

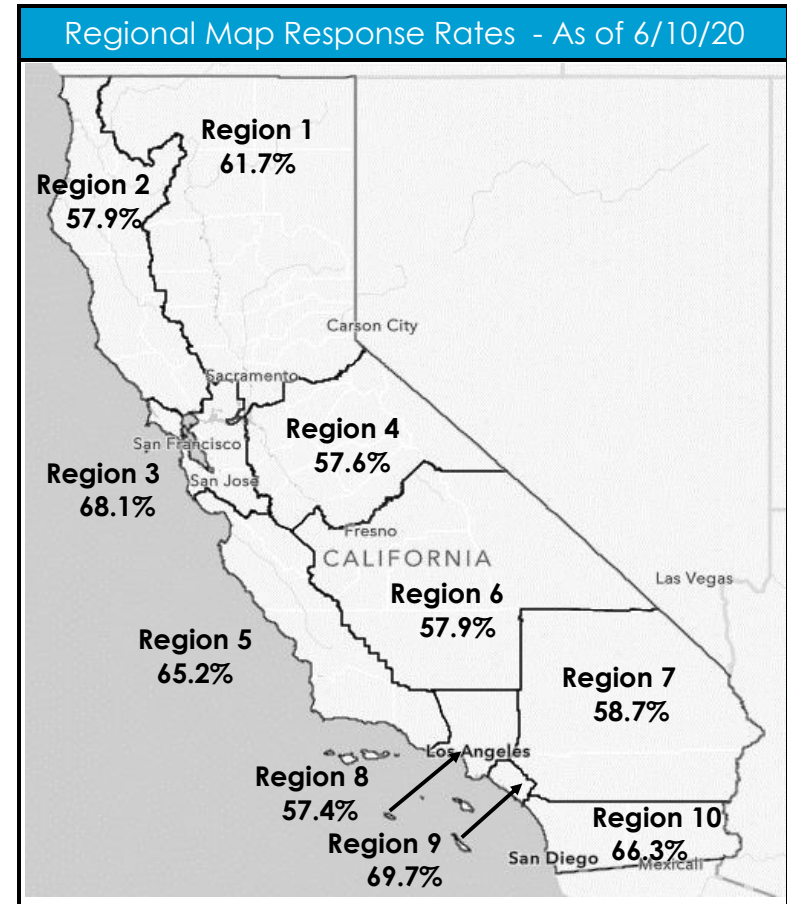
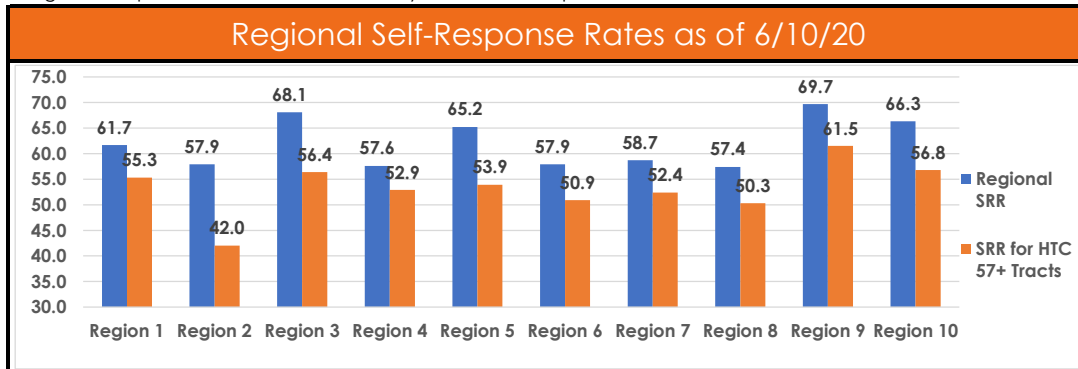
**Self-Response Rates - As of 6/10/20**

