

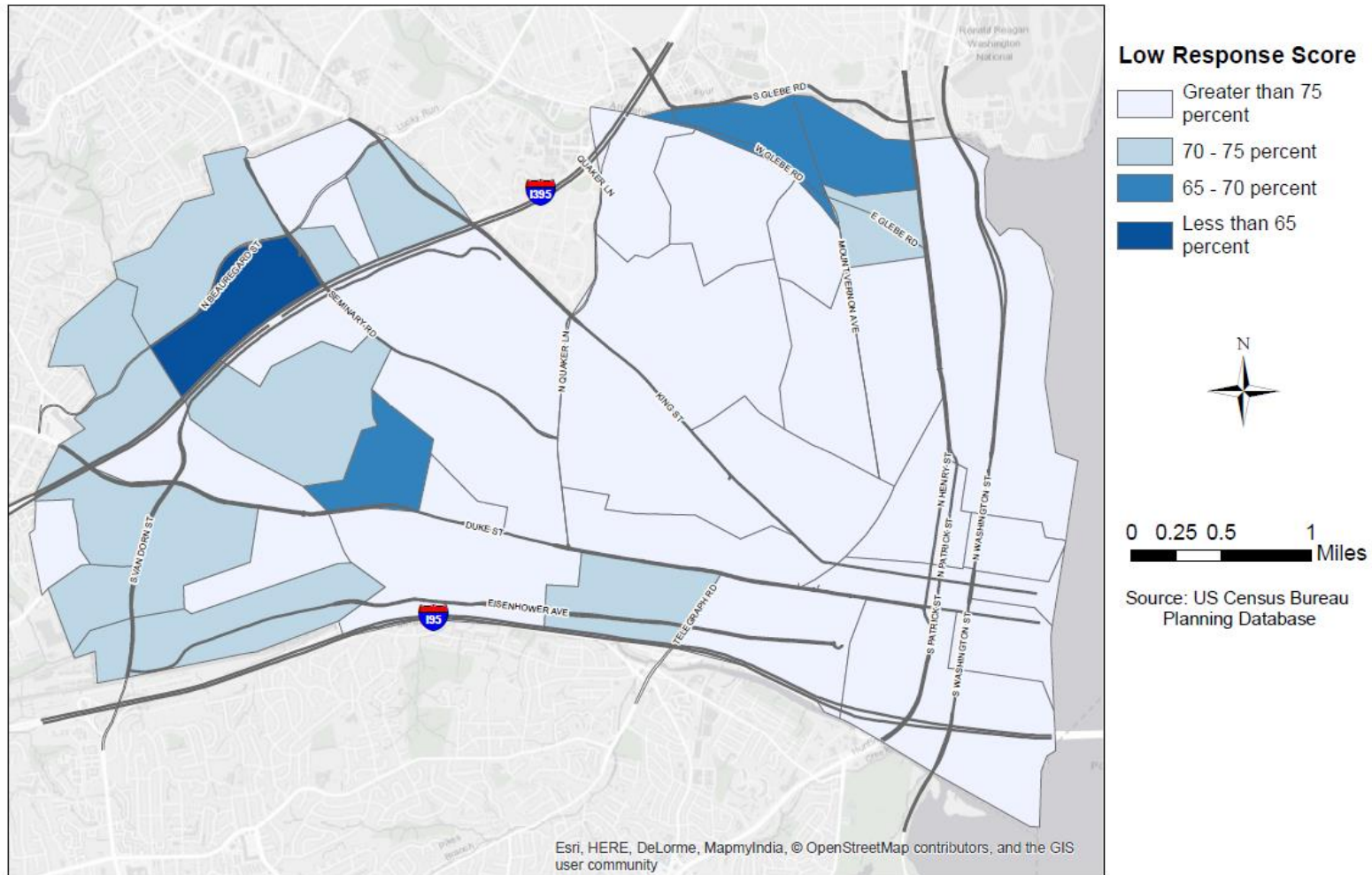


Marketing and Communications Subcommittee Meeting #3

October 1, 2019

Oswald Durant Arts Center (1605
Cameron Street)

U.S. Census Bureau Low Response Scores, by Tract





U.S. Census Bureau Low Response Scores

Low Response Scores are based on an Ordinary Least Squares (OLS) regression model.

The model predicted 2010 Mail Response Rates based on 2006-2010 American Community Survey (ACS) data.

The table to the right lists the 25 most influential variables identified by the model.

