.6%	64.7%
Colorado	69.8%	67.2%	66.6%	64.4%
Connecticut	70.6%	69.5%	67.1%	66.3%
Delaware	64.7%	64.1%	60.8%	60.8%
District of Columbia	63.6%	66.0%	59.6%	62.2%
Florida	63.7%	63.0%	60.2%	59.6%
Georgia	62.7%	62.5%	59.0%	59.5%
Hawaii	63.0%	64.1%	59.9%	60.7%
Idaho	69.2%	67.1%	67.8%	64.6%
Illinois	71.2%	70.5%	68.2%	67.7%
Indiana	70.2%	69.6%	67.5%	67.0%
Iowa	71.4%	73.0%	68.9%	71.0%
Kansas	69.6%	70.0%	67.2%	67.4%
Kentucky	68.1%	65.7%	66.0%	63.0%
Louisiana	60.1%	61.0%	57.3%	57.9%
Maine	58.1%	57.4%	55.5%	55.3%
Maryland	71.0%	69.5%	67.4%	66.5%
Massachusetts	69.2%	68.8%	65.4%	65.6%
Michigan	71.2%	67.7%	68.9%	65.4%
Minnesota	75.0%	74.1%	72.5%	71.6%
Mississippi	60.2%	61.3%	58.0%	58.1%
Missouri	65.7%	67.5%	63.4%	65.3%

State	Actual	2010 Rate (Final)	2020 Rate (start of NRFU)	2010 Rate (start of NRFU)
Montana	60.3%	64.6%	56.9%	62.3%
Nebraska	71.8%	71.1%	69.0%	68.8%
Nevada	66.4%	61.4%	62.4%	58.7%
New Hampshire	67.0%	64.4%	63.2%	61.5%
New Jersey	69.3%	67.6%	65.2%	64.4%
New Mexico	58.5%	60.0%	53.5%	56.9%
New York	63.9%	64.6%	59.0%	61.3%
North Carolina	63.2%	64.8%	59.3%	62.1%
North Dakota	65.1%	68.8%	62.7%	66.8%
Ohio	70.6%	69.0%	67.5%	66.2%
Oklahoma	60.9%	62.3%	57.9%	58.9%
Oregon	69.1%	66.9%	65.7%	63.9%
Pennsylvania	69.4%	70.2%	66.3%	67.8%
Rhode Island	65.3%	65.7%	61.0%	62.8%
South Carolina	60.9%	64.7%	57.4%	62.2%
South Dakota	67.3%	67.1%	64.4%	65.0%
Tennessee	65.9%	67.1%	62.5%	63.8%
Texas	62.6%	64.4%	58.3%	60.3%
Utah	70.8%	68.6%	67.5%	65.4%
Vermont	60.3%	60.3%	56.9%	58.1%
Virginia	71.3%	69.0%	68.0%	66.2%
Washington	72.2%	67.2%	69.1%	63.7%
West Virginia	56.1%	59.1%	54.9%	56.8%
Wisconsin	72.1%	73.5%	69.7%	71.2%
Wyoming	60.9%	63.4%	57.6%	61.1%
Puerto Rico	35.5%	53.8%	28.7%	51.2%