60.9	62.1
National	California

**Regional Info At-A-Glance - As of 6/10/20**

Region	Regional Self Response Rate*	Number of Tracts 57+ HTC	Self Response Rate 57+ HTC	Number of Tracts 69+ HTC	Self Response Rate 69+ HTC	Update Leave Households %
Region 1	61.7	131	55.3	76	54.3	6.9%
Region 2	57.9	28	42.0	12	41.8	8.9%
Region 3	68.1	290	56.4	157	54.2	0.5%
Region 4	57.6	115	52.9	73	51.1	6.7%
Region 5	65.2	98	53.9	61	51.8	1.9%
Region 6	57.9	227	50.9	168	49.7	3.6%
Region 7	58.7	231	52.4	137	51.4	4.0%
Region 8	57.4	986	50.3	739	49.0	0.1%
Region 9	69.7	115	61.5	57	59.3	0.2%
Region 10	66.3	154	56.8	103	55.8	1.8%

\*Regional Response Rates are calculated by California Complete Count Office.



[Self Response Rate and HTC Fact Sheets](#)
[CaliforniaCensus.org Website](https://www.californiacensus.org)

**For Reference**

- **Self-Response Rate (SRR):** The SRR reflects the percentage of all known housing units (addresses in the Master Address File, not including group quarters) in a particular area, such as a census tract, that have responded to the census via the Internet, with a paper questionnaire, or by telephone.
- **HTC:** Hard to count (are at risk for being undercounted); The California Hard-to-Count Index is a rating assigned to each census tract in California based on multiple demographic, housing and socioeconomic variables correlated with an area being difficult to enumerate. The California Complete Count campaign focuses on outreach to tracts with a CA-HTC Index of 57 or greater. During the final months of self-response the California Complete Count Office has placed additional focus on tracts with a CA-HTC Index value of 69 or greater.
- **Update Leave:** Update Leave is a process for rural areas with PO Boxes and no city-style address (e.g. 101 Main Street) where a US census Bureau enumerator must first "update" and verify the address and then "leave" a census form for the household to fill out. For more information: <https://www.census.gov/library/fact-sheets/2020/dec/update-leave.html>
- **Census PDI:** The app used by many partners to conduct phone banking and door-to-door canvassing and track associated data. Census PDI, a product of Political Data, Inc., is provided free-of-charge to contracted partners; some partners have opted to use the regular PDI app.

Counties of Focus - As of 6/10/20					
21 counties with the lowest response rate tracts					
County	County self-response rate	Avg. self-response rate HTC 57+	Estimated remaining housing units HTC 57+*	Avg. self-response rate HTC 69+	Estimated remaining housing units HTC 69+*
Alameda	68.4	56.4	59,814 - 69,133	54.7	38,781 - 45,389
Butte	46.9	48.8	10,000 - 15,160	47.6	7,274 - 11,229
Contra Costa	70.5	57.3	21,200 - 23,413	55.1	11,837 - 12,914
Fresno	60.3	52.6	66,969 - 74,735	51.6	48,922 - 54,197
Imperial	52.6	47.7	15,311 - 20,154	48.3	11,227 - 14,077
Kern	56.1	49.1	56,896 - 65,083	47.2	41,120 - 46,747
Kings	58.4	50.3	7,685 - 8,587	49.5	6,643 - 7,462
Los Angeles	57.4	50.3	636,744 - 80,8486	49.0	477,094 - 610,334
Merced	59.1	53.1	19,585 - 22,159	51.0	12,616 - 14,271
Monterey	57.3	47.9	21,372 - 24,836	47.5	16,343 - 18,441
Orange	69.7	61.5	77,523 - 86,607	59.3	39,194 - 42,305
Riverside	59.9	51.7	75,746 - 88,555	49.1	47,699 - 56,037
Sacramento	67.9	59.1	51,244 - 57,916	57.5	30,083 - 33,984
San Bernardino	57.5	52.9	88,254 - 101,368	53.4	52,748 - 58,547
San Diego	66.7	58.3	90,064 - 100,415	57.1	57,292 - 62,856
San Francisco	59.1	50.5	58,127 - 80,543	48.2	31,746 - 42,772
San Joaquin	61.3	52.1	29,119 - 33,016	50.4	18,043 - 20,753
Santa Barbara	65.2	56.5	19,023 - 20,520	53.7	11,563 - 12,411
Santa Clara	70.5	60.1	53,211 - 61,927	57.0	23,597 - 28,162
Stanislaus	63.7	54.3	17,567 - 19,058	51.5	11,354 - 12,446
Tulare	57.0	51.2	33,523 - 36,166	49.3	25,825 - 27,903

