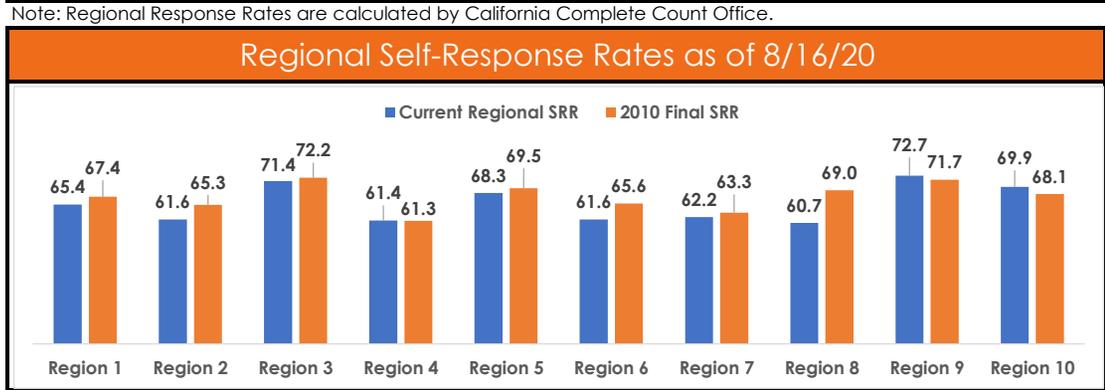
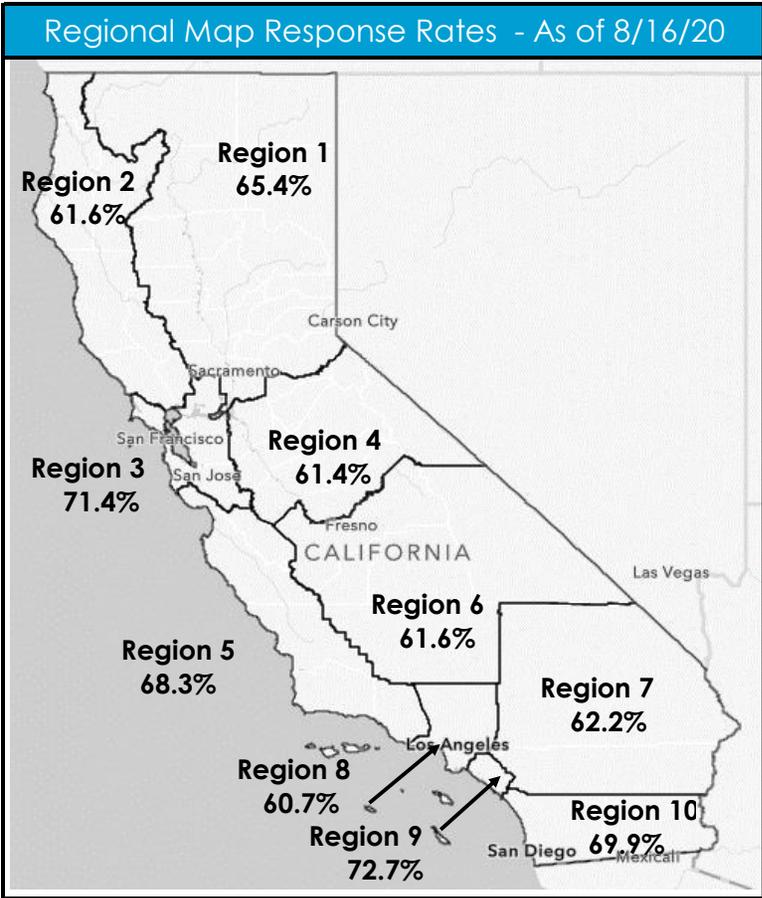


**Self-Response Rates - As of 8/16/20**

63.8  
National
65.5  
California

**Regional Info At-A-Glance - As of 8/16/20**

Region	Regional Self Response Rate	2010 Final SRR	Difference from 2010 Final SRR	Counties that have met or exceeded 2010 Self Response Rates
Region 1	65.4	67.4	-1.9	El Dorado, Placer, Plumas, Sacramento
Region 2	61.6	65.3	-3.7	Lake
Region 3	71.4	72.2	-0.9	Alameda, Contra Costa, Marin, San Mateo, Solano
Region 4	61.4	61.3	0.1	Alpine, Amador, Calaveras, Tuolumne
Region 5	68.3	69.5	-1.2	Santa Cruz, Ventura
Region 6	61.6	65.6	-4.0	
Region 7	62.2	63.3	-1.2	
Region 8	60.7	69.0	-8.3	
Region 9	72.7	71.7	1.0	Orange
Region 10	69.9	68.1	1.8	Imperial, San Diego