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

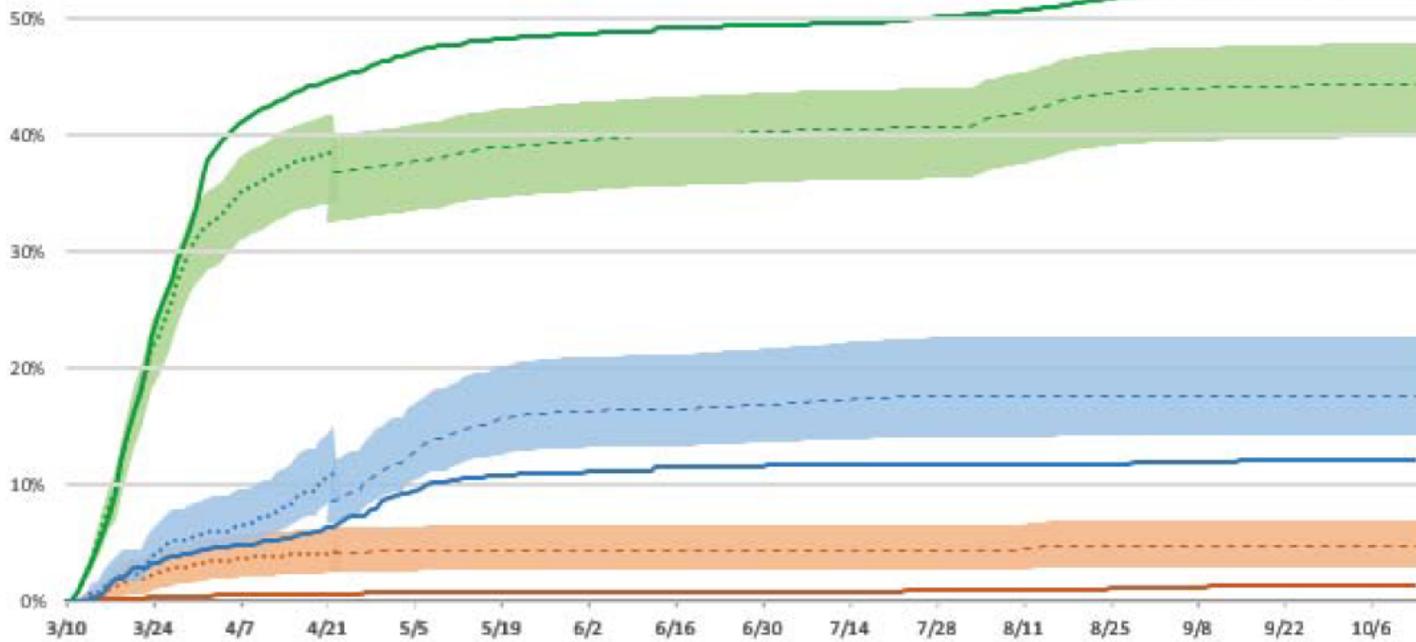


Actual Response	66.8%
Projection	66.6%
Lower Bound	56.7%
Upper Bound	77.4%

### Legend

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

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



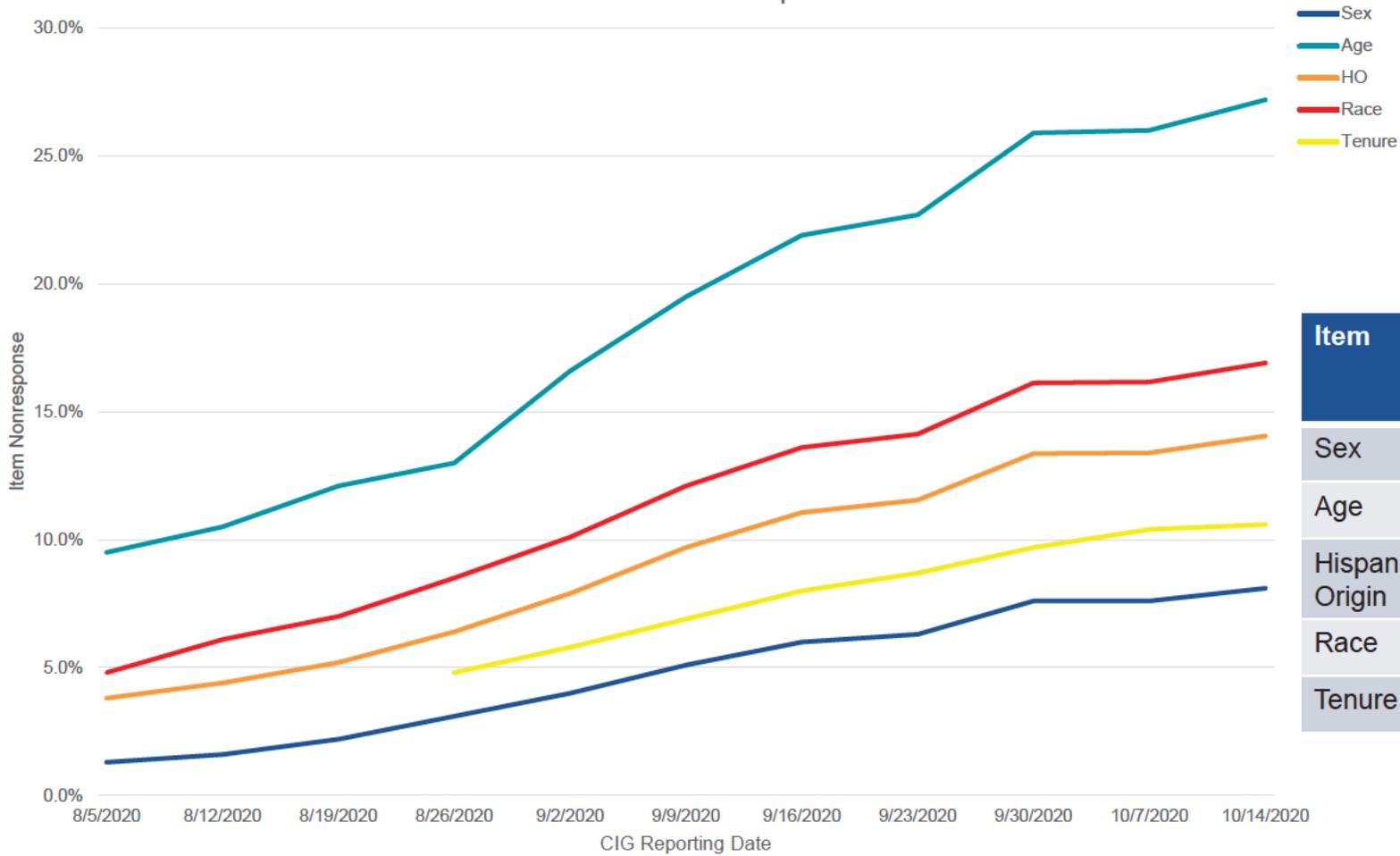
	Internet	Paper	Phone
Actual Response	53.3%	12.2%	1.2%
Projection	44.3%	17.7%	4.7%
Lower Bound	39.7%	14.1%	2.9%
Upper Bound	47.8%	22.7%	6.9%