Note: As of June 4, 2020, census tracts with the highest estimated number of households and greatest self-response needs were identified in 21 counties for additional focus.

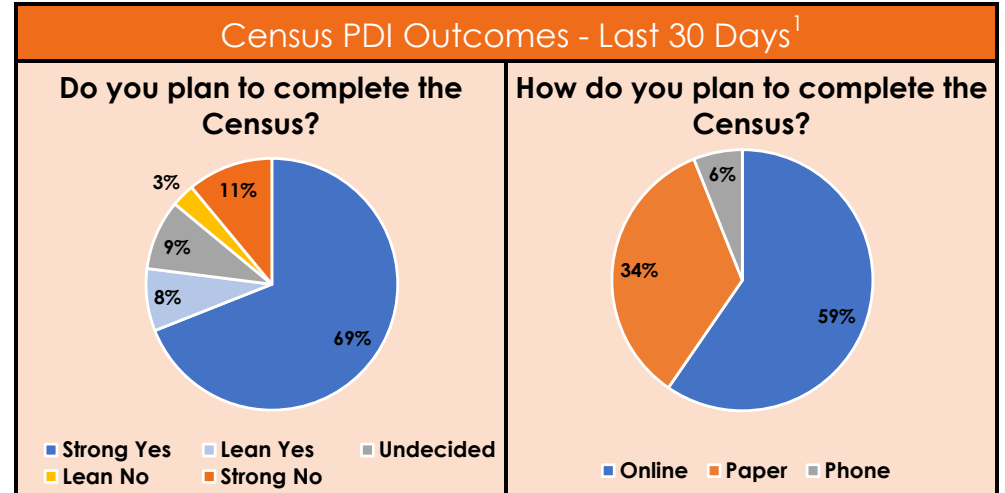
\*The U.S. Census Bureau releases Census 2020 percentage self-response rates by census tract. This information does not include the actual number of households that have self-responded or remain. The California Complete Count – Census 2020 Office uses the following two Census Bureau data sources to calculate those estimates: the 2014-2018 American Community Survey 5-year estimates; and the aggregated number of addresses in the bureau’s Master Address File following the 2018 Local Update of Census Addresses (LUCA).

Campaign Partners		
<h1>155</h1>	46	County Partners
	40	County Offices of Education
	33	Tribal Government Partners
	16	Statewide Partners
	10	ACBO Partners
	5	Sector Partners
	3	Higher Education Partners
	2	City/Special Jurisdiction Partners
Total Contracted Partners		

Census PDI - Last 30 Days <sup>1</sup>	
<h2>55,285</h2>	<h2>2,684</h2>
Households Reached Through Phone Banking	Households Reached Through Canvassing