[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					
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
<b>Region 1</b>					
Butte County*	51.1	65.6	-14.5	58,729	Biggs
Colusa County	54.0	58.2	-4.2	3,789	
El Dorado County	59.5	58.8	0.7	37,799	
Glenn County	60.9	67.6	-6.7	4,415	
Lassen County	48.6	51.4	-2.8	6,886	
Modoc County	48.3	53.3	-5.0	2,667	
Nevada County	58.5	61.6	-3.1	23,275	
Placer County	69.5	67.5	2.0	52,933	Auburn, Colfax, Lincoln, Loomis, Rocklin, Roseville
Plumas County	37.2	33.0	4.2	10,220	Portola
Sacramento County*	70.9	70.1	0.8	172,524	Citrus Heights, Elk Grove, Galt, Rancho Cordova
Shasta County	63.3	65.8	-2.5	30,651	
Sierra County	40.8	44.1	-3.3	1,372	
Siskiyou County	55.4	56.5	-1.1	11,241	Etna, Fort Jones, Montague
Sutter County	66.7	69.1	-2.4	11,788	
Tehama County	60.4	61.4	-1.0	11,359	Red Bluff, Tehama
Yolo County	70.4	71.5	-1.1	23,688	West Sacramento
Yuba County	59.6	62.0	-2.4	11,267	Wheatland
<b>Region 2</b>					
Del Norte County	58.2	59.6	-1.4	4,852	Placerville
Humboldt County	58.5	62.6	-4.1	26,894	Ferndale
Lake County	45.8	42.6	3.2	20,041	Clearlake
Mendocino County	52.4	53.6	-1.2	21,165	Point Arena
Napa County	67.4	68.1	-0.7	19,067	Napa
Sonoma County	67.1	68.6	-1.5	70,181	Cotati, Petaluma, Rohnert Park, Sebastopol, Windsor
Trinity County	28.2	47.4	-19.2	6,326	
<b>Region 3</b>					
Alameda County*	71.9	70.2	1.7	177,220	Albany, Dublin, Emeryville, Fremont, Livermore, Newark, Oakland, Piedmont, Union City
Contra Costa County*	73.6	72.1	1.5	112,567	Antioch, Brentwood, Clayton, Concord, Danville, El Cerrito, Hercules, Lafayette, Martinez, Moraga, Oakley, Orinda, Pinole, Pleasant Hill, San Ramon, Walnut Creek
Marin County	73.3	72.1	1.2	30,750	Corte Madera, Larkspur, Mill Valley, Novato, Ross, San Anselmo, Tiburon
San Francisco County*	62.4	68.5	-6.1	167,660	
San Mateo County	75.3	73.2	2.1	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*	73.5	74.0	-0.5	185,065	Campbell, Cupertino, Los Altos, Monte Sereno, Morgan Hill, Santa Clara, Saratoga, Sunnyvale
Solano County	69.8	67.9	1.9	49,683	Benicia, Fairfield, Suisun City, Vacaville, Vallejo

County Response Rates					
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
<b>Region 4</b>					
Alpine County	25.2	20.2	5.0	1,326	
Amador County	59.0	50.2	8.8	7,819	Amador City, Ione, Jackson, Plymouth, Sutter Creek
Calaveras County	47.1	45.2	1.9	15,301	
Madera County	58.3	67.8	-9.5	21,735	
Mariposa County	46.5	56.7	-10.2	5,818	
Merced County*	62.5	63.8	-1.3	33,601	Los Banos
Mono County	20.6	25.2	-4.6	12,267	
San Joaquin County*	64.1	66.5	-2.4	91,178	Ripon
Stanislaus County*	66.6	66.7	-0.1	62,646	Hughson, Modesto, Newman, Oakdale, Patterson, Waterford
Tuolumne County	52.7	48.2	4.5	15,449	
<b>Region 5</b>					
Monterey County*	61.4	64.4	-3.0	57,196	Del Rey Oaks, Greenfield, Marina, Monterey, Pacific Grove
San Benito County	66.3	67.5	-1.2	6,826	San Juan Bautista
San Luis Obispo County	65.5	66.3	-0.8	44,950	Arroyo Grande, Atascadero, Grover Beach
Santa Barbara County*	68.0	68.5	-0.5	51,045	Buellton, Solvang
Santa Cruz County	68.2	67.8	0.4	34,742	Capitola
Ventura County	73.0	72.5	0.5	79,174	Camarillo, Moorpark, Port Hueneme, Simi Valley, Thousand Oaks
<b>Region 6</b>					
Fresno County*	64.0	66.8	-2.8	124,511	Clovis, Kingsburg
Inyo County	51.6	70.3	-18.7	4,974	
Kern County*	59.5	65.2	-5.7	123,750	California City
Kings County*	62.6	64.1	-1.5	16,686	
Tulare County*	61.0	65.0	-4.0	60,601	Exeter, Visalia
<b>Region 7</b>					
Riverside County*	62.6	63.5	-0.9	324,618	Beaumont, Corona, Lake Elsinore, Menifee, Murrieta, Norco, Temecula, Wildomar
San Bernardino County*	61.8	65.4	-3.6	283,059	Adelanto, Apple Valley, Chino Hills, Grand Terrace, Rancho Cucamonga, Redlands, Upland, Yucaipa
<b>Region 8</b>					
Los Angeles County*	60.7	69.0	-8.3	1,573,826	Agoura Hills, Redondo Beach, Signal Hill, South Pasadena
<b>Region 9</b>					
Orange County*	72.7	71.7	1.0	307,244	Aliso Viejo, Anaheim, Buena Park, Costa Mesa, Cypress, Dana Point, Fountain Valley, Fullerton, Garden Grove, Huntington Beach, La Palma, Laguna Hills, Laguna Niguel, Laguna Woods, Lake Forest, Los Alamitos, Mission Viejo, Placentia, Rancho Santa Margarita, San Clemente, San Juan Capistrano, Seal Beach, Tustin, Westminster, Yorba Linda
<b>Region 10</b>					
Imperial County*	58.9	58.5	0.4	23,902	Calipatria, El Centro, Imperial, Westmorland
San Diego County*	70.1	68.0	2.1	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		
<h1>155</h1>	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
Canvassing	27,504	34,526	205
Phone Banking	11,576	26,783	327
Social Media	65	65,259	263
Advertising	64	778,522	198
Nudge / Alert	49	22,119	11
Other	37	11,602	251
Meeting	14	2,643	5
Speaking Engagement	13	715	6
Event	12	3,345	3
Collateral	6	65,099	355

