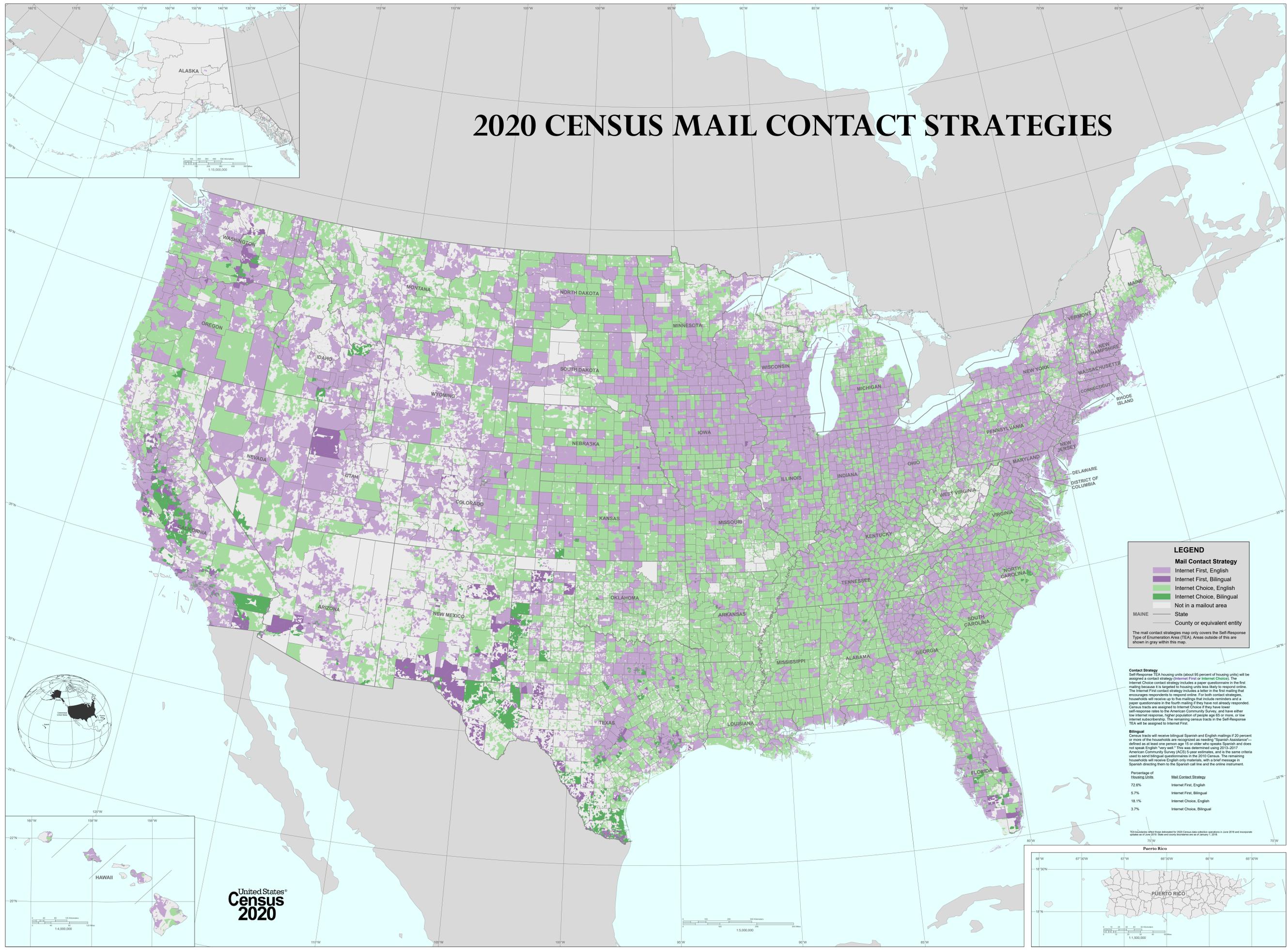


# 2020 CENSUS MAIL CONTACT STRATEGIES



**LEGEND**

**Mail Contact Strategy**

- Internet First, English
- Internet First, Bilingual
- Internet Choice, English
- Internet Choice, Bilingual
- Not in a mailout area
- State
- County or equivalent entity

The mail contact strategies map only covers the Self-Response Type of Enumeration Area (TEA). Areas outside of this are shown in gray within this map.

**Contact Strategy**  
 Self-Response TEA housing units (about 95 percent of housing units) will be assigned a contact strategy (Internet First or Internet Choice). The Internet Choice contact strategy includes a paper questionnaire in the first mailing because it is targeted to housing units less likely to respond online. The Internet First contact strategy includes a letter in the first mailing that encourages respondents to respond online. For both contact strategies, households will receive up to five mailings that include envelopes and a paper questionnaire in the fourth mailing if they have not already responded. Census tracts are assigned to Internet Choice if they have lower self-response rates to the American Community Survey, and have either low internet response, higher population of people age 65 or more, or low internet subscription. The remaining census tracts in the Self-Response TEA will be assigned to Internet First.

**Bilingual**  
 Census tracts will receive bilingual Spanish and English mailings if 20 percent or more of the households are recognized as needing "Spanish Assistance"—defined as at least one person age 15 or older who speaks Spanish and does not speak English "very well." This was determined using 2013-2017 American Community Survey (ACS) 5-year estimates, and is the same criteria used to send bilingual questionnaires in the 2010 Census. The remaining households will receive English only materials, with a brief message in Spanish directing them to the Spanish call line and the online instrument.

Percentage of Housing Units	Mail Contact Strategy
72.6%	Internet First, English
5.7%	Internet First, Bilingual
18.1%	Internet Choice, English
3.7%	Internet Choice, Bilingual

TEA boundaries reflect those published for 2020 Census data collection operations in June 2018 and incorporate updates as of June 2019. State and county boundaries are as of January 1, 2018.

United States<sup>®</sup>  
**Census 2020**