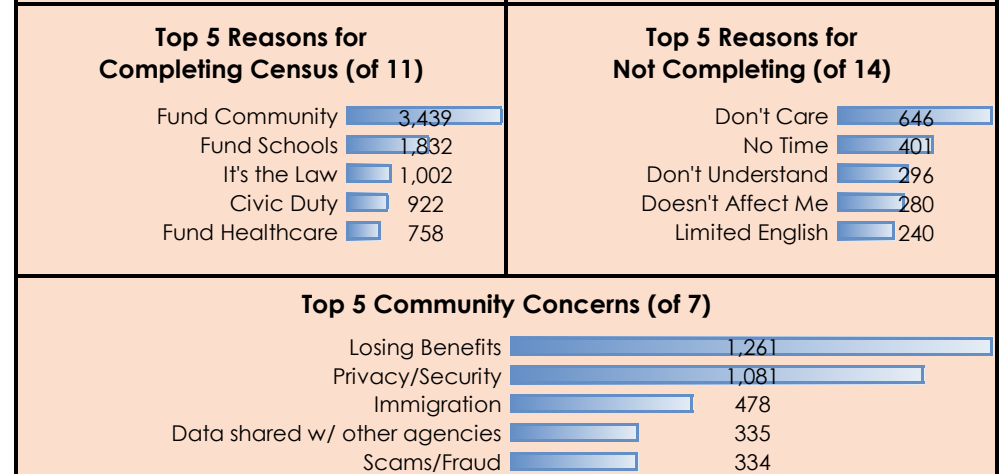
Outreach Activities - Top 10 Activity Types - Last 30 Days <sup>1</sup>			
Types of Activities Reported	# of Activities	Impressions	# of HTC 57+ Tracts Reached
Nudge alerts*	4,630	153,867	1,350
Social media	194	398,200	1,223
Advertising	89	7,756,006	120
Flyers	59	8,016	126
Events	47	15,943	21
Speaking engagements	41	575	9
Webinars	40	188,770	1,092
Other	35	44,297	1,188
Other types of media	27	3,599,407	1,093
Collateral (mail inserts, etc.)	23	11,930	986

Note: Canvassing and Phonebanking efforts not included in this table.

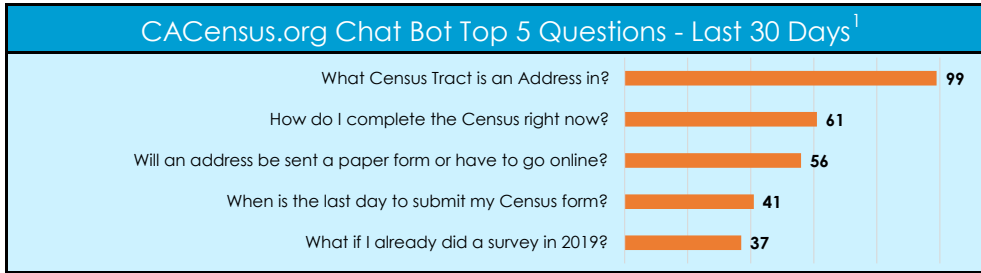


Reported Activities by Region - Last 30 Days <sup>1</sup>			
Region	# of activities	Impressions	# of HTC 57+ Tracts Reached
Region 1	29	24,641	19
Region 2	11	1,655	7
Region 3	10	4,567	140
Region 4	38	217	68
Region 5	32	8,372	53
Region 6	56	1,179	112
Region 7*	4,360	70,877	226
Region 8	291	3,770,614	980
Region 9	216	7,760,140	111
Region 10	100	542,397	141
<b>Total</b>	<b>5,143</b>	<b>12,184,659</b>	<b>1,857</b>

\*Each Nudge Alert is counted as a single event.



Notes: Outreach Partners focus outbound calls to high-HTC areas with low-response rates. Individuals are screened to determine if they have already responded to the Census. Responses of "Other" have been excluded from the top 5 response reasons.



