

2020 CENSUS

Week 5: Self-Response Analysis Summary*

(April 17 – 23, 2020)

National overview

- **U.S. response rate (4/23): 51.8%**
- **Increase over last week: 2.0 percentage points** (smaller increase than previous weekly bump)
- More than half of all states are above 50% response rate.

How are households responding to the census? (Internet or phone/paper form)

- Internet responses drove most of daily rate increase until recently, but is slowing.
- Internet is still the main mode of response, but modest daily increases from paper/phone response (combined) are now on par with day-to-day increases from online responses.
- 4th mailing to households that haven't responded yet will arrive from April 8 – 30 and include a paper form.

Type of initial mailing: About 80% of homes in the mail-out universe (95% of all addresses) received **Internet First** packets (letter of invitation to respond on-line + toll-free #s). Remaining 20% received **Internet Choice** packets (same materials *plus a paper questionnaire*).

- At end of Week 5 (4/23), average **response rate** in **Internet First** tracts was **10 points higher** than average response rate in **Internet Choice** tracts.
- **Demographics** of "Choice" tracts: **greater shares** of **population in poverty; people of color; renters; limited English proficiency; households without internet subscriptions**

Notable pattern: Cities/suburbs/exurbs/rural areas —

- **Cities** tend to have **lower** response rates; **suburbs** tend to have **higher** response rates; **exurbs** tend to have **lower** or even the lowest response rates; and many **rural areas** are **lagging** due to suspension of Update/Leave operation.
- **However**, there are "hard to count" tracts in all areas, including suburbs, where response rates still lag.

What will the Nonresponse Follow-up (NRFU) universe look like?

As more households respond to the census, the universe of census tracts with the lowest response rates ("bottom 20%" of tracts) changes. CUNY Mapping Service is analyzing the *characteristics* of these tracts based on the latest ACS data, to understand which demographic groups will make up the largest shares of the population in tracts that census takers must visit in person to collect responses (Nonresponse Follow-up).

- Here are selected **demographic/economic characteristics of census tracts** that were in the "**bottom 20%**" based on April 23 response rates. **Remember:** all data reflect "2014-18 5-year ACS estimates," **not how many/what type of people or households have responded to the 2020 Census so far!**
 - **Population in poverty:** 12.4 million households (25.4% of population in *bottom 20% of tracts*)
 - **Black, non-Hispanic population:** 11.9 million (23% of population in *bottom 20%*)
 - **Hispanic population:** 15.7 million (31% of population in *bottom 20%*)
 - **White, non-Hispanic population:** 19.3 million (37.8% in *bottom 20%*)
 - **Households with no internet:** 4.4 million (23.9% of households in *bottom 20%*)
 - **Limited English Proficiency households:** 1.73 million (9.5% of households in *bottom 20%*)
- For a searchable map of response rates & more, please visit www.censushardtocountmaps2020.us

***Note:** Tract-, county-, and city-level analyses represent **average percentages**. Unless otherwise noted, figures are based on response rates reported on April 23, 2020.

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