Variable	Effect on self-response
Renter-occupied units	-
Ages 18-24	-
Female head, no husband	-
Non-Hispanic White	+
Ages 65+	+
Related child <6	-
Males	-
Married family household	+
Ages 25-44	+
Vacant units	-
College graduates	+
Median household income	-
Ages 45-64	+
Persons per household	-
Moved in 5-years prior to Census	-
Hispanic	-
Single-unit structures	+
Population density	+
Below poverty	-
Ages 5-17	-
Black	+
Single-person household	+
Not a high school graduate	+
Median house value	-

Source: Erdman, Chandra and Nancy Bates. "The Low Response Score (LRS): A metric to locate, predict, and manage hard-to-survey populations." *Public Opinion Quarterly*, Vol. 81, No. 1 (Spring 2017): 144-156.



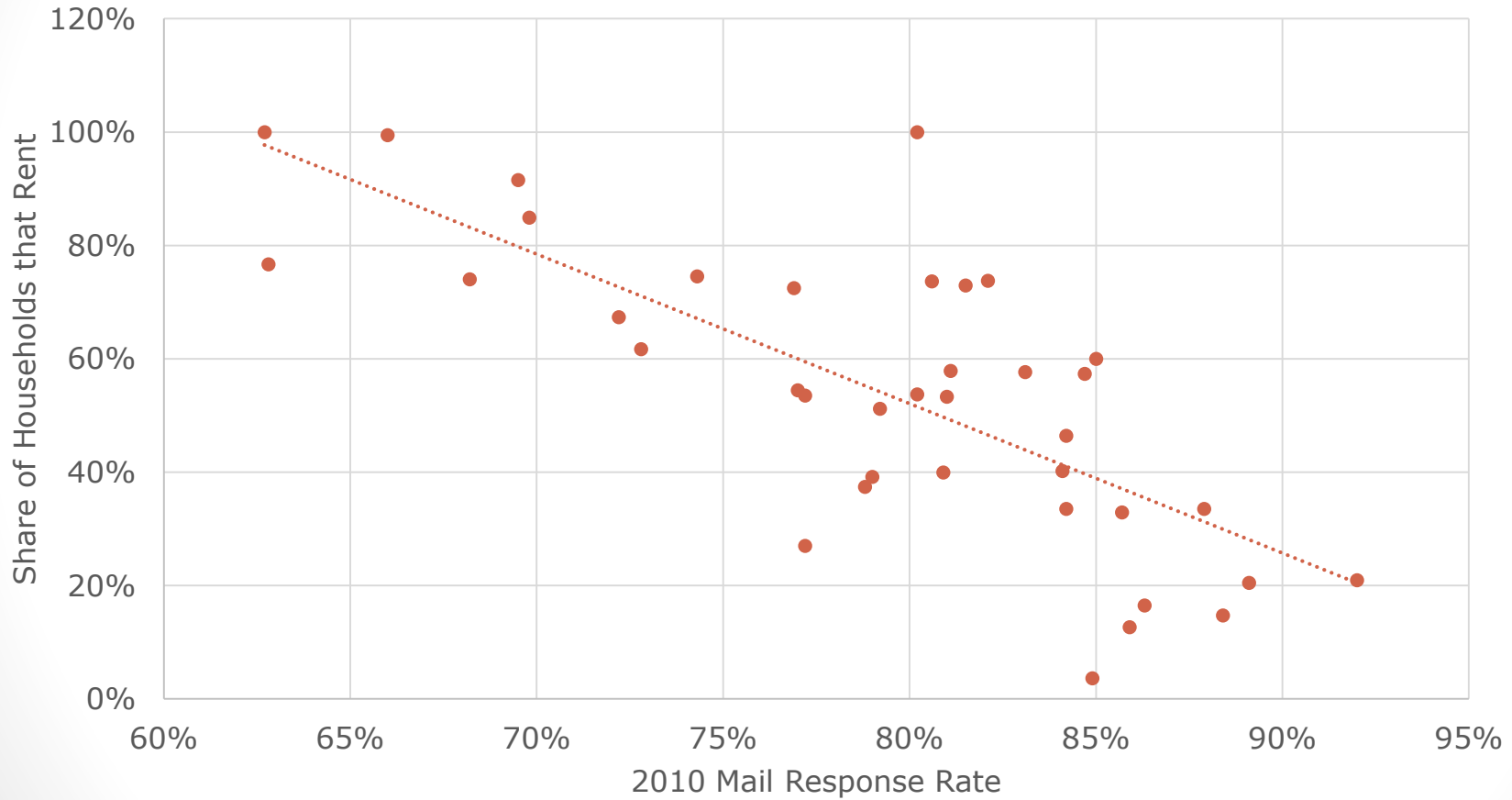
Hard-to-Count Statistics Correlate with 2010 Mail Response Rates for Alexandria