### Paid Media Flight 1 KPI: January - March 15, 2020

Media	Estimated Impressions	Actual Impressions	Bonus Impressions	Total Delivered Impressions
Radio	135,174,690	138,101,784	41,045,816	179,147,600
Television	136,168,970	186,852,586	37,748,750	224,601,336
Digital	155,792,356	158,237,550	191,936,740	350,174,290
Print	27,159,988	30,613,051	4,316,354	34,929,405
Outdoor/Movies	143,096,302	167,846,656	18,128,564	185,975,220
Social Media (Paid)	39,335,066	16,447,935	40,336,642	56,784,577
<b>Total</b>	<b>636,727,372</b>			<b>1,031,612,428</b>

### In-Language Websites

Campaign Websites	January - March 15, 2020		March 12 - June 24, 2020
	Website Traffic	New Visitors	Click throughs to USCB Website
Arabic	24,364	17,232	117
Armenian	8,606	6,852	17
Chinese (Simplified)	39,265	22,827	291
Chinese (Traditional)	26,743	17,580	318
English	1,083,597	534,036	98,487
Farsi	13,515	9,349	4
Japanese	15,694	10,951	148
Khmer	4,626	4,180	22
Korean	41,035	27,240	212
Punjabi	5,362	4,599	24
Russian	18,414	11,812	151
Spanish	639,917	291,102	2,905
Tagalog	10,988	7,734	96
Vietnamese	30,737	19,316	387
<b>Total</b>	<b>1,962,863</b>	<b>984,810</b>	<b>103,179</b>

Data and definitions provided by Mercury on May 15, 2020

- **Media Impressions** are any interaction with a piece of content and an audience member. These impressions include multiple views by an individual(s).
- **Estimated Impressions** are the number of paid impressions that each media provider "estimated" would be delivered for the paid tactics through their media at the time of negotiating the campaign. All impressions are estimates prior to the media running based on historical ratings and programming.
- **Actual Impressions** are the paid impressions provided by the campaign media tactics as delivered in the campaign through a number of third party validators, (Example Neilsen, Scarborough, Google)
- **Bonus impressions** are the same impression definition noted above for Paid Impressions with the exception they are bonus, extra, over and above the paid media, also known as added value or free media as part of a package provided with Paid media.
- **Total Impressions** would be Actual Impressions plus Bonus Impressions

## Media and Communications

### Sampling of Recent Messages

**Participate in the Census**  
844-330-2020 My2020Census.gov

You can make a difference for your community! This simple, nine question survey helps determine dollars that fund important programs for the next 10 years.

- BUILD BETTER ROADS AND SCHOOLS
- FUND COMMUNITY PROGRAMS FOR SENIORS, CHILDREN AND FAMILIES
- CREATE JOBS
- IMPROVE HOUSING

The Census counts every person in the United States regardless of background or immigration status. There is no citizenship question on the 2020 Census form.

Your 2020 Census data is safe, protected and confidential.

**Participa en el Censo**  
844-468-2020 My2020Census.gov

¡Puedes mejorar tu comunidad! Esta encuesta de nueve preguntas ayuda a determinar los fondos que reciben los programas importantes para los siguientes 10 años.

- CONSTRUIR MEJORES CARRETERAS Y ESCUELAS
- FINANCIAR PROGRAMAS COMUNITARIOS PARA PERSONAS MAYORES, NIÑOS Y FAMILIAS
- CREAR TRABAJOS
- MEJORAR VIVIENDAS

El Censo cuenta a cada persona en los Estados Unidos sin importar el estatus migratorio. La pregunta de la ciudadanía no está en el Censo.

Tus respuestas al Censo 2020 serán protegidas y confidenciales.

**CENSUS 2020**

- STAY HOME
- WASH YOUR HANDS
- COMPLETE YOUR CENSUS FORM

EVERYONE'S HEALTH COUNTS

THE CALIFORNIA CENSUS HOSTS  
**ASIAN AMERICAN NATIVE HAWAIIAN PACIFIC ISLANDER**  
Heritage Month Live Events!

KIDS COUNT, FAMILIES COUNT AND YOUTH AND IDENTITY  
Facebook Live: CaliforniaCensus | May 28, 2pm-3pm

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