

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

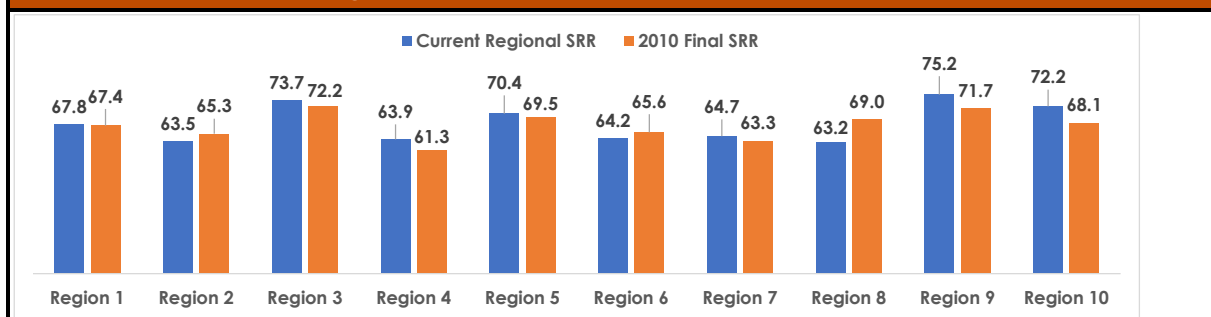
65.5 National  
67.9 California

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

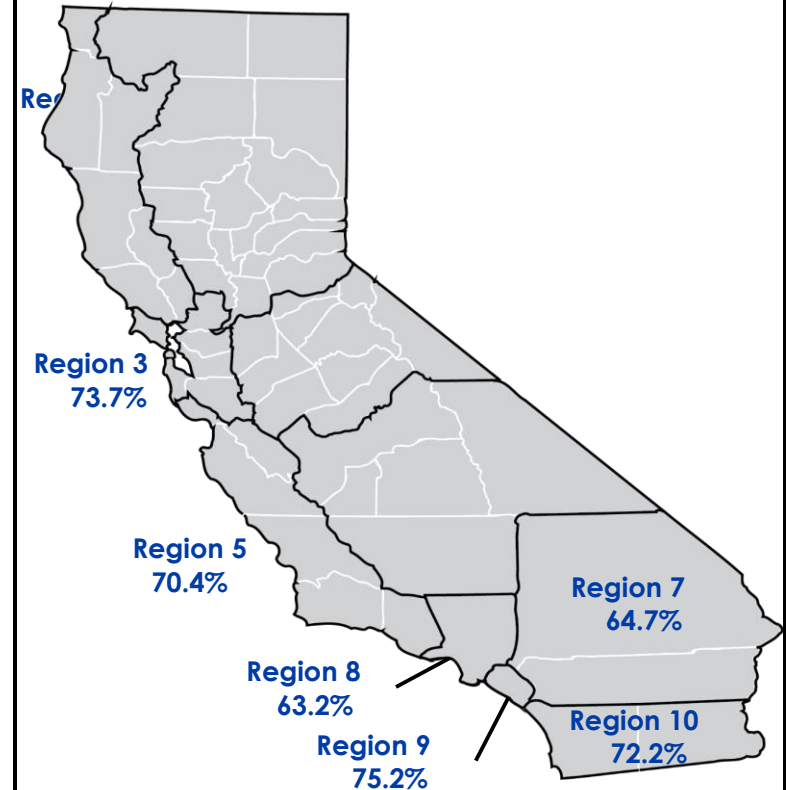
Region	Regional SRR	2010 Final SRR	Difference from 2010 Final SRR	Counties that have met or exceeded 2010 SRR
Region 1	67.8	67.4	0.4	El Dorado, Placer, Plumas, Sacramento, Siskiyou, Sutter, Tehama, Yolo, Yuba
Region 2	63.5	65.3	-1.9	Del Norte, Lake, Mendocino, Napa, Sonoma
Region 3	73.7	72.2	1.4	Alameda, Contra Costa, Marin, San Mateo, Santa Clara, Solano
Region 4	63.9	61.3	2.6	Alpine, Amador, Calaveras, Merced, San Joaquin, Stanislaus, Tuolumne
Region 5	70.4	69.5	0.9	San Benito, San Luis Obispo, Santa Barbara, Santa Cruz, Ventura
Region 6	64.2	65.6	-1.5	Kings
Region 7	64.7	63.3	1.3	Riverside
Region 8	63.2	69.0	-5.8	
Region 9	75.2	71.7	3.5	Orange
Region 10	72.2	68.1	4.1	Imperial, San Diego

