Self Response Rates As of 8/23/20

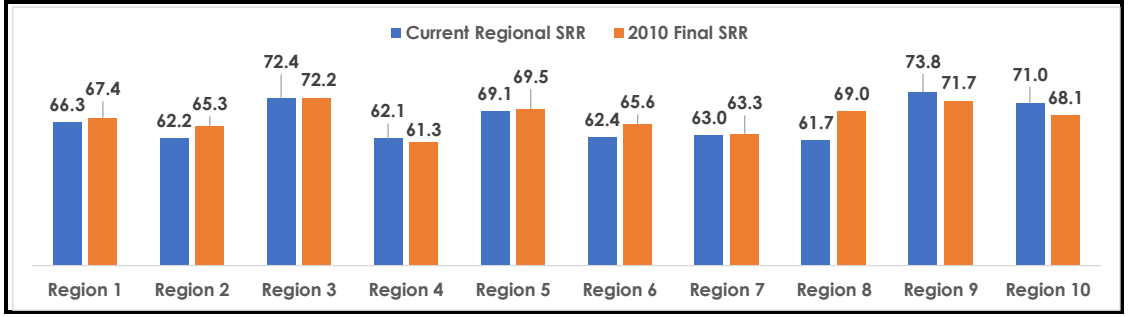
64.4	66.4
National	California

Regional Info At A Glance As of 8/23/20

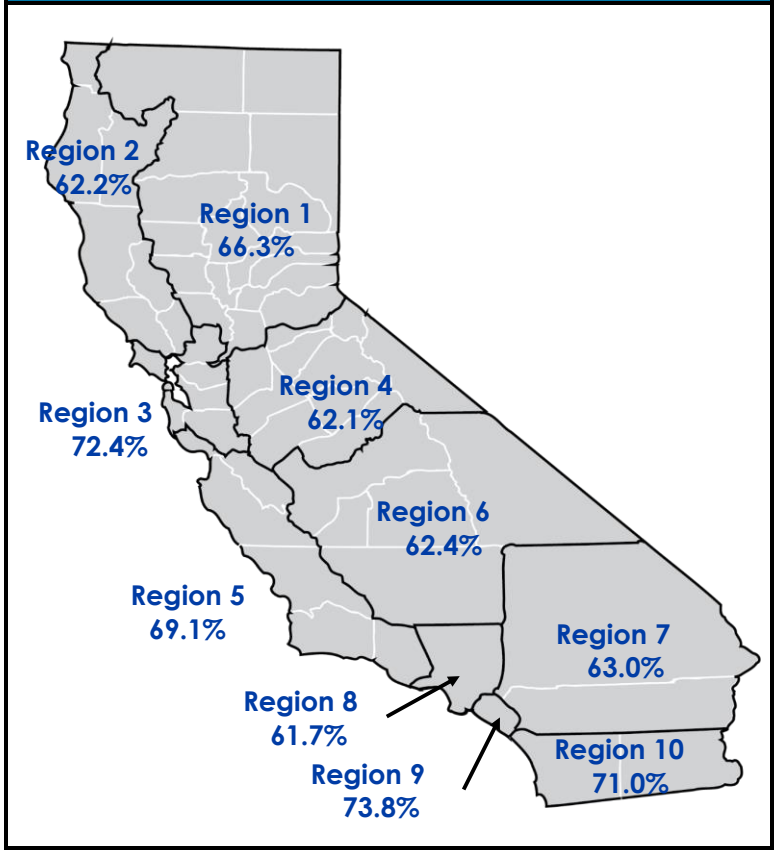
Region	Regional SRR	2010 Final SRR	Difference from 2010 Final SRR	Counties that have met or exceeded 2010 Self Response Rates
Region 1	66.3	67.4	-1.1	El Dorado, Placer, Plumas, Sacramento
Region 2	62.2	65.3	-3.1	Lake
Region 3	72.4	72.2	0.2	Alameda, Contra Costa, Marin, San Mateo, Santa Clara, Solano
Region 4	62.1	61.3	0.8	Alpine, Amador, Calaveras, Stanislaus, Tuolumne
Region 5	69.1	69.5	-0.4	Santa Barbara, Santa Cruz, Ventura
Region 6	62.4	65.6	-3.2	
Region 7	63.0	63.3	-0.3	
Region 8	61.7	69.0	-7.3	
Region 9	73.8	71.7	2.1	Orange
Region 10	71.0	68.1	2.9	Imperial, San Diego

Note: Regional Response Rates are calculated by California Complete Count Office.

