

Overview of Internet Self-Response Instrument and Contact Strategies Development

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All estimates are considered preliminary. Final counts and percentages will be released as part of the 2020 Census Operational Assessments series.

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Presentation Topics

- 2010 Census
- Mid-decade Research and Testing
- 2020 Self-Response Contact Strategy
- 2020 Internet Self-Response Instrument Design
- 2020 Self-Response COVID-19 Changes
- 2020 Census Summary of Self-Response
- 2020 ISR Early Take-Aways
- Direction Forward to 2030

2010 Self-Response Overview

- Paper was the primary way to collect data.
- Questionnaires were mailed to U.S. households.
- Used a mailing strategy consisting of multiple contacts. One change from the Census 2000 mailing strategy was the implementation of a replacement questionnaire. The multiple contacts in the 2010 Census included:
 - An advance letter alerting households that the census questionnaire will be sent to them soon.
 - The initial questionnaire.
 - A direct mail postcard to select areas.
 - An English-only replacement questionnaire distributed in one of three treatments:
 - **Blanket Replacement Mailing**
 - **Targeted Replacement Mailing**
 - **No Replacement Mailing**

Strategy Mid-decade Research and Testing

Census Test	Platform
2010 Census Quality Survey	Centurion
2012 National Census Test	Centurion
2014 Census Test	Centurion
2015 National Content Test	Centurion
2016 Census Test	Primus
2017 Census Test	ECaSE-ISR
2018 End-to-End Test	ECaSE-ISR
2020 Census	Primus (ECaSE-ISR as back-up)

2010 Census Quality Survey (CQS): Contact Strategy

2010 CQS Contact Strategy				
Panel	#1 August 23, 2010	#2 August 30, 2010	#3 Sept. 7, 2010	#4 Sept. 20, 2010
1. Internet Push	Advanced Letter	Initial Internet Survey Request	Postcard	Final Survey Request + Questionnaire
2. Internet/Mail Choice	Advanced Letter	Initial Questionnaire	Postcard	Replacement Questionnaire
3. Mail Only	Advanced Letter	Initial Questionnaire	Postcard	Replacement Questionnaire



2010 Census Quality Survey

Please Log In

Example
Access Code



-



*****AUTO*5-DIGIT 64011
TO RESIDENT AT
123 ANY STREET
ANY TOWN US 00123-9999

Please enter the 10-digit access code from
your address label to begin the survey.

Access Code: -

Login

The U.S. Census Bureau estimates that, for the average household, this survey will take about 10 minutes to complete, including the time for reviewing the instructions and answers. Send comments regarding this burden estimate or any other aspect of this burden to: Paperwork Reduction Project 0607-0960-C, U.S. Census Bureau, AMSD-3K138, 4600 Silver Hill Road, Washington, DC 20233. You may e-mail comments to Paperwork@census.gov; use "Paperwork Project 0607-0960-C" as the subject. Respondents are not required to respond to any information collection unless it displays a valid approval number from the Office of Management and Budget.

Form Number: D-1 R1 OMB No.: 0607-0960 Approval Expires: 09/30/2011

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Welcome to the 2016 Census Test

You will need the materials we mailed to you in order to start.

All the information that you provide will remain confidential.

Example
User ID



Please Log In

Please enter the 14-digit User ID found below the barcode on the materials we mailed to you.

User ID:

 - -

Login

If you do not have a User ID, [click here](#).

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2020 Internet Self-Response

Goal

The goal of the Internet Self-Response (ISR) operation is to communicate the importance of responding to the 2020 Census to the U.S. population and generate the largest possible self-response in order to reduce the need to conduct expensive in-person follow-up.

Operation Purpose

1. Develop communication and contact strategies to encourage the use of the internet as the primary response mode through a sequence of invitations and reminder mailings.
2. Increase high-quality responses by increasing the opportunity to and flexibility with which a person can respond.
3. Increase response to the census by working with other operations to provide the opportunity to respond using other collection modes.