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

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



Regional Map Response Rates As of 9/7/20



[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.
- 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 9/7/20					
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*	53.5	65.6	-12.1	55,878	Biggs
Colusa County	57.0	58.2	-1.2	3,540	Williams
El Dorado County	61.6	58.8	2.8	35,882	Placerville
Glenn County	63.5	67.6	-4.1	4,127	
Lassen County	50.3	51.4	-1.1	6,660	
Modoc County	49.5	53.3	-3.8	2,607	Alturas
Nevada County	60.0	61.6	-1.6	22,462	
Placer County	71.7	67.5	4.2	49,102	Auburn, Colfax, Lincoln, Loomis, Rocklin, Roseville
Plumas County	38.4	33.0	5.4	10,017	Portola
Sacramento County*	73.5	70.1	3.4	156,988	Citrus Heights, Elk Grove, Folsom, Galt, Rancho Cordova, Sacramento
Shasta County	65.1	65.8	-0.7	29,134	Redding
Sierra County	42.3	44.1	-1.8	1,336	
Siskiyou County	57.0	56.5	0.5	10,830	Etna, Fort Jones, Montague
Sutter County	69.5	69.1	0.4	10,788	Yuba City
Tehama County	62.3	61.4	0.9	10,825	Red Bluff, Tehama
Yolo County	72.8	71.5	1.3	21,718	Davis, West Sacramento, Winters, Woodland
Yuba County	62.0	62.0	0.0	10,550	Wheatland
<b>Region 2</b>					
Del Norte County	60.2	59.6	0.6	4,622	
Humboldt County	60.7	62.6	-1.9	25,492	Ferndale
Lake County	47.1	42.6	4.5	19,535	Clearlake, Lakeport
Mendocino County	53.9	53.6	0.3	20,473	Point Arena
Napa County	69	68.1	0.9	18,127	American Canyon, Napa
Sonoma County	69.1	68.6	0.5	65,968	Cotati, Petaluma, Rohnert Park, Santa Rosa, Sebastopol, Sonoma, Windsor
Trinity County	29.3	47.4	-18.1	6,226	
<b>Region 3</b>					
Alameda County*	74.1	70.2	3.9	163,092	Alameda, Albany, Dublin, Emeryville, Fremont, Hayward, Livermore, Newark, Oakland, Piedmont, Pleasanton, San Leandro, Union City
Contra Costa County*	76.1	72.1	4.0	101,897	Antioch, Brentwood, Clayton, Concord, Danville, El Cerrito, Hercules, Lafayette, Martinez, Moraga, Oakley, Orinda, Pinole, Pittsburg, Pleasant Hill, Richmond, San Ramon, Walnut Creek
Marin County	75.2	72.1	3.1	28,539	Corte Madera, Larkspur, Mill Valley, Novato, Ross, San Anselmo, Tiburon
San Francisco County*	64.6	68.5	-3.9	157,644	
San Mateo County	77.4	73.2	4.2	64,915	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*	76.0	74.0	2.0	167,827	Campbell, Cupertino, Los Altos, Los Altos Hills, Los Gatos, Milpitas, Monte Sereno, Morgan Hill, Mountain View, Palo Alto, San Jose, Santa Clara, Saratoga, Sunnyvale
Solano County	72.0	67.9	4.1	45,977	Benicia, Fairfield, Suisun City, Vacaville, Vallejo
<b>Region 4</b>					
Alpine County	26.0	20.2	5.8	1,311	
Amador County	61.3	50.2	11.1	7,378	Amador City, Lone, Jackson, Plymouth, Sutter Creek
Calaveras County	49.1	45.2	3.9	14,707	
Madera County	60.8	67.8	-7.0	20,440	Chowchilla
Mariposa County	48.7	56.7	-8.0	5,580	