### Legend

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

# Real-Time Analysis of Data (RTAD) Update

### NRFU Item Nonresponse



Item	Missing Rate - 10/14/20	Missing Benchmark (2010 DRF)
Sex	8.1%	1.2%
Age	27.2%	18.8%
Hispanic Origin	14.1%	3.6%
Race	16.9%	3.7%
Tenure	10.6%	12.0%

## Tenure Demographic as of 10.12.20

Tenure	Internet	Paper	Phone	NRFU	Total	Benchmark*
Owned	68.3%	67.7%	58.4%	34.2%	<b>62.1%</b>	63.9%
Rented	30.5%	29.8%	40.2%	55.2%	<b>34.9%</b>	36.1%
Multiple	-	0.6%	-	-	<b>0.1%</b>	-
Missing	1.2%	1.8%	1.3%	10.6%	<b>2.9%</b>	-

Tenure	Internet		Phone	
	ID	Non-ID	ID	Non-ID
Owned	88.6%	11.4%	77.2%	22.8%
Rented	79.4%	20.6%	74.8%	25.2%
Missing	43.3%	56.7%	64.2%	35.8%
<b>TOTAL</b>	<b>85.3%</b>	<b>14.7%</b>	<b>76.1%</b>	<b>23.9%</b>

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 10/8

	Mode				Total	Benchmark
	Internet	Paper	Phone	NRFU		
<b>Sex</b>						
Female	50.4%	51.9%	52.9%	45.1%	49.7%	50.6%*
Male	47.4%	47.1%	45.7%	46.9%	47.2%	49.2%*
Male and Female****	.	0.04%	.	.	0.0%	
Missing	2.2%	1.0%	1.4%	8.1%	3.1%	0.9%** 1.7%***
<b>Total</b>	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	85.4%	14.6%	76.7%	23.3%
Male	86.1%	13.9%	76.1%	23.9%
Missing	51.2%	48.8%	62.6%	37.4%
<b>Total</b>	84.9%	15.1%	76.2%	23.8%

### 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 10/8

	Mode				Total	Benchmark
	Internet	Paper	Phone	NRFU		
<b>Age</b>						
Under 5 years	5.6%	3.4%	2.8%	5.1%	5.2%	6.0%*
5 to 17 years	16.6%	11.6%	10.0%	14.6%	15.5%	16.3%*
18 to 24 years	8.7%	6.1%	5.3%	8.1%	8.2%	9.2%*
25 to 44 years	26.0%	16.5%	14.4%	22.7%	24.1%	26.7%*
45 to 64 years	25.7%	28.7%	27.3%	15.6%	24.3%	25.4%*
65+ years	15.2%	32.6%	38.3%	6.7%	16.3%	16.5%*
Missing or invalid age response						1.6%** 0.8%***
<b>Total</b>	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	81.5%	18.5%	71.1%	28.9%
5 to 17 years	83.4%	16.6%	73.6%	26.4%
18 to 24 years	83.1%	16.9%	72.9%	27.1%
25 to 44 years	83.6%	16.4%	73.0%	27.0%
45 to 64 years	88.2%	11.8%	77.3%	22.7%
65+ years	90.8%	9.2%	78.8%	21.2%
Missing/invalid response	51.4%	48.6%	64.2%	35.8%
<b>Total</b>	84.9%	15.1%	76.2%	23.8%

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 10/8 (for only DDPs)

