

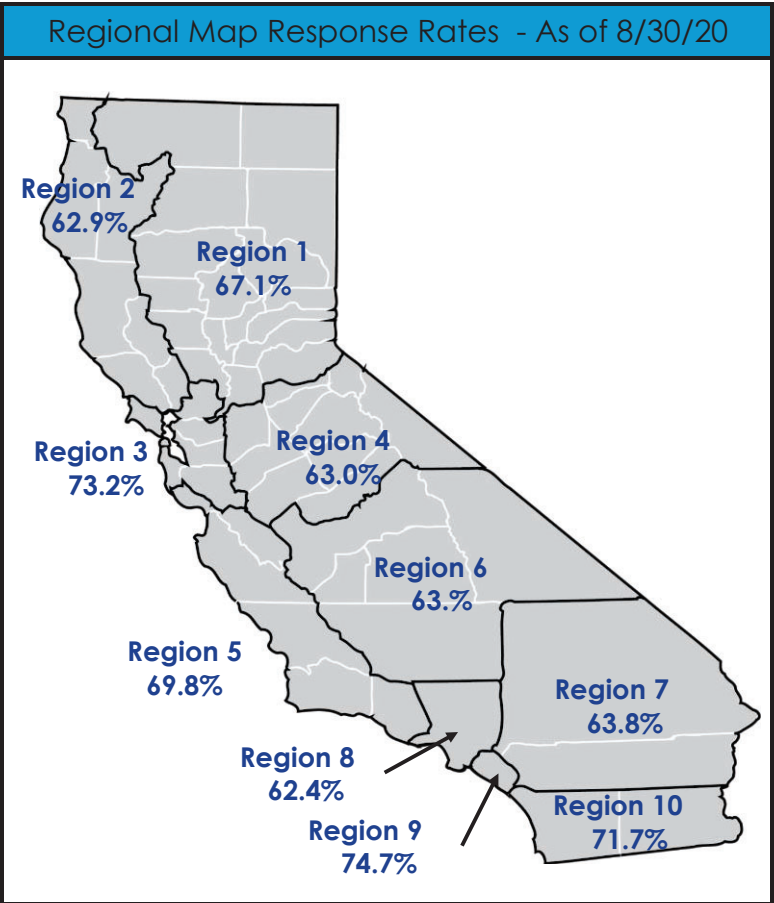
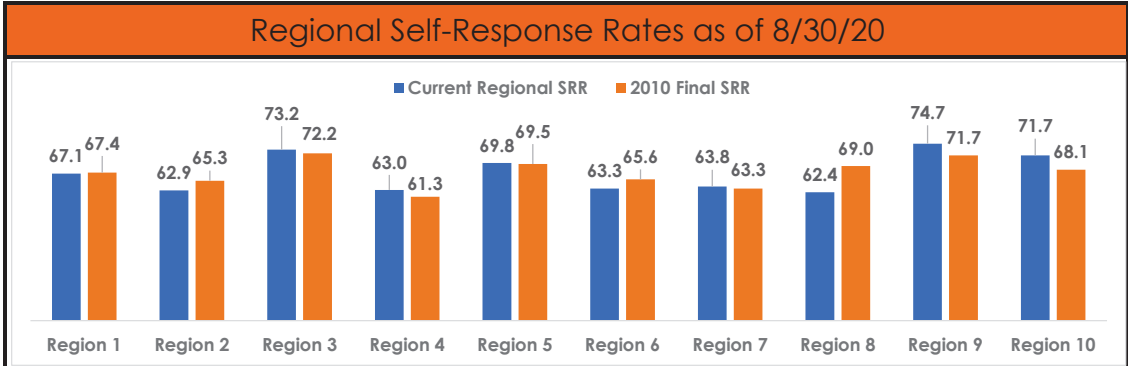
Self-Response Rates - As of 8/30/20