County Response Rates - As of 9/7/20

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>					
Merced County*	65.0	63.8	1.2	31,292	Atwater, Dos Palos, Los Banos
Mono County	21.3	25.2	-3.9	12,149	
San Joaquin County*	66.9	66.5	0.4	84,019	Escalon, Lodi, Manteca, Ripon, Stockton, Tracy
Stanislaus County*	69.1	66.7	2.4	57,917	Ceres, Hughson, Modesto, Newman, Oakdale, Patterson, Riverbank, Turlock, Waterford
Tuolumne County	54.3	48.2	6.1	14,916	
<b>Region 5</b>					
Monterey County*	63.6	64.4	-0.8	53,937	Del Rey Oaks, Greenfield, Marina, Monterey, Pacific Grove, Seaside
San Benito County	68.6	67.5	1.1	6,358	San Juan Bautista
San Luis Obispo County	67.3	66.3	1.0	42,560	Arroyo Grande, Atascadero, Grover Beach, Paso Robles, San Luis Obispo
Santa Barbara County*	70.1	68.5	1.6	47,834	Buellton, Carpinteria, Lompoc, Santa Barbara, Solvang
Santa Cruz County	69.9	67.8	2.1	32,915	Capitola, Santa Cruz
Ventura County	75.3	72.5	2.8	72,262	Camarillo, Fillmore, Moorpark, Ojai, Port Hueneme, Santa Paula, Simi Valley, Thousand Oaks, Ventura
<b>Region 6</b>					
Fresno County*	66.5	66.8	-0.3	116,111	Clovis, Fresno, Kingsburg
Inyo County	53.4	70.3	-16.9	4,794	
Kern County*	62.2	65.2	-3.0	115,595	California City, Tehachapi
Kings County*	65.1	64.1	1.0	15,544	Hanford, Lemoore
Tulare County*	63.5	65.0	-1.5	56,749	Exeter, Visalia
<b>Region 7</b>					
Riverside County*	65.1	63.5	1.6	303,279	Beaumont, Canyon Lake, Corona, Desert Hot Springs, Eastvale, Hemet, Jurupa Valley, Lake Elsinore, Menifee, Moreno Valley, Murrieta, Norco, Palm Springs, Riverside, San Jacinto, Temecula, Wildomar
San Bernardino County*	64.4	65.4	-1.0	264,169	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
<b>Region 8</b>					
Los Angeles County*	63.2	69.0	-5.8	1,505,330	Agoura Hills, Alhambra, Artesia, Bellflower, Cerritos, Claremont, Culver City, Diamond Bar, El Segundo, Hawthorne, La Verne, Lakewood, Redondo Beach, Santa Clarita, Sierra Madre, Signal Hill, South Pasadena, Torrance, Westlake Village, Whittier
<b>Region 9</b>					
Orange County*	75.2	71.7	3.5	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
<b>Region 10</b>					
Imperial County*	60.8	58.5	2.3	22,970	Calxico, Calipatria, El Centro, Imperial, Westmorland
San Diego County*	72.5	68.0	4.5	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 (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		
<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.