Regional Self Response Rates as of 8/23/20



Regional Map Response Rates As of 8/23/20



Self Response Rate and HTC Fact Sheets | CaliforniaCensus.org Website

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.
- **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.

v.8/25/20
Report produced weekly

County Response Rates - As of 8/23/20					
County	**County self-response rate**	**2010 Final Self Response Rates**	**SRR Difference from 2010 Rates**	**Estimated Remaining Household Units****	**Cities that have met or exceed 2010 Final Self Response Rates**
Region 1					
Butte County*	51.9	65.6	-13.7	58,729	Biggs
Colusa County	55.1	58.2	-3.1	3,789	
El Dorado County	60.3	58.8	1.5	37,799	Placerville
Glenn County	62.0	67.6	-5.6	4,415	
Lassen County	49.0	51.4	-2.4	6,886	
Modoc County	48.6	53.3	-4.7	2,667	
Nevada County	59.0	61.6	-2.6	23,275	
Placer County	70.4	67.5	2.9	52,933	Auburn, Colfax, Lincoln, Loomis, Rocklin, Roseville
Plumas County	37.6	33.0	4.6	10,220	Portola
Sacramento County*	71.8	70.1	1.7	172,524	Citrus Heights, Elk Grove, Galt, Rancho Cordova
Shasta County	63.8	65.8	-2.0	30,651	
Sierra County	41.4	44.1	-2.7	1,372	
Siskiyou County	56.1	56.5	-0.4	11,241	Etna, Fort Jones, Montague
Sutter County	67.6	69.1	-1.5	11,788	
Tehama County	60.8	61.4	-0.6	11,359	Red Bluff, Tehama
Yolo County	71.3	71.5	-0.2	23,688	Davis, West Sacramento, Winters
Yuba County	60.2	62.0	-1.8	11,267	Wheatland
Region 2					
Del Norte County	58.8	59.6	-0.8	4,852	
Humboldt County	59.4	62.6	-3.2	26,894	Ferndale
Lake County	46	42.6	3.4	20,041	Clearlake
Mendocino County	52.7	53.6	-0.9	21,165	Point Arena
Napa County	68	68.1	-0.1	19,067	American Canyon, Napa
Sonoma County	67.8	68.6	-0.8	70,181	Cotati, Petaluma, Rohnert Park, Sebastopol, Windsor
Trinity County	28.6	47.4	-18.8	6,326	
Region 3					
Alameda County*	73.0	70.2	2.8	177,220	Albany, Albany, Dublin, Emeryville, Fremont, Livermore, Newark, Oakland, Piedmont, Union City
Contra Costa County*	74.6	72.1	2.5	112,567	Antioch, Brentwood, Clayton, Concord, Danville, El Cerrito, Hercules, Lafayette, Martinez, Moraga, Oakley, Orinda, Pinole, Pleasant Hill, Richmond, San Ramon, Walnut Creek
Marin County	74.3	72.1	2.2	30,750	Corte Madera, Larkspur, Mill Valley, Novato, Ross, San Anselmo, Tiburon
San Francisco County*	63.4	68.5	-5.1	167,660	
San Mateo County	76.4	73.2	3.2	70,726	Belmont, Burlingame, Daly City, Foster City, Half Moon Bay, Hillsborough, Millbrae, Pacifica, Redwood City, San Bruno, San Carlos, San Mateo, South San Francisco
Santa Clara County*	74.6	74.0	0.6	185,065	Campbell, Cupertino, Los Altos, Los Gatos, Monte Sereno, Morgan Hill, Santa Clara, Saratoga, Sunnyvale
Solano County	70.4	67.9	2.5	49,683	Benicia, Fairfield, Suisun City, Vacaville, Vallejo