64.9	67.2
National	California

Regional Info At-A-Glance - As of 8/30/20

Region	Regional SRR	2010 Final SRR	Difference from 2010 Final SRR	Counties that have met or exceeded 2010 Self Response Rates
Region 1	67.1	67.4	-0.3	El Dorado, Placer, Plumas, Sacramento, Siskiyou, Tehama, Yolo
Region 2	62.9	65.3	-2.4	Del Norte, Lake, Napa
Region 3	73.2	72.2	1.0	Alameda, Contra Costa, Marin, San Mateo, Santa Clara, Solano
Region 4	63.0	61.3	1.7	Alpine, Amador, Calaveras, Merced, Stanislaus, Tuolumne
Region 5	69.8	69.5	0.3	San Benito, San Luis Obispo, Santa Barbara, Santa Cruz, Ventura
Region 6	63.3	65.6	-2.3	Kings
Region 7	63.8	63.3	0.5	Riverside
Region 8	62.4	69.0	-6.6	
Region 9	74.7	71.7	3.0	Orange
Region 10	71.7	68.1	3.6	Imperial, San Diego

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



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

County Response Rates - As of 8/30/20					
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*	52.6	65.6	-13.0	56,945	Biggs
Colusa County	56.3	58.2	-1.9	3,605	Williams
El Dorado County	60.9	58.8	2.1	36,483	Placerville
Glenn County	62.8	67.6	-4.8	4,203	
Lassen County	49.5	51.4	-1.9	6,762	
Modoc County	49.0	53.3	-4.3	2,631	
Nevada County	59.5	61.6	-2.1	22,757	
Placer County	71.2	67.5	3.7	49,899	Auburn, Colfax, Lincoln, Loomis, Rocklin, Roseville
Plumas County	37.9	33.0	4.9	10,106	Portola
Sacramento County*	72.8	70.1	2.7	161,379	Citrus Heights, Elk Grove, Folsom, Galt, Rancho Cordova
Shasta County	64.4	65.8	-1.4	29,711	Redding
Sierra County	42.0	44.1	-2.1	1,343	
Siskiyou County	56.7	56.5	0.2	10,923	Etna, Fort Jones, Montague
Sutter County	68.6	69.1	-0.5	11,122	
Tehama County	61.6	61.4	0.2	11,038	Red Bluff, Tehama
Yolo County	72.3	71.5	0.8	22,187	Davis, West Sacramento, Winters
Yuba County	61.2	62.0	-0.8	10,789	Wheatland
Region 2					
Del Norte County	59.6	59.6	0.0	4,692	
Humboldt County	60.1	62.6	-2.5	25,861	Ferndale
Lake County	46.5	42.6	3.9	19,770	Clearlake, Lakeport
Mendocino County	53.2	53.6	-0.4	20,810	Point Arena
Napa County	68.5	68.1	0.4	18,395	American Canyon, Napa
Sonoma County	68.5	68.6	-0.1	67,268	Cotati, Petaluma, Rohnert Park, Sebastopol, Sonoma, Windsor
Trinity County	28.9	47.4	-18.5	6,259	
Region 3					
Alameda County*	73.7	70.2	3.5	165,872	Alameda, Albany, Dublin, Emeryville, Fremont, Hayward, Livermore, Newark, Oakland, Piedmont, Pleasanton, San Leandro, Union City
Contra Costa County*	75.6	72.1	3.5	104,036	Antioch, Brentwood, Clayton, Concord, Danville, El Cerrito, Hercules, Lafayette, Martinez, Moraga, Oakley, Orinda, Pinole, Pittsburg, Pleasant Hill, Richmond, San Ramon, Walnut Creek
Marin County	74.9	72.1	2.8	28,890	Corfe Madera, Larkspur, Mill Valley, Novato, Ross, San Anselmo, Tiburon
San Francisco County*	64.1	68.5	-4.4	160,231	
San Mateo County	77.1	73.2	3.9	65,777	Belmont, Brisbane, Burlingame, Daly City, East Palo Alto, Foster City, Half Moon Bay, Hillsborough, Millbrae, Pacifica, Redwood City, San Bruno, San Carlos, San Mateo, South San Francisco
Santa Clara County*	75.4	74.0	1.4	171,647	Campbell, Cupertino, Los Altos, Los Altos Hills, Los Gatos, Milpitas, Monte Sereno, Morgan Hill, Mountain View, Palo Alto, Santa Clara, Saratoga, Sunnyvale
Solano County	71.2	67.9	3.3	47,242	Benicia, Fairfield, Suisun City, Vacaville, Vallejo