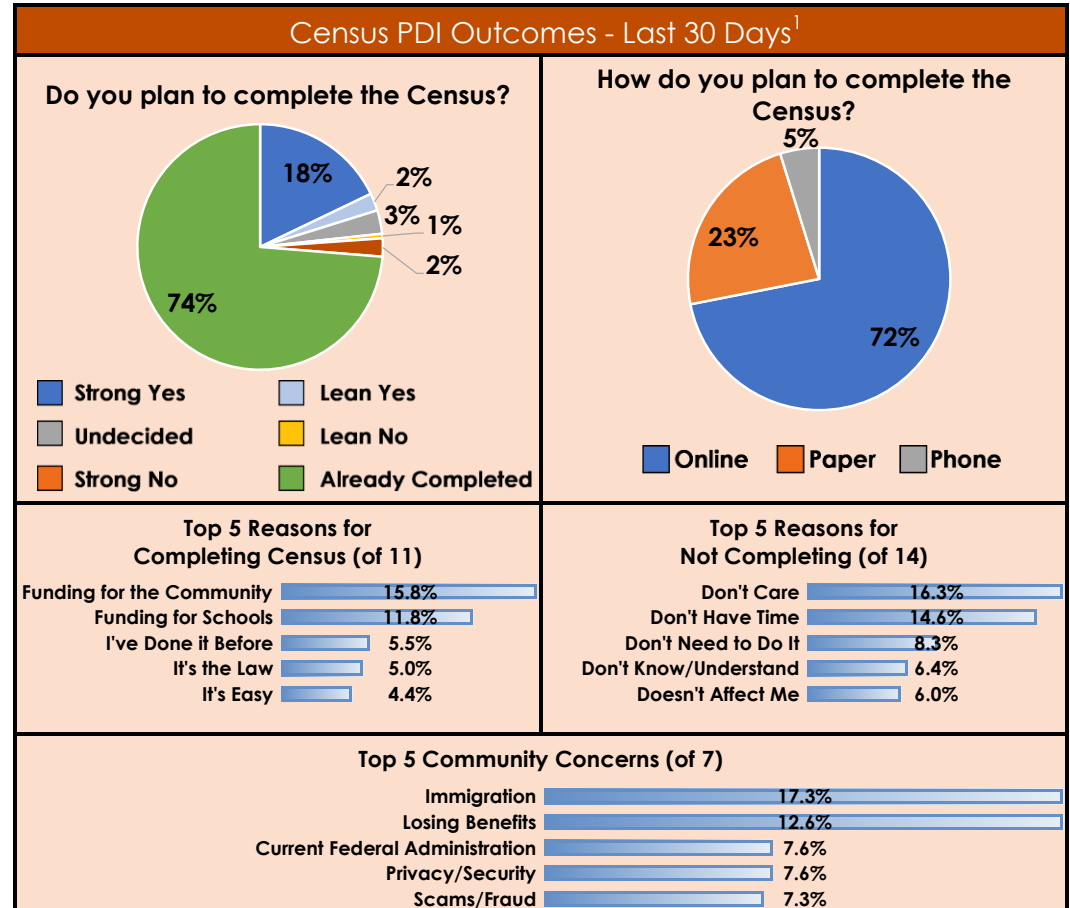
Outreach Activities - Top 10 Activity Types - Last 30 Days <sup>1</sup>			
Types of Activities Reported	# of Activities	Impressions	# of Tracts Reached
Phone Banking	66,141	88,743	1,132
Canvassing	38,292	71,437	385
Nudge / Alert	249	140,918	54
Other	70	9,824	275
Social Media	66	242,438	182
Pledge Cards	62	82	15
Speaking Engagement	47	3,789	16
Collateral	41	7,382	202
Event	34	5,008	11
Flyers	26	5,727	111

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	825	48,410	101
Region 2	620	5,006	10
Region 3	34,020	57,409	216
Region 4	1,142	19,980	46
Region 5	864	3,981	38
Region 6	22,013	49,550	223
Region 7	1,061	352,732	111
Region 8	39,265	39,326	720
Region 9	1,315	41,887	115
Region 10	3,909	88,420	154
Statewide	68	8,849	N/A
<b>Total</b>	<b>105,102</b>	<b>715,550</b>	<b>1,734</b>