2020 Census: Contact Strategy



Panel	# of Cohorts	Mailing 1	Mailing 2	Mailing 3*	Mailing 4*	Mailing 5*	Mailing 6*	Mailing 7*
Internet First	4	Letter	Letter	Postcard	Letter + Questionnaire	"It's not too late" Postcard	Postcard	Letter + Questionnaire
Internet Choice	N/A	Letter + Questionnaire	Letter	Postcard	Letter + Questionnaire	"It's not too late" Postcard	Postcard	N/A
*Targeted only to non-respondents								

2020 Census: Contact Strategy with Cohorts

Panel	Cohort	Mailing 1	Mailing 2	Mailing 3*	Mailing 4*	Mailing 5*	Mailing 6*	Mailing 7*
Internet First	1	3/12/2020	3/16/2020	3/26/2020	4/8/2020 4/14/2020**	4/20/2020 4/27/2020**	7/22/2020 – 7/28/2020	8/21/2020 – 9/14/2020***
	2	3/13/2020	3/17/2020	3/27/2020	4/9/2020 4/18/2020**	4/20/2020 4/30/2020**	7/22/2020 – 7/28/2020	8/21/2020 – 9/14/2020***
	3	3/19/2020	3/23/2020	4/2/2020	4/15/2020 4/22/2020**	4/27/2020 5/4/2020**	7/22/2020 – 7/28/2020	8/21/2020 – 9/14/2020***
	4	3/20/2020	3/24/2020	4/3/2020	4/16/2020 4/24/2020**	4/27/2020 5/6/2020**	7/22/2020 – 7/28/2020	8/21/2020 – 9/14/2020***
Internet Choice	N/A	3/13/2020	3/17/2020	3/27/2020	4/9/2020 4/28/2020**	4/20/2020 5/9/2020**	7/22/2020 – 7/28/2020	N/A
<p>*Targeted only to nonrespondents</p> <p>**Actual in-home dates</p> <p>***Mailing dates were based on priority. The highest priority was to low-response areas in the Internet First universe.</p>								

2020 Census: Internet Self-Response Landing Page

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Welcome to the 2020 Census

- It's quick and easy. The 2020 Census questionnaire will take about 10 minutes to complete.
- It's safe, secure, and confidential. Your information and privacy are protected.
- Your response helps to direct billions of dollars in federal funds to local communities for schools, roads, and other public services.
- Results from the 2020 Census will be used to determine the number of seats each state has in Congress and your political representation at all levels of government.

Getting started:

- You must complete your questionnaire once you begin. If you leave the questionnaire and return later, you will have to start over.
- Do not use the web browser buttons (back, forward, or close browser). Use the buttons within the questionnaire to navigate.
- For best results, use the latest version of Chrome, Firefox, Internet Explorer, or Safari. Enable cookies.

 **Shape
your future
START HERE >**



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Use of this system indicates your consent to collection, monitoring, recording, and use of the information that you provide for any lawful government purpose. So that our website remains safe and available for its intended use, network traffic is monitored to identify unauthorized attempts to access, upload, change information, or otherwise cause damage to the web service. Use of the government computer network for unauthorized purposes is a violation of Federal law and can be punished with fines or imprisonment (PUBLIC LAW 99-474).

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2020 Census: Internet Self-Response Login Page

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Address Verification Household Questions People Questions Final Questions

Please Log In

Use the materials we mailed to you or left at your door.
All the information that you provide will remain confidential.

[Where can I find my 12-digit Census ID?](#)

Please enter the 12-digit Census ID found in the materials we mailed to you or left at your door.

- -

Login

[If you do not have a Census ID, click here.](#)


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2020 Census: Internet Self-Response

Non-ID Address Collection

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Address Verification Household Questions People Questions Final Questions

Where were you living on April 1, 2020? ([Help](#))

Please provide a complete street address for your residence. Provide the street address you would use to have a package delivered directly to your residence, not a rural route or P.O. Box address used for mailing purposes. A street address is the most helpful for processing your response.

Address Number <i>Ex: 101</i> <input type="text"/>	Street Name <i>Ex: N Main St</i> <input type="text"/>	Apt/Unit <i>Ex: Apt 23</i> <input type="text"/>
City <input type="text"/>	State <input type="text"/>	ZIP Code <input type="text"/>

☐ I do not have a street address

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2020 Self-Response – COVID 19 Pandemic Changes

Every Door Direct Mail (EDDM) Postcard to Post Office Box Only Areas

- 4.5 million Post Office Boxes in areas where the physical addresses of housing units are not eligible for any form of United States Postal Service carrier delivery service
- 1.3 million of the 4.5 million Post Office Boxes are currently assigned to customers

Self-Response Sixth Mailing – Addressed Postcard

- Addressed postcard to the estimated 50 M nonresponding housing units as of mid-July; included a Census ID

Self-Response Seventh Mailing – Paper Questionnaire

- Additional paper questionnaire to about 16.2 million households in low-responding census tracts
- Targeted to nonresponding households that had received only one paper questionnaire in the mail