County Response Rates - As of 8/30/20					
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	25.6	20.2	5.4	1,318	
Amador County	60.6	50.2	10.4	7,520	Amador City, Ione, Jackson, Plymouth, Sutter Creek
Calaveras County	48.4	45.2	3.2	14,908	
Madera County	60.1	67.8	-7.7	20,796	Chowchilla
Mariposa County	47.6	56.7	-9.1	5,699	
Merced County*	64.2	63.8	0.4	32,019	Atwater, Dos Palos, Los Banos
Mono County	21.1	25.2	-4.1	12,194	
San Joaquin County*	65.8	66.5	-0.7	86,836	Lodi, Manteca, Ripon, Tracy
Stanislaus County*	68.3	66.7	1.6	59,467	Hughson, Modesto, Newman, Oakdale, Patterson, Riverbank, Turlock, Waterford
Tuolumne County	53.7	48.2	5.5	15,107	
Region 5					
Monterey County*	62.9	64.4	-1.5	54,935	Del Rey Oaks, Greenfield, Marina, Monterey, Pacific Grove, Seaside
San Benito County	68.0	67.5	0.5	6,494	San Juan Bautista
San Luis Obispo County	66.8	66.3	0.5	43,328	Arroyo Grande, Atascadero, Grover Beach, Paso Robles
Santa Barbara County*	69.2	68.5	0.7	49,080	Buellton, Lompoc, Santa Barbara, Solvang
Santa Cruz County	69.3	67.8	1.5	33,553	Capitola
Ventura County	74.8	72.5	2.3	73,863	Camarillo, Fillmore, Moorpark, Ojai, Port Hueneme, Simi Valley, Thousand Oaks, Ventura
Region 6					
Fresno County*	65.6	66.8	-1.2	118,953	Clovis, Kingsburg
Inyo County	52.5	70.3	-17.8	4,881	
Kern County*	61.3	65.2	-3.9	118,391	California City, Tehachapi
Kings County*	64.2	64.1	0.1	15,924	Hanford, Lemoore
Tulare County*	62.6	65.0	-2.4	58,068	Exeter, Visalia
Region 7					
Riverside County*	64.2	63.5	0.7	310,858	Beaumont, Canyon Lake, Corona, Desert Hot Springs, Eastvale, Hemet, Jurupa Valley, Lake Elsinore, Menifee, Moreno Valley, Murrieta, Norco, Riverside, Temecula, Wildomar
San Bernardino County*	63.5	65.4	-1.9	270,384	Adelanto, Apple Valley, Barstow, Chino, Chino Hills, Colton, Grand Terrace, Hesperia, Highland, Loma Linda, Montclair, Ontario, Rancho Cucamonga, Redlands, Rialto, Upland, Victorville, Yucaipa, Yucca Valley
Region 8					
Los Angeles County*	62.4	69.0	-6.6	1,505,330	Agoura Hills, Artesia, Bellflower, Cerritos, Claremont, Culver City, Diamond Bar, El Segundo, La Verne, Lakewood, Redondo Beach, Santa Clarita, Sierra Madre, Signal Hill, South Pasadena, Westlake Village
Region 9					
Orange County*	74.7	71.7	3.0	285,241	Aliso Viejo, Anaheim, Brea, Buena Park, Costa Mesa, Cypress, Dana Point, Fountain Valley, Fullerton, Garden Grove, Huntington Beach, Irvine, 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, Santa Ana, Seal Beach, Stanton, Tustin, Villa Park, Westminster, Yorba Linda
Region 10					
Imperial County*	60.5	58.5	2.0	22,970	Calipatria, El Centro, Imperial, Westmorland
San Diego County*	72.0	68.0	4.0	337,438	Carlsbad, Chula Vista, El Cajon, Encinitas, Escondido, Imperial Beach, La Mesa, Lemon Grove, National City, Oceanside, Poway, San Diego, San Marcos, Santee, 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		
<h1>155</h1> 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.

