

Self-Response Rates - As of 9/20/20

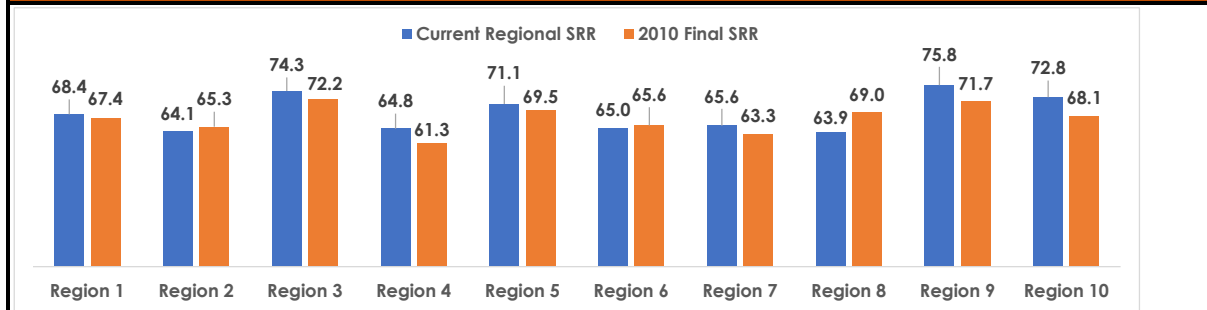
66.1 National  
68.5 California

Regional Info At-A-Glance As of 9/20/20

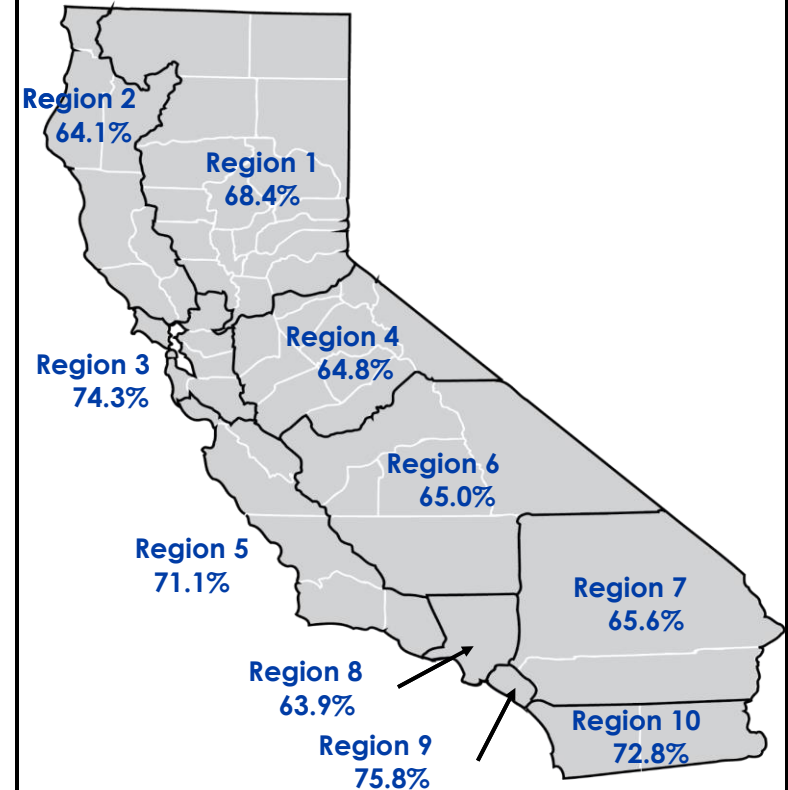
Region	Regional SRR	2010 Final SRR	Difference from 2010 Final SRR	Counties that have met or exceeded 2010 SRR
Region 1	68.4	67.4	1.1	Yolo, Yuba
Region 2	64.1	65.3	-1.2	Del Norte, Lake, Mendocino, Napa, Sonoma
Region 3	74.3	72.2	2.1	Alameda, Contra Costa, Marin, San Mateo, Santa Clara, Solano
Region 4	64.8	61.3	3.5	Alpine, Amador, Calaveras, Merced, San Joaquin, Stanislaus, Tuolumne
Region 5	71.1	69.5	1.5	San Benito, San Luis Obispo, Santa Barbara, Santa Cruz, Ventura
Region 6	65.0	65.6	-0.6	Fresno, Kings
Region 7	65.6	63.3	2.3	Riverside
Region 8	63.9	69.0	-5.1	
Region 9	75.8	71.7	4.1	Orange
Region 10	72.8	68.1	4.6	Imperial, San Diego

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

Regional Self-Response Rates as of 9/20/20



Regional Map Response Rates As of 9/20/20



[Self-Response Rate and HTC Fact Sheets](#)

[CaliforniaCensus.org Website](https://www.census.gov/california)

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 and then import the data into their Census PDI account.