2020 Census: Summary of Self-Response

- Original Dates: March 12 – July 31, 2020
- Adjusted Dates: March 12 – October 15, 2020
- Final Self-Response Rate: ~67.0%
 - Exceeded Final 2010 Census Self-Response Rate of 66.5%
- Self-Response Rate by Mode:
 - Internet: 53.5%
 - Paper: 12.3%
 - Phone: 1.2%

Early Takeaways from 2020 ISR

Self-response was a key component in achieving the goal of counting everyone “once, only once, and in the right place”

~93 M responses collected via ISR

- **~76 M** ID responses, **~17 M** non-ID responses
- **~4 M** responses collected on April 1 (our peak day)
- **Zero down time!**

Direction Forward for 2030

- Collaborate with Non-ID Operation to improve the user experience of address data collection and standardization at the time of response
- Build on the success of ISR in 2020 by evaluating respondent behavior using Paradata to make additional improvements for 2030

Thank You.
Any Questions?

Supplemental Slides

2012 National Census Test					
Panel	#1 August 23, 2012	#2 August 30, 2012	#3 Sept. 4, 2012	#4 Sept. 14, 2012*	#5 Sept. 21, 2012*
1. Advance Letter (control)	Advance letter	Letter + Internet instructions	Reminder postcard		Mail questionnaire (w/choice)
2. Absence of Advance Letter		Letter + Internet instructions	Reminder postcard		Mail questionnaire (w/choice)
3. 2nd Reminder prior to questionnaire		Letter + Internet instructions	Reminder postcard	2 nd Reminder Postcard (blue)	Mail questionnaire (w/choice)
4. Accelerated Questionnaire followed by 2nd reminder		Letter + Internet instructions	Reminder postcard	Accelerated Mail questionnaire (w/choice)	2 nd Reminder Postcard (blue)
5. Telephone number at initial contact, accelerated Questionnaire, and 2nd reminder		Letter + Internet instructions <i>with telephone number</i>	Reminder postcard	Accelerated Mail questionnaire (w/choice)	2 nd Reminder Postcard (blue)
6. Accelerated Questionnaire, content tailored to nonrespondents, and 2nd Reminder		Letter + Internet instructions	Reminder postcard	Accelerated Mail questionnaire (w/choice) <i>with content tailored to nonrespondents</i>	2 nd Reminder Postcard (blue) <i>with content tailored to nonrespondents</i>
*These mailings were targeted to nonrespondents					

2014 Census Test						
Panel	Prenotice	#1 June 23, 2014	#2 July 1, 2014	#3 July 8, 2014*	#4 July 15, 2014*	#5 July 22, 2014*
1. Notify Me (Preregistration)	Postcard (June 5)	Email / Text	Email / Text	Email / Text	Mail Questionnaire	
2. Internet Push Without ID		Letter (no ID)	Postcard (no ID)	Postcard (no ID)	Mail Questionnaire	
3. Internet Push (control)		Letter	Postcard	Postcard	Mail Questionnaire	
4. Internet Push with Email as 1st Reminder		Letter	Email	Postcard	Mail Questionnaire	
5. Internet Push with AVI as 3rd Reminder		Letter	Postcard	Postcard	Mail Questionnaire	AVI*
6. Cold Contact Email Invite and 1st Reminder		Email	Email	Postcard	Mail Questionnaire	
7. Letter Prenotice, Email Invite, and 1st Reminder	Letter (June 17)	Email	Email	Postcard	Mail Questionnaire	
8. AVI Prenotice, Email Invite, and 1st Reminder	AVI (June 17)	Email	Email	Postcard	Mail Questionnaire	
*These mailings were targeted to nonrespondents						

2015 National Content Test					
Panel	#1 August 24, 2015	#2 August 31, 2015	#3 Sept. 8, 2015*	#4 Sept. 15, 2015*	#5 Sept. 22, 2015*
1. Internet Push (Control)	Letter	Postcard	Postcard	Mail Questionnaire	
2. Internet Push with Early Postcard	Letter	Postcard (August 28)	Postcard	Mail Questionnaire	
3. Internet Push with Early Questionnaire (control)	Letter	Postcard	Mail Questionnaire	Postcard	
4. Internet Push with Even Earlier Questionnaire (Low OSR Stratum Only)	Letter	Mail Questionnaire	Postcard	Postcard	
5. Internet Choice (Low OSR Stratum Only)	Mail Questionnaire	Postcard	Postcard	Mail Questionnaire	
6. Internet Push with Postcard as 3rd Reminder	Letter	Postcard	Postcard	Mail Questionnaire	Postcard
7. Internet Push Postcard	Postcard	Postcard	Letter	Mail Questionnaire	
8. Internet Push with Early Postcard and 2nd Letter instead of Mail Questionnaire	Letter	Postcard (August 28)	Postcard	Letter	
9. Internet Push with Postcard and Email as 1st Reminder	Letter	Postcard and Email (August 28)	Postcard	Mail Questionnaire	
<i>*These mailings were targeted to nonrespondents</i>					