Based on Census tract-level data for Alexandria, the following HTC characteristics from the Hard-to-Count Population Summary are have a correlation coefficient above 0.5:

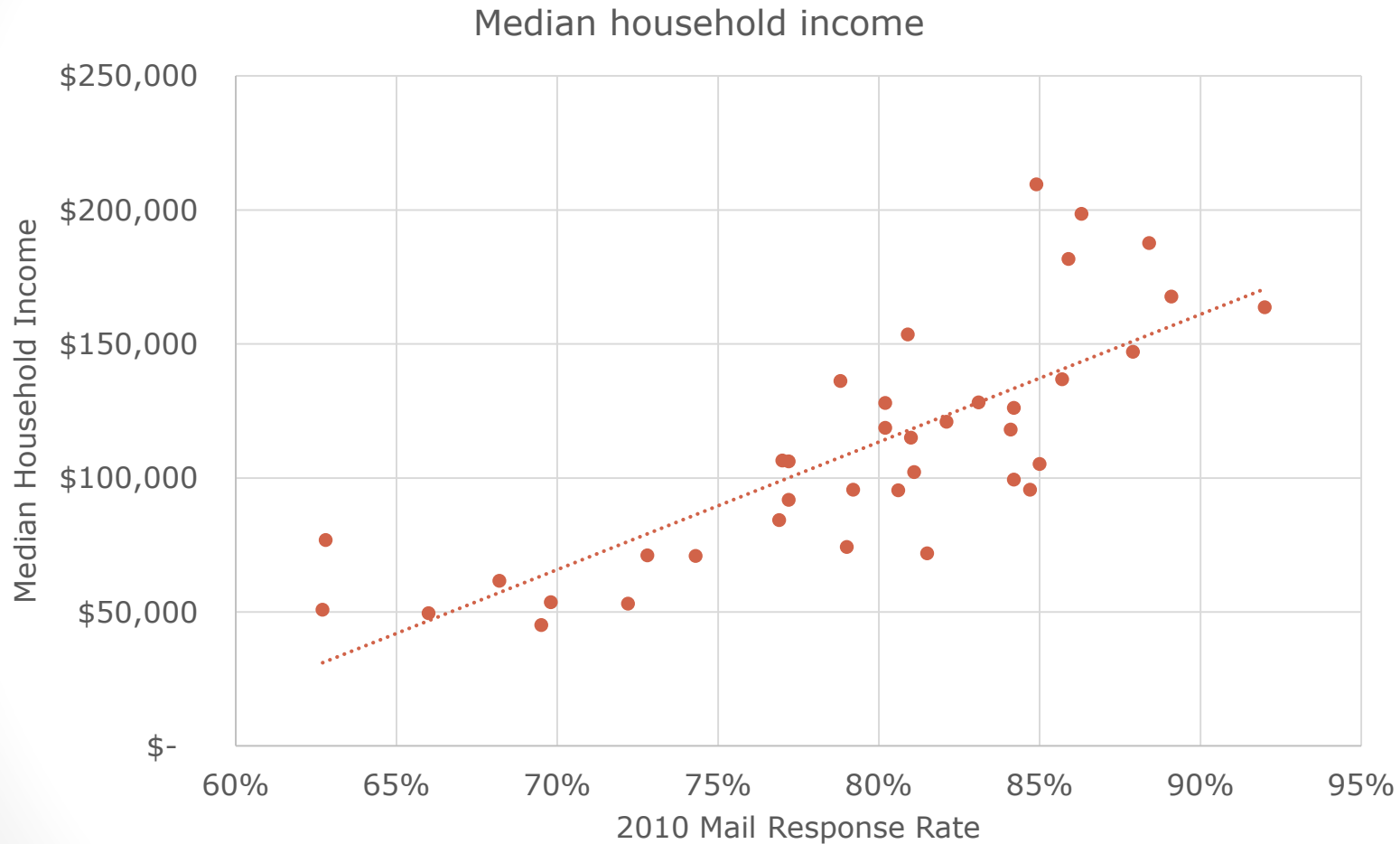
- Household characteristics
 - Renters
 - Limited English Proficiency households
 - Access to internet at home
 - Median household income
- Individual characteristics
 - Black/African American residents
 - Hispanic/Latinx residents
 - Poverty rate
 - Residents over age 25 without a high school diploma