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

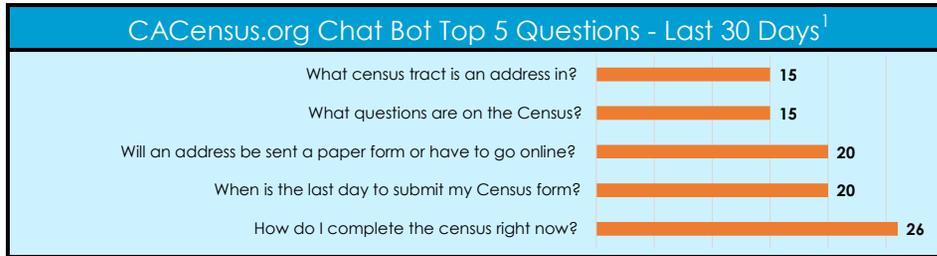
Reported Activities by Region - Last 30 Days <sup>1</sup>			
Region	# of activities	Impressions	# of Tracts Reached
Region 1	6	8,192	80
Region 2	96	1,502	2
Region 3	1,628	5,899	125
Region 4	298	18,576	9
Region 5	72	3,348	15
Region 6	18,456	21,054	162
Region 7	65	22,501	14
Region 8	17,380	119,723	986
Region 9	723	399,494	115
Region 10	596	139,957	144
Statewide	55	280,447	N/A
<b>Total</b>	<b>39,375</b>	<b>1,020,693</b>	<b>1,652</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 been reported.

Census PDI - Last 30 Days <sup>1</sup>	
11,469	27,375
Households Reached Through Phone Banking	Households Reached Through Canvassing

Census PDI Outcomes - Last 30 Days <sup>1</sup>	
<p><b>Do you plan to complete the Census?</b></p> <ul style="list-style-type: none"> <li><span style="color: blue;">■</span> Strong Yes</li> <li><span style="color: lightblue;">■</span> Lean Yes</li> <li><span style="color: gray;">■</span> Undecided</li> <li><span style="color: orange;">■</span> Lean No</li> <li><span style="color: red;">■</span> Strong No</li> <li><span style="color: green;">■</span> Already Completed</li> </ul>	<p><b>How do you plan to complete the Census?</b></p> <ul style="list-style-type: none"> <li><span style="color: blue;">■</span> Online</li> <li><span style="color: orange;">■</span> Paper</li> <li><span style="color: lightblue;">■</span> Phone</li> </ul>
<p><b>Top 5 Reasons for Completing Census (of 11)</b></p> <ul style="list-style-type: none"> <li>Funding for the Community 22.7%</li> <li>Funding for Schools 12.3%</li> <li>It's Easy 11.3%</li> <li>It's the Law 9.8%</li> <li>I've Done it Before 8.5%</li> </ul>	<p><b>Top 5 Reasons for Not Completing (of 14)</b></p> <ul style="list-style-type: none"> <li>Don't Care 18.8%</li> <li>Don't Have Time 12.7%</li> <li>Don't Need to Do It 9.7%</li> <li>Doesn't Affect Me 6.2%</li> <li>Limited English 5.8%</li> </ul>
<p><b>Top 5 Community Concerns (of 7)</b></p> <ul style="list-style-type: none"> <li>Immigration 16.7%</li> <li>Losing Benefits 14.6%</li> <li>Trump 8.8%</li> <li>Privacy/Security 5.6%</li> <li>Scams/Fraud 3.3%</li> </ul>	

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.



### 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
<b>Total</b>	<b>955,904,821</b>			<b>1,714,648,570</b>

### 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%
<b>Total</b>	<b>1,914,899</b>	<b>1,129,696</b>		

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