

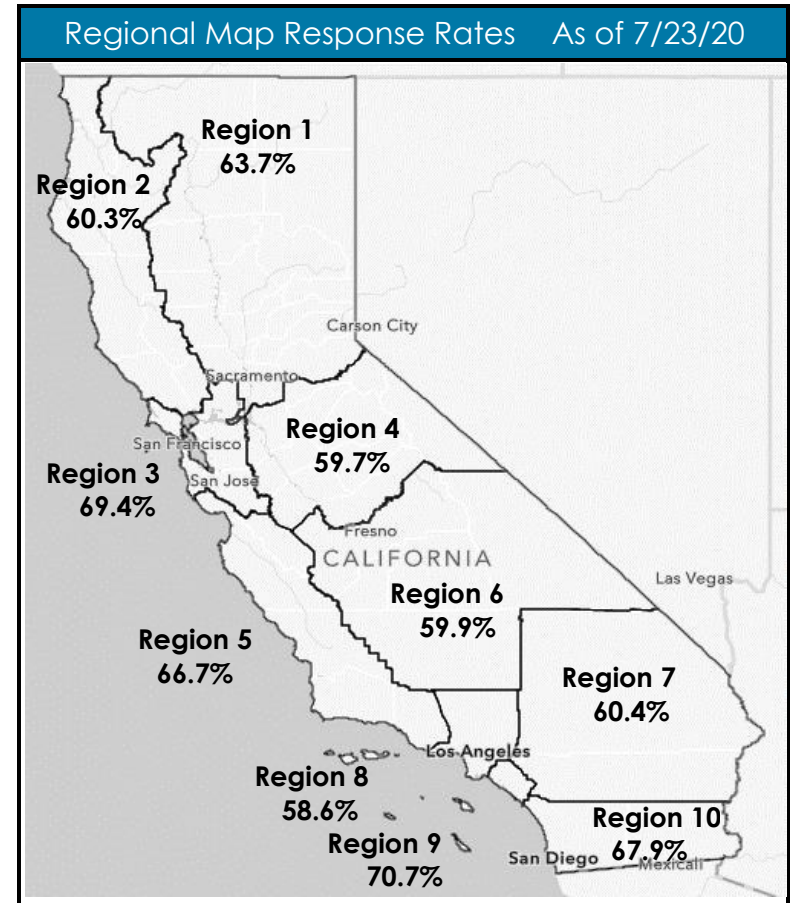
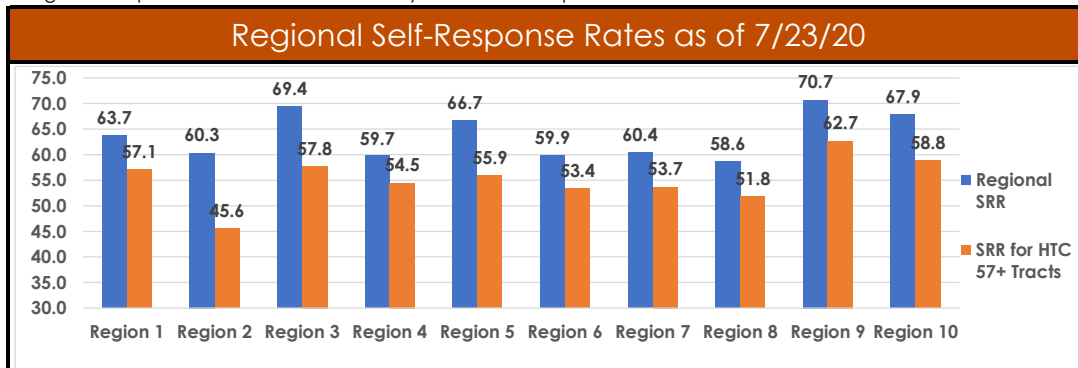
Self-Response Rates - As of 7/23/20

62.4	63.6
National	California

Regional Info At-A-Glance As of 7/23/20

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	63.7	131	57.1	76	55.8	6.9%
Region 2	60.3	28	45.6	12	44.9	8.9%
Region 3	69.4	290	57.8	157	55.6	0.5%
Region 4	59.7	115	54.5	73	52.6	6.7%
Region 5	66.7	98	55.9	61	54.2	1.9%
Region 6	59.9	227	53.4	168	52.2	3.6%
Region 7	60.4	231	53.7	137	52.6	4.0%
Region 8	58.6	986	51.8	739	50.6	0.1%
Region 9	70.7	115	62.7	57	60.6	0.2%
Region 10	67.9	154	58.8	103	58.1	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 7/23/20					
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	69.6	57.8	57,949 - 66,990	55.6	37,597 - 44,015
Butte	49.4	49.9	9,797 - 14,863	48.3	7,122 - 11,004
Contra Costa	71.6	58.5	20,595 - 22,745	55.9	11,513 - 12,561
Fresno	62.1	55.2	63,518 - 70,973	53.3	46,428 - 51,516
Imperial	56.5	53.4	13,827 - 18,250	54.6	9,947 - 12,507
Kern	57.8	50.7	55,291 - 63,204	48.5	39,989 - 45,416
Kings	60.8	53.7	7,241 - 8,068	52.5	6,238 - 6,985
Los Angeles	58.6	51.8	618,025 - 785,509	50.0	462,949 - 592,884
Merced	60.8	55.1	18,689 - 21,161	52.8	11,978 - 13,568
Monterey	59.5	51.2	20,234 - 23,588	50.7	15,417 - 17,461
Orange	70.7	62.6	75,322 - 84,198	60.0	37,986 - 41,008
Riverside	61.0	52.9	73,844 - 86,390	49.9	46,538 - 54,693
Sacramento	68.9	60.1	49,958 - 56,474	58.2	29,344 - 33,155
San Bernardino	59.9	54.3	85,773 - 98,456	54.2	51,422 - 57,070
San Diego	68.1	59.5	87,551 - 97,658	57.8	55,667 - 61,100
San Francisco	60.3	51.9	56,474 - 78,302	49.2	30,856 - 41,591
San Joaquin	62.4	53.5	28,348 - 32,129	51.1	17,653 - 20,310
Santa Barbara	66.6	57.7	18,514 - 19,970	54.5	11,271 - 12,094
Santa Clara	71.5	61.2	51,672 - 60,154	57.7	22,938 - 27,383
Stanislaus	64.9	55.6	17,085 - 18,539	52.3	11,062 - 12,127
Tulare	59.3	54.0	31,442 - 34,002	52.0	24,015 - 26,028