Tract-level correlations

Share renters

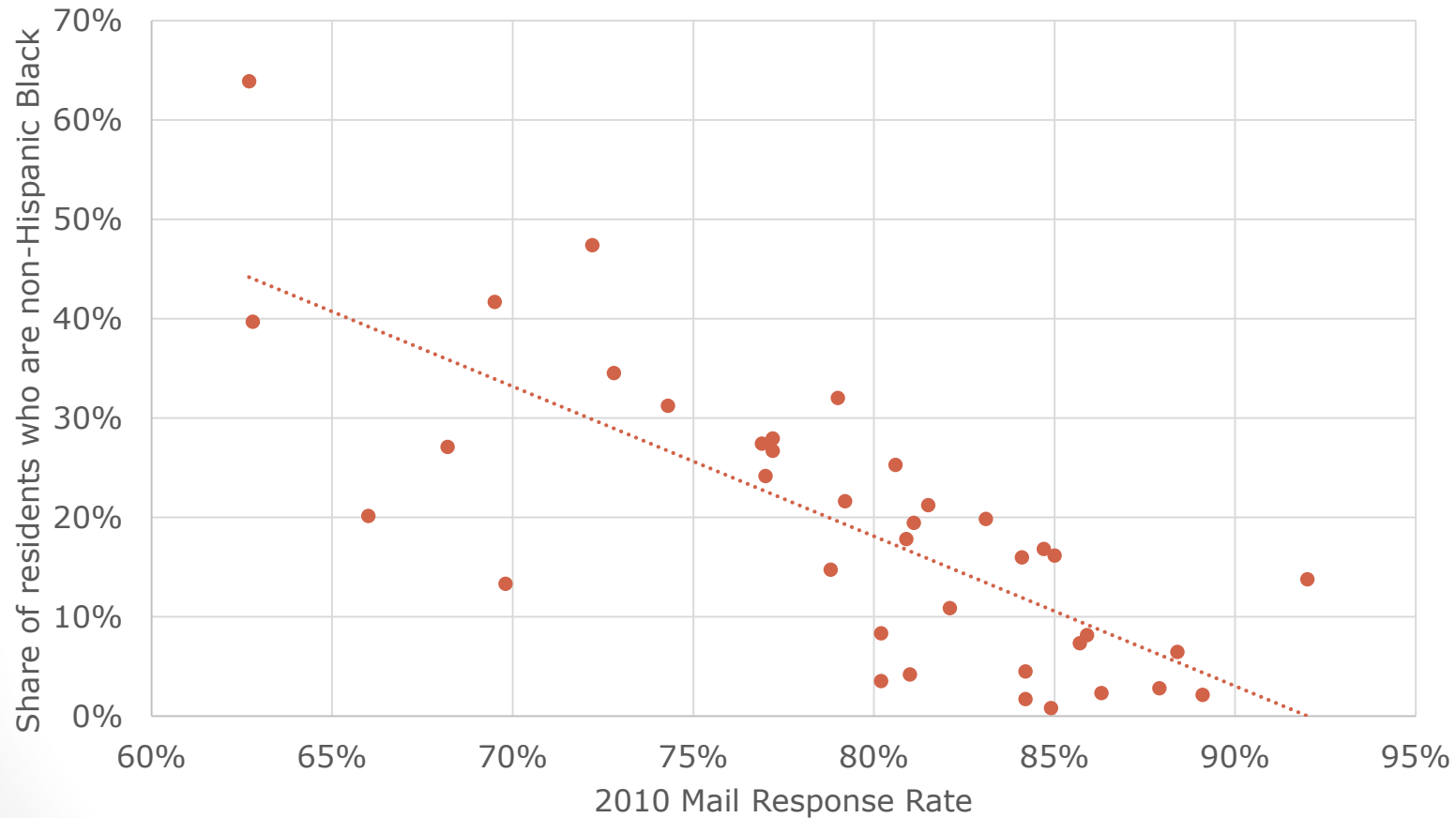


Tract-level correlations



Tract-level correlations

Share non-Hispanic Black or African American



Tract-level correlations