County Self-Response Rates - As of 9/20/20

County	County SRR	2010 Final SRR	SRR Difference from 2010 Rates	Estimated Remaining Household Units**	Cities that have met or exceed 2010 Final SRR
<b>Region 1</b>					
Butte County*	54.1	65.6	-11.5	55,065	Biggs
Colusa County	57.5	58.2	-0.7	3,500	Williams
El Dorado County	62.2	58.8	3.4	35,315	Placerville
Glenn County	64.5	67.6	-3.1	4,015	
Lassen County	51.3	51.4	-0.1	6,524	
Modoc County	50.1	53.3	-3.2	2,577	Alturas
Nevada County	60.8	61.6	-0.8	21,982	
Placer County	72.1	67.5	4.6	48,400	Auburn, Colfax, Lincoln, Loomis, Rocklin, Roseville
Plumas County	39.0	33.0	6.0	9,914	Portola
Sacramento County*	74.2	70.1	4.1	152,961	Citrus Heights, Elk Grove, Folsom, Galt, Rancho Cordova, Sacramento
Shasta County	66.1	65.8	0.3	28,306	Redding
Sierra County	42.8	44.1	-1.3	1,325	
Siskiyou County	57.4	56.5	0.9	10,750	Etna, Fort Jones, Montague
Sutter County	70.5	69.1	1.4	10,443	Yuba City
Tehama County	63.3	61.4	1.9	10,543	Red Bluff, Tehama
Yolo County	73.3	71.5	1.8	21,318	Davis, West Sacramento, Winters, Woodland
Yuba County	62.8	62.0	0.8	10,319	Wheatland
<b>Region 2</b>					
Del Norte County	61	59.6	1.4	4,524	
Humboldt County	61.4	62.6	-1.2	25,005	Ferndale
Lake County	48	42.6	5.4	19,221	Clearlake, Lakeport
Mendocino County	55	53.6	1.4	20,015	Point Arena
Napa County	69.6	68.1	1.5	17,788	American Canyon, Napa
Sonoma County	69.7	68.6	1.1	64,664	Cotati, Petaluma, Rohnert Park, Santa Rosa, Sebastopol, Sonoma, Windsor
Trinity County	29.8	47.4	-17.6	6,179	
<b>Region 3</b>					
Alameda County*	74.7	70.2	4.5	159,332	Alameda, Albany, Dublin, Emeryville, Fremont, Hayward, Livermore, Newark, Oakland, Piedmont, Pleasanton, San Leandro, Union City
Contra Costa County*	76.6	72.1	4.5	99,540	Antioch, Brentwood, Clayton, Concord, Danville, El Cerrito, Hercules, Lafayette, Martinez, Moraga, Oakley, Orinda, Pinole, Pittsburg, Pleasant Hill, Richmond, San Ramon, Walnut Creek
Marin County	75.6	72.1	3.5	28,123	Corte Madera, Larkspur, Mill Valley, Novato, Ross, San Anselmo, Tiburon
San Francisco County*	65.6	68.5	-2.9	153,534	
San Mateo County	77.8	73.2	4.6	63,640	Belmont, Brisbane, Burlingame, Daly City, East Palo Alto, Foster City, Half Moon Bay, Hillsborough, Menlo Park, Millbrae, Pacifica, Portola Valley, Redwood City, San Bruno, San Carlos, San Mateo, South San Francisco
Santa Clara County*	76.6	74.0	2.6	163,317	Campbell, Cupertino, Gilroy, Los Altos, Los Altos Hills, Los Gatos, Milpitas, Monte Sereno, Morgan Hill, Mountain View, Palo Alto, San Jose, Santa Clara, Saratoga, Sunnyvale
Solano County	73.0	67.9	5.1	44,265	Benicia, Fairfield, Suisun City, Vacaville, Vallejo
<b>Region 4</b>					
Alpine County	26.4	20.2	6.2	1,304	
Amador County	62.0	50.2	11.8	7,256	Amador City, Lone, Jackson, Plymouth, Sutter Creek
Calaveras County	49.9	45.2	4.7	14,481	
Madera County	61.5	67.8	-6.3	20,070	Chowchilla