County Response Rates - As of 8/23/20

County	County self-response rate	2010 Final Self Response Rates	SRR Difference from 2010 Rates	Estimated Remaining Household Units**	Cities that have met or exceed 2010 Final Self Response Rates
Region 4					
Alpine County	25.4	20.2	5.2	1,326	
Amador County	59.8	50.2	9.6	7,819	Amador City, Ione, Jackson, Plymouth, Sutter Creek
Calaveras County	47.8	45.2	2.6	15,301	
Madera County	59.2	67.8	-8.6	21,735	
Mariposa County	47.0	56.7	-9.7	5,818	
Merced County*	63.3	63.8	-0.5	33,601	Atwater, Los Banos
Mono County	20.9	25.2	-4.3	12,267	
San Joaquin County*	64.8	66.5	-1.7	91,178	Manteca, Ripon, Tracy
Stanislaus County*	67.3	66.7	0.6	62,646	Hughson, Modesto, Newman, Oakdale, Patterson, Turlock, Waterford
Tuolumne County	53.2	48.2	5.0	15,449	
Region 5					
Monterey County*	62.1	64.4	-2.3	57,196	Del Rey Oaks, Greenfield, Marina, Monterey, Pacific Grove
San Benito County	67.1	67.5	-0.4	6,826	San Juan Bautista
San Luis Obispo County	66.1	66.3	-0.2	44,950	Arroyo Grande, Atascadero, Grover Beach, Paso Robles
Santa Barbara County*	68.6	68.5	0.1	51,045	Buellton, Lompoc, Santa Barbara, Solvang
Santa Cruz County	68.7	67.8	0.9	34,742	Capitola
Ventura County	74.0	72.5	1.5	79,174	Camarillo, Moorpark, Ojai, Port Hueneme, Simi Valley, Thousand Oaks, Ventura
Region 6					
Fresno County*	64.8	66.8	-2.0	124,511	Clovis, Kingsburg
Inyo County	52.2	70.3	-18.1	4,974	
Kern County*	60.3	65.2	-4.9	123,750	California City
Kings County*	63.4	64.1	-0.7	16,686	Hanford, Lemoore
Tulare County*	61.8	65.0	-3.2	60,601	Exeter, Visalia
Region 7					
Riverside County*	63.4	63.5	-0.1	324,618	Beaumont, Canyon Lake, Corona, Lake Elsinore, Menifee, Moreno Valley, Murrieta, Norco, Temecula, Wildomar
San Bernardino County*	62.6	65.4	-2.8	283,059	Adelanto, Apple Valley, Chino, Chino Hills, Colton, Grand Terrace, Hesperia, Loma Linda, Rancho Cucamonga, Redlands, Upland, Victorville, Yucaipa
Region 8					
Los Angeles County*	61.7	69.0	-7.3	1,573,826	Agoura Hills, Artesia, Bellflower, Diamond Bar, El Segundo, La Verne, Redondo Beach, Santa Clarita, Signal Hill, South Pasadena, Westlake Village
Region 9					
Orange County*	73.8	71.7	2.1	307,244	Aliso Viejo, Anaheim, Brea, Buena Park, Costa Mesa, Cypress, Dana Point, Fountain Valley, Fullerton, Garden Grove, Huntington Beach, La Habra, La Palma, Laguna Hills, Laguna Niguel, Laguna Woods, Lake Forest, Los Alamitos, Mission Viejo, Orange, Placentia, Rancho Santa Margarita, San Clemente, San Juan Capistrano, Seal Beach, Stanton, Tustin, Westminster, Yorba Linda
Region 10					
Imperial County*	59.9	58.5	1.4	23,902	Calipatria, El Centro, Imperial, Westmorland
San Diego County*	71.2	68.0	3.2	360,043	Carlsbad, Chula Vista, El Cajon, Encinitas, Escondido, La Mesa, Lemon Grove, Oceanside, Poway, San Diego, San Marcos, Solana Beach, Vista

*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 aggregated number of addresses in the Bureau's Master Address File following the 2018 Local Update of Census Addresses (LUCA) to calculate those estimates.

Campaign Partners

155

Total Contracted Partners

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

Note: This table depicts all contracted partners, regardless of contract end date.

Outreach Activities Top 10 Activity Types Last 30 Days[1]

Types of Activities Reported	# of Activities	Impressions	# of Tracts Reached
Canvassing	26,984	44,078	217
Phone Banking	18,138	27,307	299
Nudge / Alert	82	48,093	17
Social Media	33	40,729	264
Advertising	32	229,620	195
Speaking Engagement	22	965	7
Other	19	6,018	4
Meeting	12	3,449	5
Event	7	1,845	2
Collateral	5	35,571	189

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 Tracts Reached
Region 1	649	8,015	100
Region 2	568	1,938	9
Region 3	3,213	4,969	184
Region 4	316	20,357	29
Region 5	416	4,348	39
Region 6	15,739	21,901	176
Region 7	581	50,468	65
Region 8	21,280	71,279	503
Region 9	1,146	207,289	115
Region 10	1,393	38,822	141
Statewide	42	12,246	N/A
Total	**45,343**	**441,632**	**1,361**

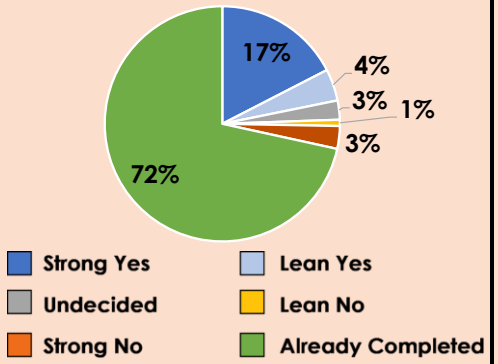
Note: Outreach activities reflect only those reported by contracted partners and their affiliates and may not reflect efforts through other funding sources or completed activities not yet reported.