Race and Hispanic Origin Categories	Internet	Paper	Phone	NRFU	Total	Benchmarks
Hispanic	15.9%	16.4%	24.5%	26.4%	17.9%	18.3%
Non-Hispanic	81.6%	77.2%	73.2%	59.5%	77.1%	81.7%
White alone	68.3%	68.7%	62.3%	48.1%	64.8%	76.5%
Black alone	9.8%	13.8%	17.0%	14.6%	11.3%	13.4%
AIAN alone	0.9%	1.3%	1.8%	1.4%	1.1%	1.3%
Asian alone	6.8%	2.6%	3.6%	4.0%	5.7%	5.9%
NHPI alone	0.2%	0.1%	0.3%	0.4%	0.2%	0.2%
Some other race alone	6.4%	4.3%	7.3%	12.2%	7.2%	
Two or More races	4.3%	4.3%	3.3%	2.4%	3.9%	2.7%
Missing Hispanic Origin only (not race)	0.1%	5.8%	0.4%	1.3%	1.1%	
Missing Race only (not Hispanic Origin)	0.9%	4.3%	2.7%	4.2%	1.9%	
Missing both Hispanic Origin and Race	2.3%	0.6%	1.9%	12.7%	3.9%	

Race and Hispanic Origin Categories	Internet		Phone	
	ID	Non-ID	ID	Non-ID
Hispanic	81.7%	18.3%	76.5%	23.5%
Non-Hispanic	86.2%	13.8%	76.2%	23.8%
White alone	87.9%	12.1%	78.0%	22.0%
Black alone	73.5%	26.5%	72.1%	27.9%
AIAN alone	76.4%	23.6%	73.5%	26.5%
Asian alone	87.0%	13.0%	70.1%	29.9%
NHPI alone	77.3%	22.7%	77.4%	22.6%
Some other race alone	80.9%	19.1%	75.1%	24.9%
Two or More races	82.5%	17.5%	75.3%	24.7%
Missing Hispanic Origin only (not race)	80.1%	19.9%	75.4%	24.6%
Missing Race only (not Hispanic Origin)	78.0%	22.0%	76.2%	23.8%
Missing both Hispanic Origin and Race	51.5%	48.5%	64.4%	35.6%
Total	84.7%	15.3%	76.0%	24.0%

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

Mode	2019 ACS Missing	2019 ACS Missing	2015 NCT Missing
	Rate: Race	Rate: Hispanic Origin	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.

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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

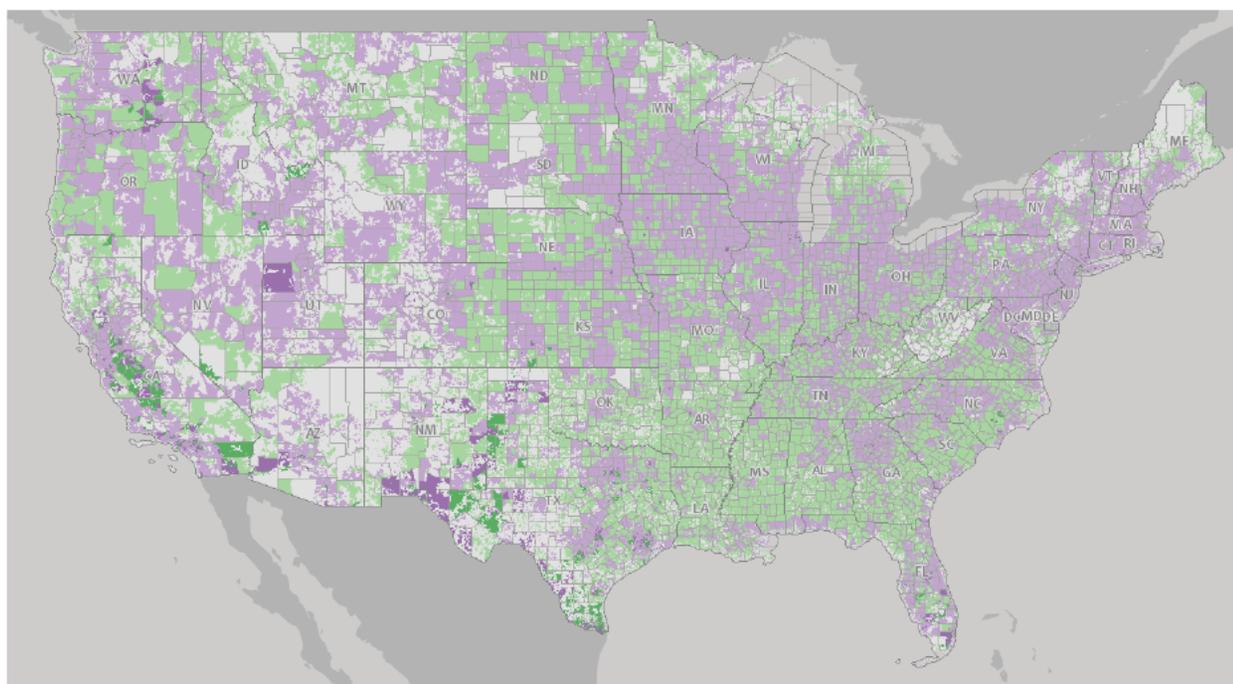
## Self-Response Rates Definition

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

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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