County Self-Response Rates - As of 9/20/20					
County	County SRR	2010 Final SRR	SRR Difference from 2010 Rates	Estimated Remaining Household Units**	Cities that have met or exceed 2010 Final SRR
<b>Region 4 (continued)</b>					
Mariposa County	49.2	56.7	-7.5	5,525	
Merced County*	65.9	63.8	2.1	30,526	Atwater, Dos Palos, Los Banos, Merced
Mono County	21.7	25.2	-3.5	12,089	
San Joaquin County*	68.1	66.5	1.6	81,138	Escalon, Lathrop, Lodi, Manteca, Ripon, Stockton, Tracy
Stanislaus County*	70.1	66.7	3.4	56,043	Ceres, Hughson, Modesto, Newman, Oakdale, Patterson, Riverbank, Turlock, Waterford
Tuolumne County	54.8	48.2	6.6	14,737	
<b>Region 5</b>					
Monterey County*	64.3	64.4	-0.1	52,850	Del Rey Oaks, Greenfield, Marina, Monterey, Pacific Grove, Seaside
San Benito County	69.5	67.5	2.0	6,189	San Juan Bautista
San Luis Obispo County	68.0	66.3	1.7	41,741	Arroyo Grande, Atascadero, Grover Beach, Morro Bay, Paso Robles, San Luis Obispo
Santa Barbara County*	70.9	68.5	2.4	46,501	Buellton, Carpinteria, Goleta, Lompoc, Santa Barbara, Solvang
Santa Cruz County	70.7	67.8	2.9	32,052	Capitola, Santa Cruz, Scotts Valley
Ventura County	75.8	72.5	3.3	70,824	Camarillo, Fillmore, Moorpark, Ojai, Oxnard, Port Hueneme, Santa Paula, Simi Valley, Thousand Oaks, Ventura
<b>Region 6</b>					
Fresno County*	67.4	66.8	0.6	112,771	Clovis, Coalinga, Fowler, Fresno, Kingsburg
Inyo County	54.1	70.3	-16.2	4,722	
Kern County*	63.0	65.2	-2.2	113,129	Bakersfield, California City, Ridgecrest, Tehachapi
Kings County*	66.2	64.1	2.1	15,084	Hanford, Lemoore
Tulare County*	64.2	65.0	-0.8	55,599	Exeter, Visalia
<b>Region 7</b>					
Riverside County*	66	63.5	2.5	295,004	Banning, Beaumont, Canyon Lake, Corona, Desert Hot Springs, Eastvale, Hemet, Jurupa Valley, Lake Elsinore, Menifee, Moreno Valley, Murrieta, Norco, Palm Springs, Perris, Riverside, San Jacinto, Temecula, Wildomar
San Bernardino County*	65.2	65.4	-0.2	257,858	Linda, Montclair, Ontario, Rancho Cucamonga, Redlands, Rialto, Twentynine Palms, Upland, Victorville, Yucaipa, Yucca Valley
<b>Region 8</b>					
Los Angeles County*	63.9	69.0	-5.1	1,446,585	Agoura Hills, Alhambra, Artesia, Bellflower, Calabasas, Cerritos, Claremont, Culver City, Diamond Bar, El Segundo, Gardena, Glendora, Hawthorne, La Verne, Lakewood, Lawndale, Redondo Beach, Santa Clarita, Sierra Madre, Signal Hill, South Pasadena, Torrance, Walnut, Westlake Village, Whittier
<b>Region 9</b>					
Orange County*	75.8	71.7	4.1	272,614	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
<b>Region 10</b>					
Imperial County*	61.4	58.5	2.9	22,453	Brawley, Calexico, Calipatria, El Centro, Imperial, Westmorland
San Diego County*	73.0	68.0	5.0	324,757	Carlsbad, Chula Vista, Coronado, 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 (USCB) 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 USCB's Master Address File following the 2018 Local Update of Census Addresses (LUCA) to calculate those estimates. Estimated Remaining Household Units are the approximate number of households that have not self-responded. Some of those households may have been enumerated, either in-person or by proxy, as part of the USCB's Nonresponse Followup operation. Any household enumerated by proxy can still self-respond.