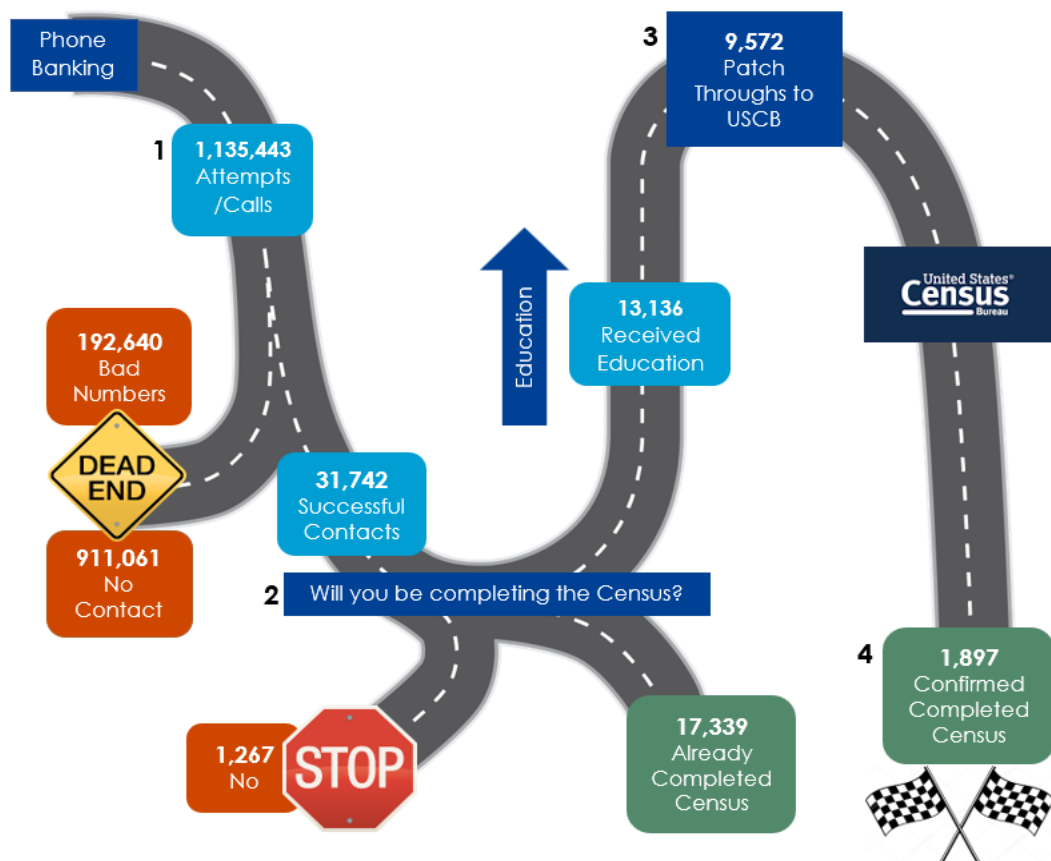
Note: Outreach activities reflect only those reported by contracted partners and their affiliates and may not reflect efforts through other funding sources or completed activities not yet reported.

Census PDI - Last 30 Days <sup>1</sup>	
66,024	37,963
Households Reached Through Phone Banking	Households Reached Through Canvassing

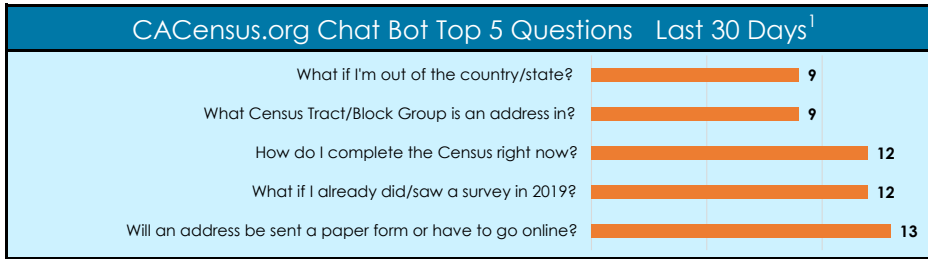


Notes: Outreach Partners focus outbound calls to hardest-to-count areas with low-response rates. Individuals are screened to determine if they have already responded to the Census. Responses of "Other" have been excluded from the top 5 response reasons and concerns. Some completed Census PDI surveys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

State-led Patch Through Phone Program Results from August 20 - September 7, 2020



1. A total of 1,135,443 attempts/calls were made, of which:
  - 31,742 successful contacts made
2. Of the total successful contacts, households are asked if they plan to complete the Census:
  - 17,339 indicated they have already completed
  - 1,267 do not intend to complete
3. 13,136 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:
  - 9,572 households patched through to the USCB (72.9% of all undecided households)
4. Follow up phone calls and text messages are conducted to the households who were patched through, of which:
  - 1,897 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
<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>		

- **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