CA CENSUS 2020

CENSUS CALIFORNIA ALL 2020

Self-Response Rates - As of 7/9/20

62.0	63.2
National	California

Regional Info At-A-Glance - As of 7/9/20

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	63.3	131	56.7	76	55.4	6.9%
Region 2	59.9	28	45.0	12	44.3	8.9%
Region 3	69.0	290	57.3	157	55.1	0.5%
Region 4	59.3	115	54.1	73	52.2	6.7%
Region 5	66.3	98	55.4	61	53.6	1.9%
Region 6	59.4	227	52.8	168	51.6	3.6%
Region 7	60.0	231	53.2	137	52.2	4.0%
Region 8	58.2	986	51.3	739	50.0	0.1%
Region 9	70.4	115	62.2	57	60.1	0.2%
Region 10	67.4	154	58.2	103	57.4	1.8%

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

Regional Self-Response Rates as of 7/9/20

Regional Map Response Rates - As of 7/9/20

Region 1 63.3%
Region 2 59.9%
Region 3 69.0%
Region 4 59.3%
Region 5 66.3%
Region 6 59.4%
Region 7 60.0%
Region 8 58.2%
Region 9 70.4%
Region 10 67.4%
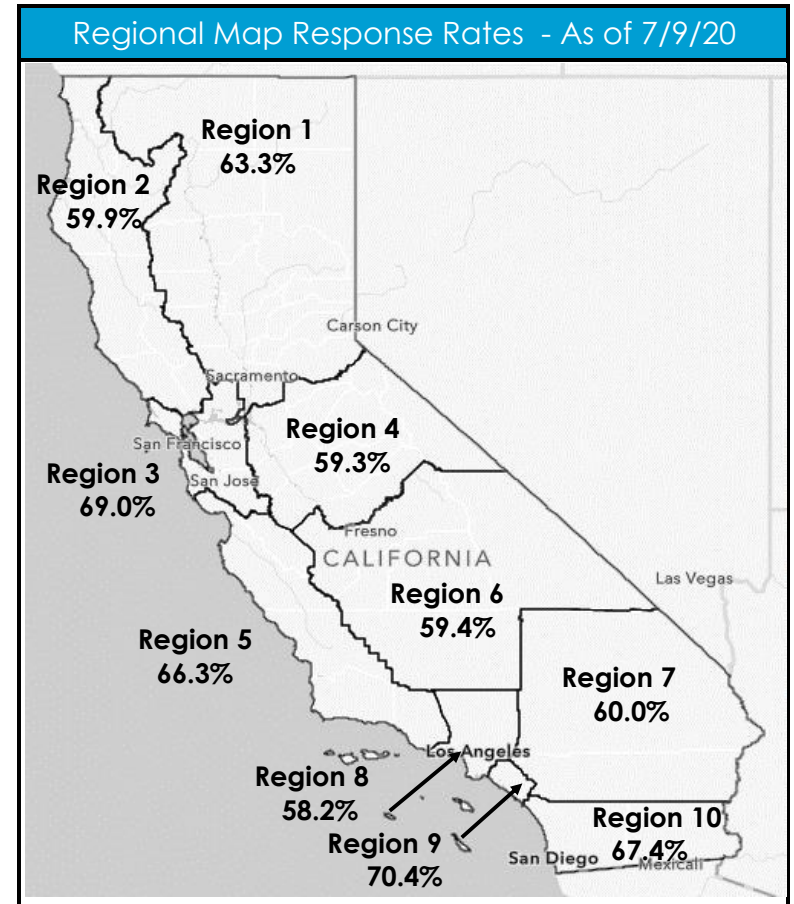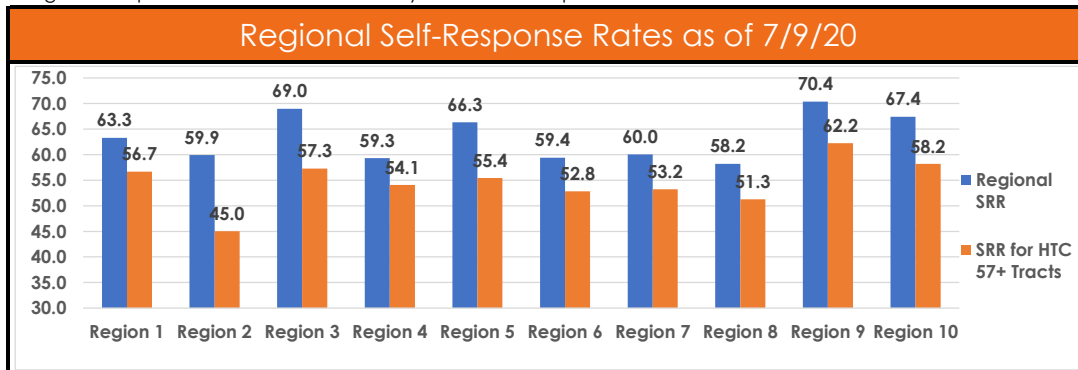
Self Response Rate and HTC Fact Sheets