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		

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

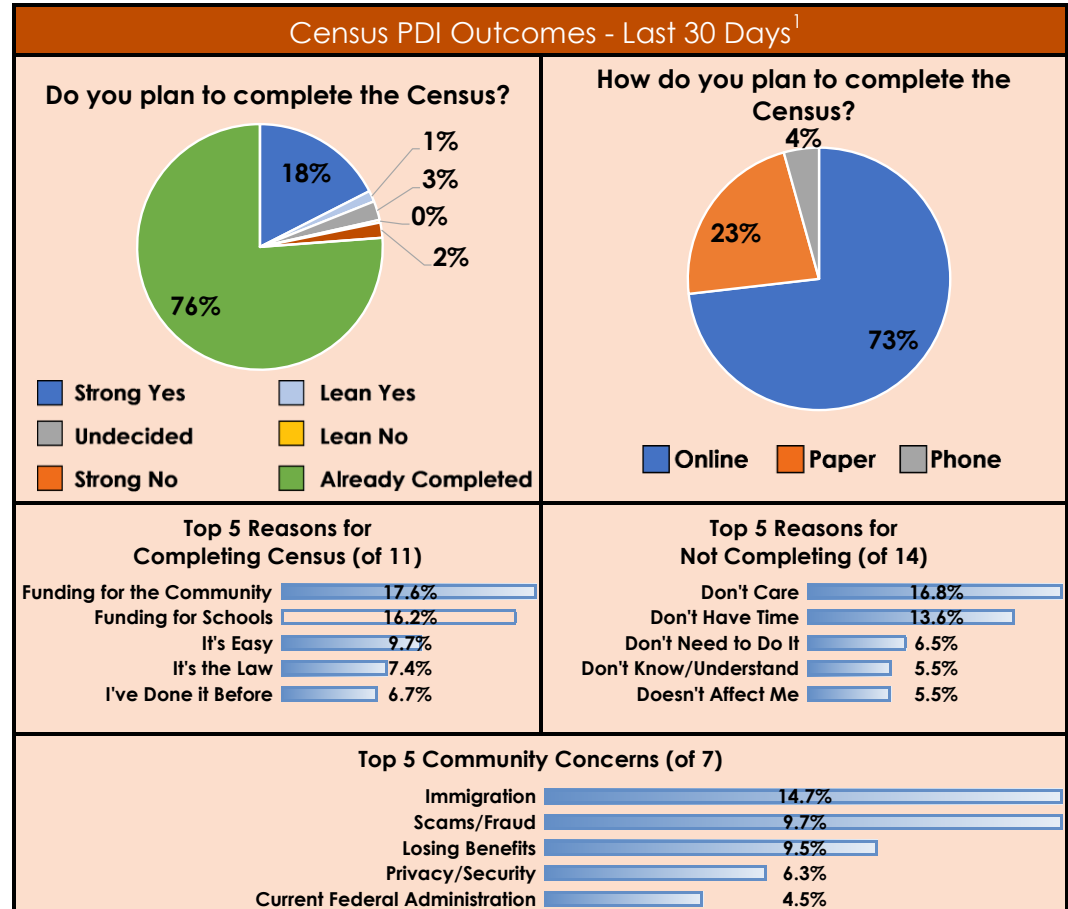
Outreach Activities - Top 10 Activity Types - Last 30 Days <sup>1</sup>			
Types of Activities Reported	# of Activities	Impressions	# of Tracts Reached
Phone Banking	91,843	109,684	869
Canvassing	32,001	47,041	387
Nudge / Alert	171	85,861	43
Pledge Cards	62	82	15
Meeting	38	264	4
Other	34	5,951	262
Social Media	30	69,040	65
Speaking Engagement	27	1,220	14
Flyers	24	11,821	75
Advertising	15	107,643	145

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

Reported Activities by Region - Last 30 Days <sup>1</sup>			
Region	# of activities	Impressions	# of Tracts Reached
Region 1	224	237	27
Region 2	163	19,641	5
Region 3	63,781	76,529	184
Region 4	1,771	7,136	42
Region 5	551	3,641	34
Region 6	16,350	36,848	184
Region 7	550	197,637	81
Region 8	31,478	31,539	696
Region 9	536	6,528	115
Region 10	8,848	47,083	154
Statewide	32	105,001	N/A
<b>Total</b>	<b>124,284</b>	<b>531,820</b>	<b>1,522</b>