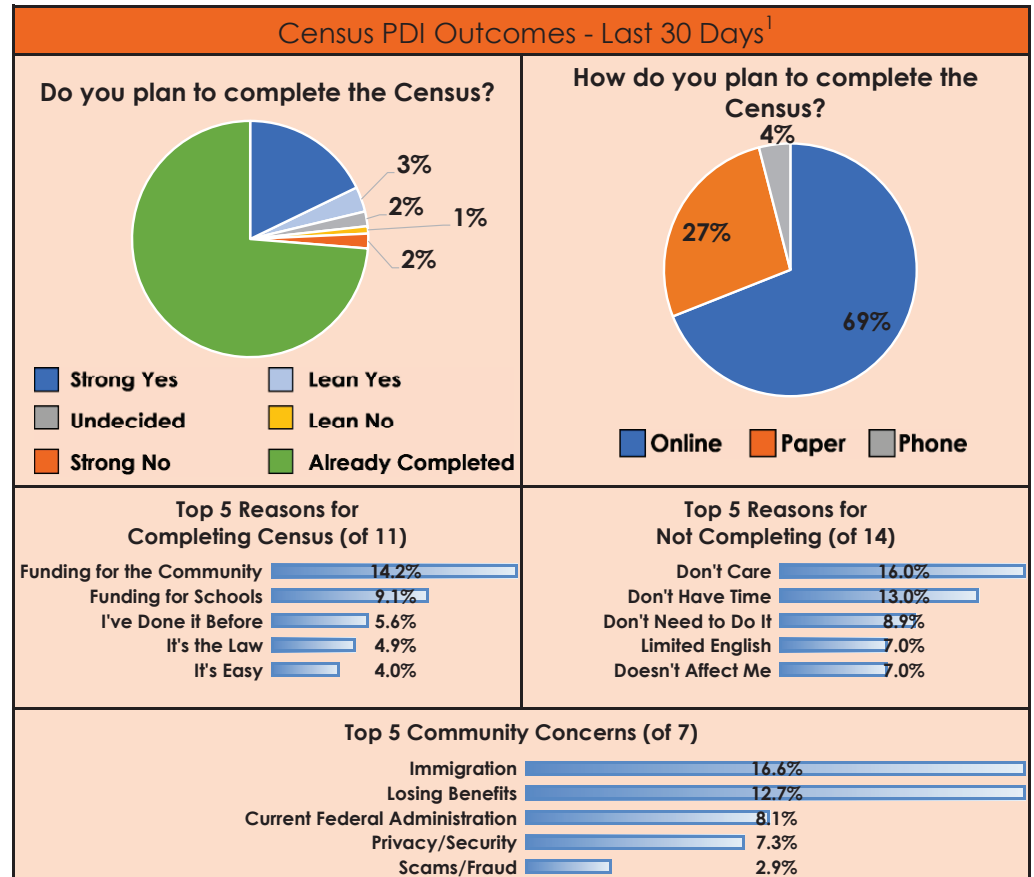
Outreach Activities - Top 10 Activity Types - Last 30 Days ¹			
Types of Activities Reported	# of Activities	Impressions	# of Tracts Reached
Phone Banking	35,542	48,302	1,037
Canvassing	29,974	65,577	261
Nudge / Alert	200	129,992	46
Other	61	23,857	224
Speaking Engagement	38	1,359	10
Social Media	26	19,670	262
Meeting	21	5,825	6
Event	17	22,072	5
Advertising	13	167,656	272
Education Forum	12	85	1

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	792	148,481	101
Region 2	647	5,322	10
Region 3	4,123	4,786	155
Region 4	461	25,725	42
Region 5	753	5,146	43
Region 6	17,930	27,766	223
Region 7	882	136,960	90
Region 8	35,786	35,847	671
Region 9	1,313	40,851	115
Region 10	3,211	60,275	131
Statewide	38	5,029	N/A
Total	65,936	496,188	1,581