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		

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

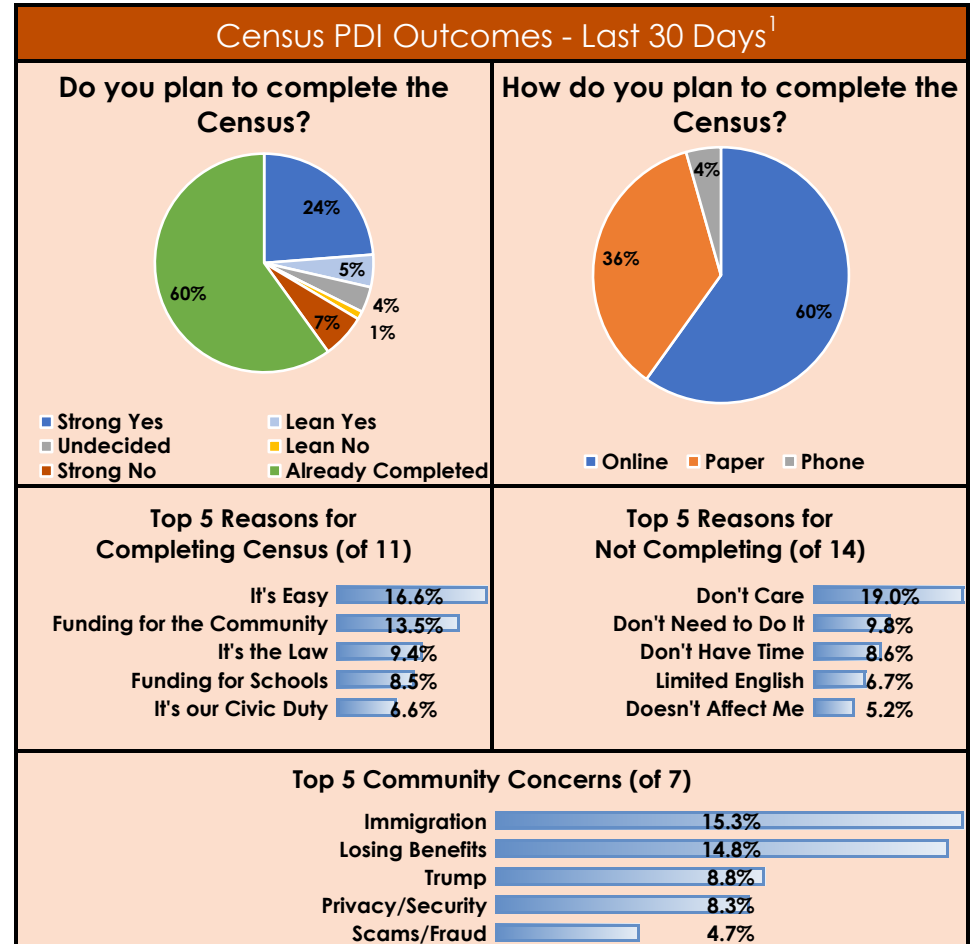
Outreach Activities - Top 10 Activity Types - Last 30 Days ¹			
Types of Activities Reported	# of Activities	Impressions	# of HTC 57+ Tracts Reached
Phone Banking	16,713	56,770	1,306
Canvassing	10,329	29,757	177
Other	208	14,089	1,182
Social Media	102	2,123,320	1,410
Event	78	15,367	33
Advertising	69	377,887	116
Nudge / Alerts	58	145,781	1,015
Webinar	41	64,557	1,097
Education Forum	28	473	2
Flyers	24	5,566	231

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	107	910	5
Region 2	73	1,353	3
Region 3	2,664	146,682	274
Region 4	1,687	44,244	41
Region 5	111	11,489	16
Region 6	11,181	12,353	78
Region 7*	156	1,921,774	27
Region 8	9,371	249,254	986
Region 9	2,261	409,279	115
Region 10	86	44,728	142
Total	27,697	2,842,066	1,687

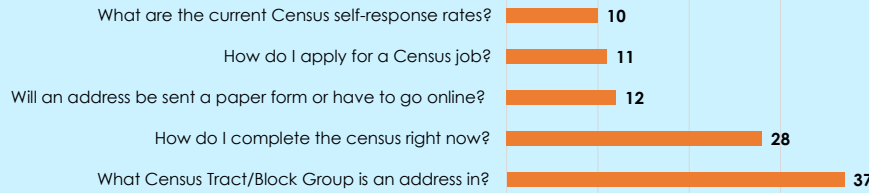
Note: Outreach activities reflect only those reported by contracted partners and their affiliates and may not reflect efforts through other funding sources or completed activities not yet been reported.

Census PDI - Last 30 Days ¹	
16,455	10,094
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.

CACensus.org Chat Bot Top 5 Questions - Last 30 Days¹



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