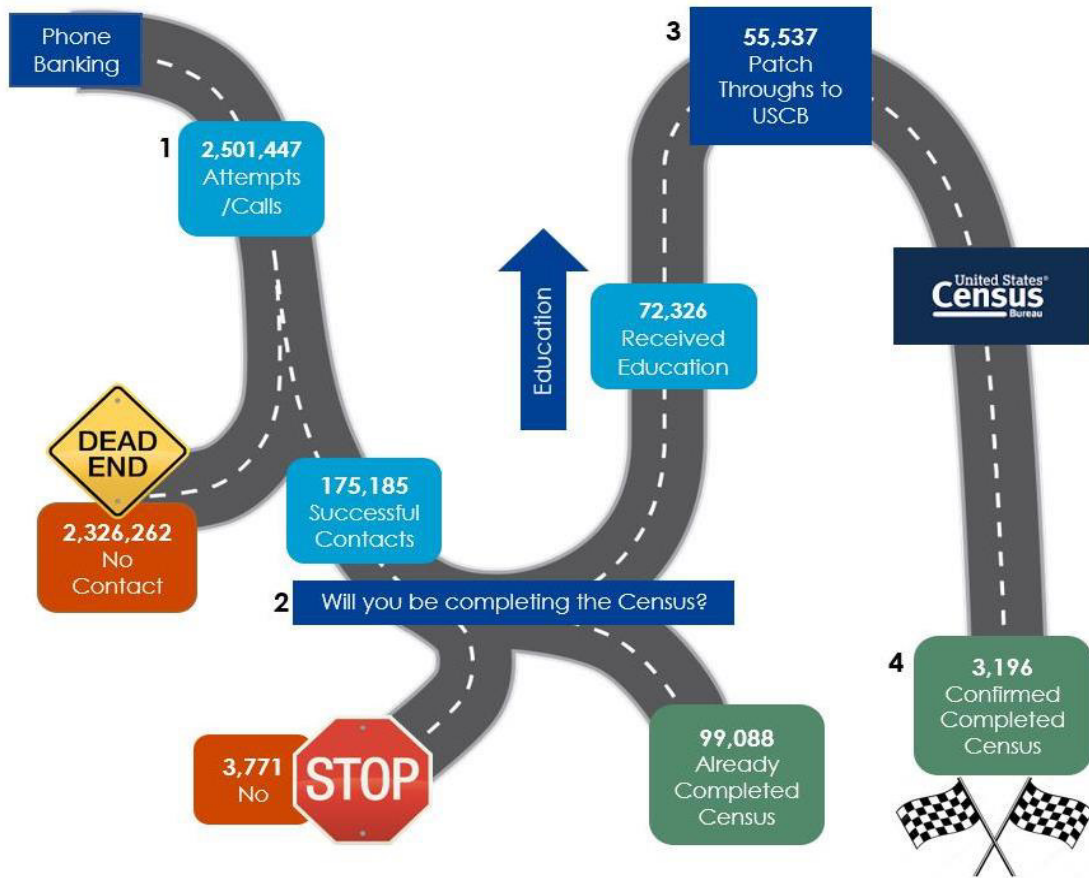
Note: Outreach activities reflect only those reported by contracted partners and their affiliates and may not reflect efforts through other funding sources or completed activities not yet reported.

Census PDI - Last 30 Days <sup>1</sup>	
107,469	43,208
Households Reached Through Phone Banking	Households Reached Through Canvassing



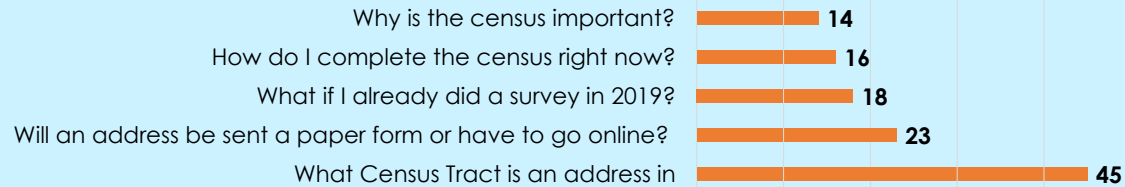
Notes: Outreach Partners focus outbound calls to hardest-to-count areas with low-response rates. Individuals are screened to determine if they have already responded to the Census. Responses of "Other" have been excluded from the top 5 response reasons and concerns. Some completed Census PDI surveys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

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



1. A total of 2,501,447 attempts/calls were made, of which:
  - 2,326,262 had no contact
  - 175,185 successful contacts made
2. Of the total successful contacts, households are asked if they plan to complete the Census:
  - 99,088 indicated they have already completed
  - 3,771 do not intend to complete
3. 72,326 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:
  - 55,537 households patched through to the USCB (76.8% of all undecided households)
4. Follow up phone calls and text messages are conducted to the households who were patched through, of which:
  - 3,196 households confirmed they have since completed the Census

CACensus.org Chat Bot Top 5 Questions Last 30 Days<sup>1</sup>



Media and Communications

Sampling of Recent Messages