

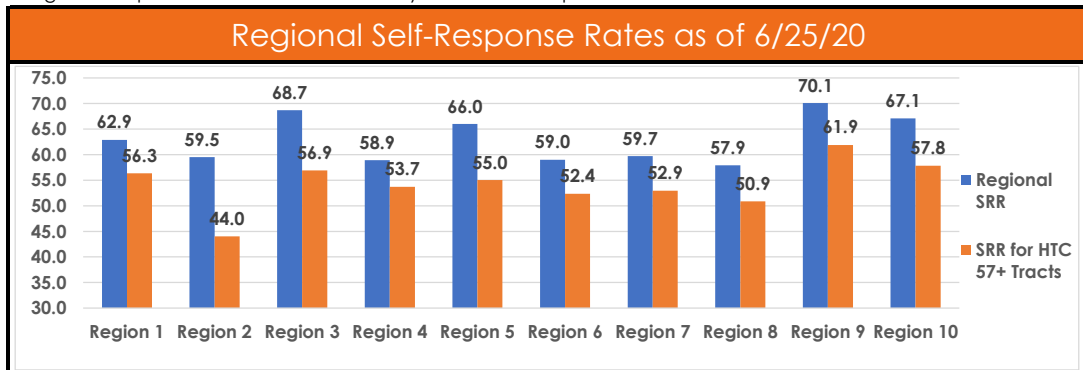
Self-Response Rates - As of 6/25/20

61.7	62.8
National	California

Regional Info At-A-Glance - As of 6/25/20

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	62.9	131	56.3	76	55.1	6.9%
Region 2	59.5	28	44.0	12	43.6	8.9%
Region 3	68.7	290	56.9	157	54.7	0.5%
Region 4	58.9	115	53.7	73	51.8	6.7%
Region 5	66.0	98	55.0	61	53.2	1.9%
Region 6	59.0	227	52.4	168	51.1	3.6%
Region 7	59.7	231	52.9	137	51.9	4.0%
Region 8	57.9	986	50.9	739	49.6	0.1%
Region 9	70.1	115	61.9	57	59.7	0.2%
Region 10	67.1	154	57.8	103	57.1	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 6/25/20 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	68.9	57.0	59,045 - 68,247	55.3	38,292 - 44,821
Butte	48.6	49.2	9,916 - 15,039	48.1	7,211 - 11,137
Contra Costa	71.0	57.7	20,981 - 23,171	55.6	11,719 - 12,785
Fresno	61.3	54.0	65,142 - 72,772	52.8	47,729 - 52,952
Imperial	55.4	52.1	14,203 - 18,741	54.0	10,218 - 12,846
Kern	57.0	50.0	56,115 - 64,139	48.2	40,542 - 46,043
Kings	59.9	52.5	7,416 - 8,265	52.0	6,388 - 7,155
Los Angeles	57.9	50.9	629,484 - 799,569	49.6	471,644 - 603,607
Merced	60.0	54.3	19,045 - 21,564	52.4	12,211 - 13,830
Monterey	58.7	50.2	20,682 - 24,092	50.2	15,763 - 17,842
Orange	70.1	61.9	76,688 - 85,684	59.7	38,748 - 41,821
Riverside	60.3	52.2	75,015 - 87,700	49.6	47,228 - 55,473
Sacramento	68.3	59.5	50,712 - 57,315	57.9	29,768 - 33,629
San Bernardino	59.1	53.6	87,071 - 99,909	53.9	52,198 - 57,922
San Diego	67.4	58.8	89,139 - 99,392	57.6	56,696 - 62,208
San Francisco	59.6	51.1	57,416 - 79,582	48.8	31,352 - 42,250
San Joaquin	61.8	52.8	28,766 - 32,600	50.9	17,885 - 20,574
Santa Barbara	66.0	57.0	18,815 - 20,295	54.2	11,444 - 12,283
Santa Clara	70.9	60.5	52,617 - 61,242	57.4	23,354 - 27,874
Stanislaus	64.3	54.8	17,395 - 18,869	52.0	11,249 - 12,327
Tulare	58.5	53.1	32,073 - 34,671	51.6	24,518 - 26,562

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.