Census PDI Last 30 Days[1]

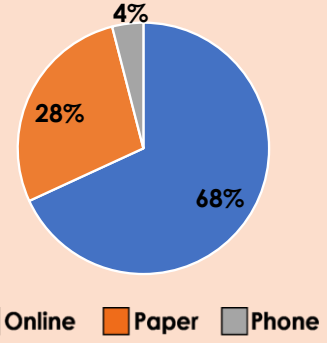
18,084	26,824
Households Reached Through Phone Banking	Households Reached Through Canvassing

Census PDI Outcomes Last 30 Days[1]

Do you plan to complete the Census?



How do you plan to complete the Census?



Top 5 Reasons for Completing Census (of 11)

Funding for the Community	12.3%
Funding for Schools	6.9%
I've Done it Before	5.2%
It's the Law	5.0%
It's Easy	4.8%

Top 5 Reasons for Not Completing (of 14)

Don't Care	18.5%
Don't Have Time	14.4%
Don't Need to Do It	8.3%
Limited English	6.9%
Doesn't Affect Me	5.5%

Top Community Concerns (of 7)

Immigration	16.3%
Losing Benefits	13.9%
Privacy/Security	6.0%
Scams/Fraud	3.4%

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.

[1] Last 30 Days Date Range: 7/25/20 - 8/23/20

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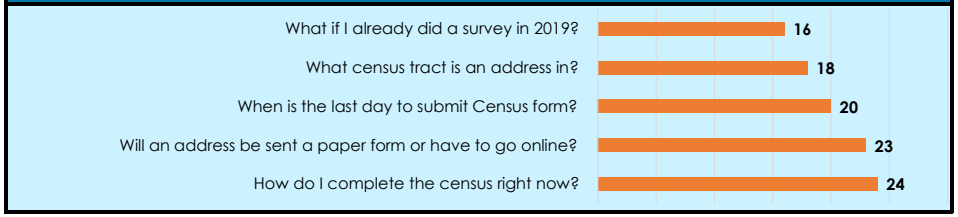
Report produced weekly.

CACensus.org Chat Bot Top 5 Questions Last 30 Days[1]



Paid Media | Flight 2 KPI: March 17 May 24, 2020

Media	Estimated Impressions	Actual Impressions	Bonus Impressions	Total Delivered Impressions
Radio	160,432,991	142,904,273	44,805,841	**187,710,113**
Television	170,136,978	275,485,450	89,851,677	**365,337,127**
Digital	333,997,515	339,066,616	168,886,977	**507,953,593**
Print	24,863,303	32,435,045	N/A	**32,435,045**
Outdoor/Movies	217,305,200	223,536,222	84,415,617	**307,951,839**
Social Media (Paid)	49,168,834	131,767,692	N/A	**131,767,692**
Earned Media	N/A	N/A	N/A	**96,297,692**
Census Day	N/A	N/A	N/A	**85,195,469**
Total	**955,904,821**			**1,714,648,570**

In Language Websites | Flight 2 KPI: March 17 May 24, 2020

	Website Traffic	New Visitors	Time Spent	Bounce Rate
Arabic	19,804	15,099	00:00:31	87.9%
Armenian	2,215	2,061	00:00:17	82.0%
Chinese (Simplified & Traditional)	31,962	27,471	00:00:24	84.5%
English	1,560,890	884,059	00:00:27	83.7%
Farsi	863	714	00:00:18	80.3%
Japanese	5,524	4,830	00:00:32	89.0%
Khmer	741	841	00:00:16	76.3%
Korean	18,848	14,219	00:00:21	88.0%
Punjabi	1,456	1,155	00:00:16	78.9%
Russian	13,774	10,894	00:00:23	89.1%
Spanish	239,101	150,664	00:00:31	87.8%
Tagalog	5,569	5,255	00:00:15	90.9%
Vietnamese	14,152	12,434	00:00:23	86.7%
Total	**1,914,899**	**1,129,696**		

Media and Communications

Sampling of Recent Messages

- **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
- **Bounce Rate:** the percentage of visitors to a particular website who navigate away from the site after viewing only one page.

1 Last 30 Days Date Range: 7/25/20 - 8/23/20

v.8/25/20
Report produced weekly.