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.
- **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 7/9/20
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	69.2	57.3	58,621 - 67,763	55.6	38,020 - 44,508
Butte	49.0	49.5	9,869 - 14,970	48.3	7,173 - 11,081
Contra Costa	71.3	58.0	20,824 - 22,997	55.9	11,624 - 12,680
Fresno	61.7	54.5	64,482 - 72,038	53.3	47,202 - 52,369
Imperial	56.0	52.7	14,030 - 18,512	54.6	10,094 - 12,690
Kern	57.4	50.2	55,812 - 63,797	48.5	40,325 - 45,798
Kings	60.4	53.0	7,341 - 8,180	52.5	6,326 - 7,084
Los Angeles	58.2	51.2	624,869 - 793,893	50.0	468,186 - 599,330
Merced	60.4	54.7	18,878 - 21,375	52.8	12,100 - 13,704
Monterey	59.1	50.6	20,480 - 23,863	50.7	15,606 - 17,669
Orange	70.4	62.2	76,160 - 85,110	60.0	38,463 - 41,515
Riverside	60.6	52.5	74,581 - 87,212	49.9	46,974 - 55,185
Sacramento	68.6	59.7	50,428 - 56,997	58.2	29,606 - 33,448
San Bernardino	59.5	53.8	86,598 - 99,358	54.2	51,923 - 57,622
San Diego	67.7	59.0	88,569 - 98,770	57.8	56,339 - 61,825
San Francisco	59.9	51.4	57,019 - 79,044	49.2	31,118 - 41,944
San Joaquin	62.1	53.1	28,604 - 32,417	51.1	17,796 - 20,472
Santa Barbara	66.3	57.3	18,686 - 20,156	54.5	11,379 - 12,212
Santa Clara	71.2	60.8	52,218 - 60,781	57.7	23,179 - 27,665
Stanislaus	64.6	55.1	17,281 - 18,747	52.3	11,178 - 12,250
Tulare	58.9	53.5	31,806 - 34,389	52.0	24,304 - 26,336

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).

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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

Census PDI - Last 30 Days[1]

29,685	5,266
Households Reached Through Phone Banking	Households Reached Through Canvassing

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

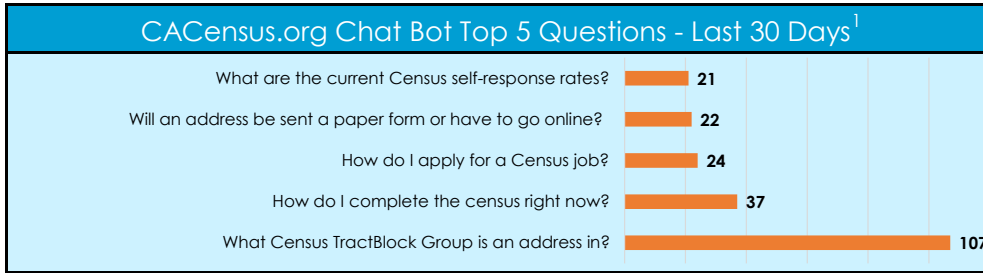| Types of Activities Reported	# of Activities	Impressions	# of HTC 57+ Tracts Reached
Phone Banking	35,595	44,268	685
Social Media	15,569	174,316	525
Advertising	8,857	1,339,024	132
Canvassing	5,486	12,190	107
Webinar	5,200	5,424	351
Flyers	3,348	11,259	229
Other	3,001	34,866	23
Collateral	2,343	4,882	307
Nudge / Alerts	566	181,095	32
Other types of media	287	22,415	145

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

Census PDI Outcomes - Last 30 Days[1]

Do you plan to complete the Census?

- Strong Yes — 36%
- Lean Yes — 4%
- Undecided — 5%
- Lean No — 1%
- Strong No — 9%
- Already Completed — 45%

How do you plan to complete the Census?

- Online — 63%
- Paper — 32%
- Phone — 5%

Reported Activities by Region - Last 30 Days[1]

Region	# of activities	Impressions	# of HTC 57+ Tracts Reached
Region 1	3,454	8,297	121
Region 2	138	986	1
Region 3	27,328	207,285	275
Region 4	7,329	47,432	98
Region 5	97	621,750	15
Region 6	9,664	11,566	166
Region 7*	382	19,449	65
Region 8	9,295	9,307	144
Region 9	21,254	205,891	115
Region 10	1,321	690,223	143
Total	**80,262**	**1,822,186**	**1,143**

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.

Top 5 Reasons for Completing Census (of 11)

It's Easy	16.0%
Funding for the Community	11.6%
Funding for Schools	10.3%
Love CA	9.6%
It's the Law	8.5%

Top 5 Reasons for Not Completing (of 14)

Don't Care	20.7%
Limited English	11.0%
Don't Know or Understand	8.9%
Don't Have Time	8.9%
Don't Need to Do It	8.1%

Top 5 Community Concerns (of 7)

Losing Benefits	14.5%
Immigration	14.1%
Privacy/Security	13.8%
Trump	5.9%
Scams/Fraud	5.6%

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.

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

Question	Count
What are the current Census self-response rates?	21
Will an address be sent a paper form or have to go online?	22
How do I apply for a Census job?	24
How do I complete the census right now?	37
What Census Tract/Block Group is an address in?	107

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

Sampling of Recent Messages