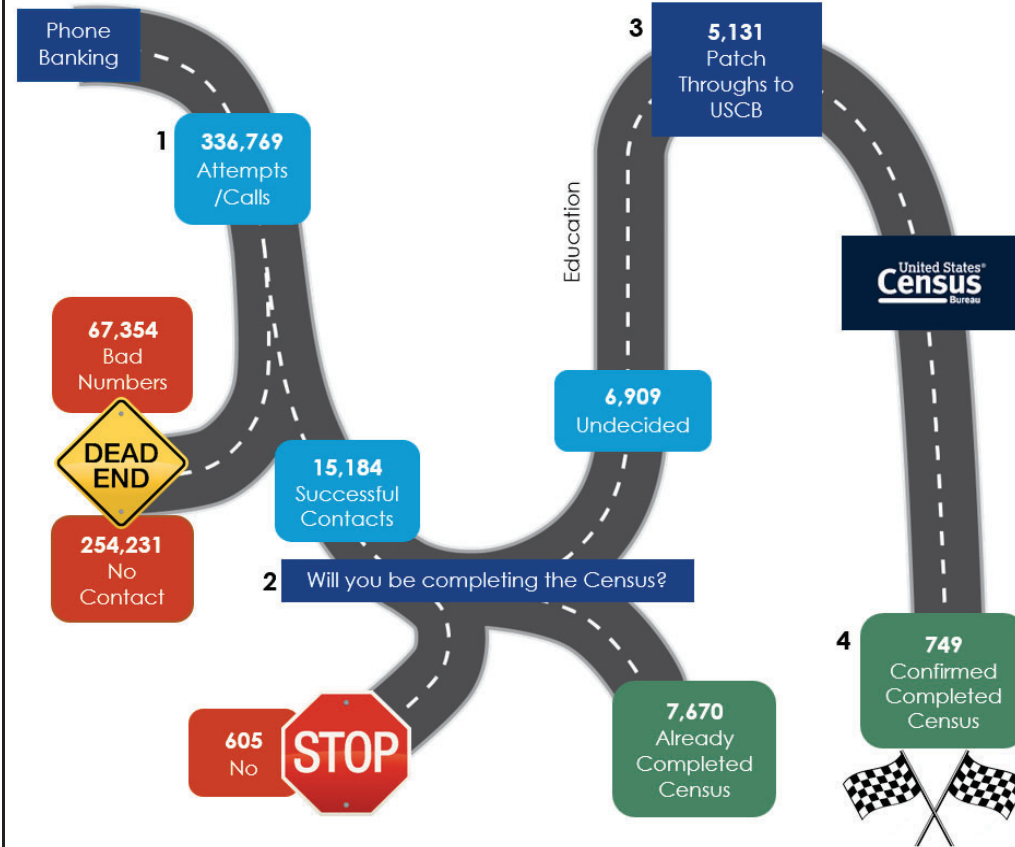
Note: Outreach activities reflect only those reported by contracted partners and their affiliates and may not reflect efforts through other funding sources or completed activities not yet reported.

Census PDI - Last 30 Days ¹	
<h2>35,463</h2>	<h2>29,585</h2>
Households Reached Through Phone Banking	Households Reached Through Canvassing

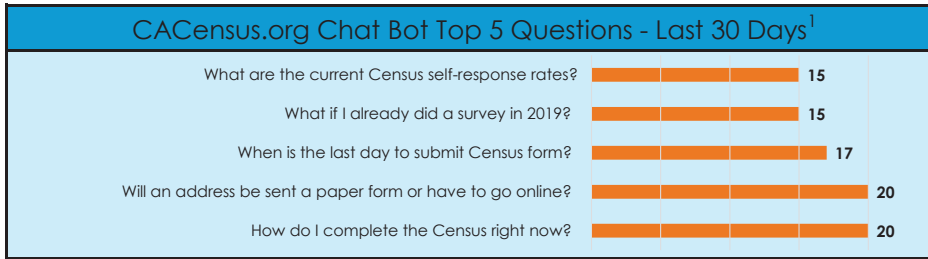


Notes: Outreach Partners focus outbound calls to high-HTC areas with low-response rates. Individuals are screened to determine if they have already responded to the Census. Responses of "Other" have been excluded from the top 5 response reasons and concerns. Some completed Census PDI surveys lack responses to some of the above questions.

State-led Patch Through Phone Program - Results from August 20 - August 30, 2020



1. A total of 336,769 attempts/calls were made, of which:
 - 67,354 were bad numbers
 - 254,231 had no contact
 - 15,184 successful contacts made (4.5% of total attempts)
2. Of the total successful contacts, households are asked if they plan to complete the Census:
 - 7,670 indicated they have already completed
 - 6,909 are undecided or have not completed
 - 605 do not intend to complete
3. The undecided households are educated on the importance of the Census and offered to be patched through directly to the USCB to complete the Census questionnaire, of which:
 - 5,131 households patched through to the USCB (66.8% of all undecided households)
4. Follow up phone calls and text messages are conducted to the households who were patched through, of which:
 - 749 households confirmed they have since completed the Census



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 Impressions:** any interaction with a piece of content and an audience member. These impressions include multiple views by an individual(s).
- **Estimated Impressions:** 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:** 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:** 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:** 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.

Media and Communications

Sampling of Recent Messages