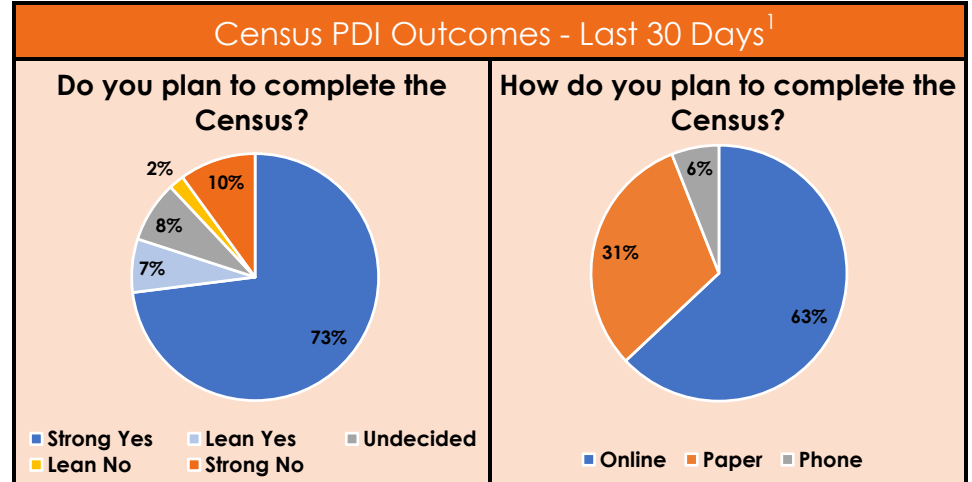
*The U.S. Census Bureau releases Census 2020 percentage self-response rates by census tract. This information does not include the actual number of households that have self-responded or remain. The California Complete Count – Census 2020 Office uses the following two Census Bureau data sources to calculate 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		
155	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 ¹	
51,185	3,550
Households Reached Through Phone Banking	Households Reached Through Canvassing

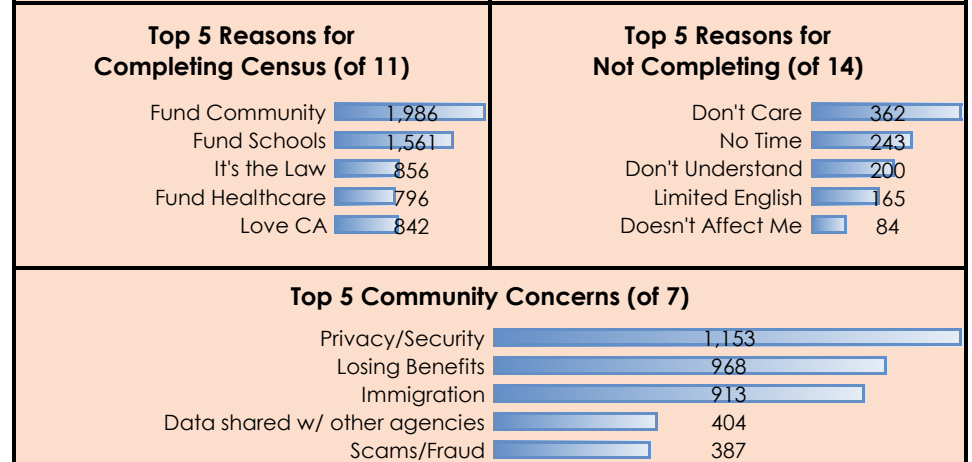
Outreach Activities - Top 10 Activity Types - Last 30 Days ¹			
Types of Activities Reported	# of Activities	Impressions	# of HTC 57+ Tracts Reached
Phone Banking	52,401	66,782	831
Social Media	16,444	102,745	432
Advertising	10,628	7,091,699	1,524
Webinar	6,786	6,798	354
Other	5,940	53,490	317
Flyers	4,673	13,961	301
Canvassing	4,425	11,261	183
Nudge / Alerts	3,871	106,219	591
Other types of media	3,210	521,312	1,247
Collateral (mail inserts, etc.)	2,736	29,090	312

Note: Canvassing and Phonebanking include Census PDI metrics and partner reported metrics to SWORD

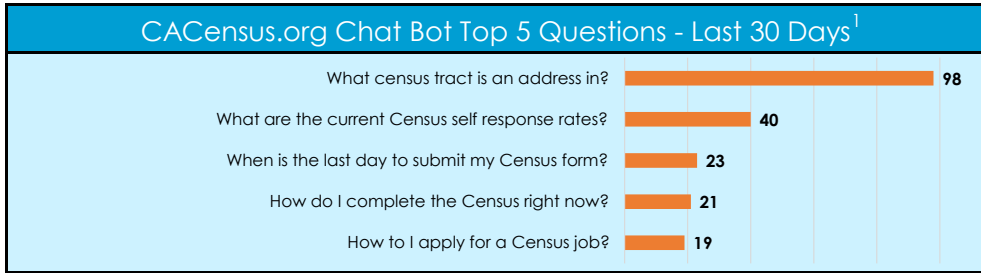


Reported Activities by Region - Last 30 Days ¹			
Region	# of activities	Impressions	# of HTC 57+ Tracts Reached
Region 1	11,412	52,727	126
Region 2	1,529	5,268	14
Region 3	40,003	206,927	290
Region 4	11,680	41,668	108
Region 5	496	149,257	39
Region 6	8,339	11,192	171
Region 7*	733	32,236	90
Region 8	18,392	6,814,529	986
Region 9	18,024	374,680	115
Region 10	719	330,627	141
Total	111,327	8,019,111	2,080

Note: Outreach activities reflect only those reported by contracted partners and their affiliates and may not reflect efforts through other funding sources or completed activities not yet been reported.



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 and concerns.



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
Total	636,727,372			1,031,612,428

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
Total	1,962,863	984,810	103,179

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 Neilson, 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



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.

CaliforniaCensus.org | @CACensus

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.

Sus respuestas al Censo 2020 serán protegidas y confidenciales.

CaliforniaCensus.org | @CACensus