2016 Census Test						
Panel	Eligible Cases	#1 March 21, 2016	#2 March 24, 2016	#3 April 4, 2016*	#4 April 11, 2016*	#5 May 12, 2016*
1. Internet Push	All Spanish Cases	Letter	Postcard	Postcard	Letter + Questionnaire	Postcard
2. Internet Push with Reminder Letter	All Spanish Cases	Letter	Letter	Postcard	Letter + Questionnaire	Postcard
3. Internet Push with Multilingual Brochure	All Cases	Brochure	Postcard	Postcard	Brochure + Questionnaire	Postcard
4. Internet Push with Language Insert	All Cases	Letter + Insert	Postcard	Postcard	Letter + Insert + Questionnaire	Postcard
5. Internet Choice	All Chinese or Korean cases; Spanish cases in Low OSR stratum	Letter + Questionnaire	Postcard	Postcard	Letter + Questionnaire	Postcard
<i>*These mailings were targeted to nonrespondents</i>						

2017 Census Test					
Panel	#1 March 20, 2017	#2 March 23, 2017	#3 April 3, 2017*	#4 April 10, 2017*	#5 April 20, 2017*
1. Internet Push	Letter	Letter	Postcard	Questionnaire + Letter	Final Postcard
2. Internet Choice	Questionnaire +	Letter	Postcard	Questionnaire +	Final Postcard
<i>*These mailings were targeted to nonrespondents</i>					

2018 Census Test						
Panel	Cohort	#1 IF: Letter or IC: Letter + Q'n	#2 Letter	#3 Postcard*	#4 Questionnaire + Letter*	#5 Postcard*
Internet First	1	3/16/2018	3/20/2018	3/30/2018	4/12/2018	4/23/2018
	2	3/20/2018	3/23/2018	4/3/2018	4/16/2018	4/26/2018
	3	3/23/2018	3/27/2018	4/6/2018	4/19/2018	4/30/2018
Internet Choice	N/A	3/16/2018	3/20/2018	3/30/2018	4/12/2018	4/23/2018
<i>*These mailings were targeted to nonrespondents</i>						

Every Door Direct Mailer (EDDM)



United States®
Census
2020

To Whom It May Concern:

To protect the health of the public during the coronavirus (COVID-19) pandemic, Census Bureau workers have had limited direct contact with the public.

If you live in a remote area, a census worker may visit your home to deliver a questionnaire. Please respond as soon as you receive this information. If you don't receive a questionnaire package, you can still respond online or by phone.

Visit my2020census.gov or call 1-844-330-2020.

When you respond to the census, provide your street address and not a PO Box. The census counts people at their physical address.

Census workers will begin visiting homes in August to interview households that have not responded. If you respond, we will not need to send a census worker to your door.

If you have already completed your 2020 Census questionnaire, thank you.

Sincerely,

Steven D. Dillingham
Director

D-PB-E (05-2020)

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Census
2020

A quien corresponda:

Para proteger la salud del público durante la pandemia del coronavirus (COVID-19), los empleados de la Oficina del Censo han limitado el contacto directo con el público.

Si usted vive en un área remota, es posible que un empleado del censo visite su hogar para entregar un cuestionario. Por favor responda tan pronto como reciba esta información. Si no recibe un paquete del cuestionario, aún puede responder por internet o por teléfono.

Visite my2020census.gov o llame al 1-844-468-2020.

Cuando responda al censo, proporcione su dirección de calle y no un apartado postal. El censo cuenta a las personas en su dirección física.

Los empleados del censo comenzarán a visitar hogares en agosto para entrevistar a los hogares que no hayan respondido. Si usted responde, no tendremos que enviar a un empleado del censo a su hogar.

Si usted ya ha completado su cuestionario del Censo del 2020, se lo agradecemos.

Atentamente,

Steven D. Dillingham
Director

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