

Self-Response Rates - As of 9/13/20

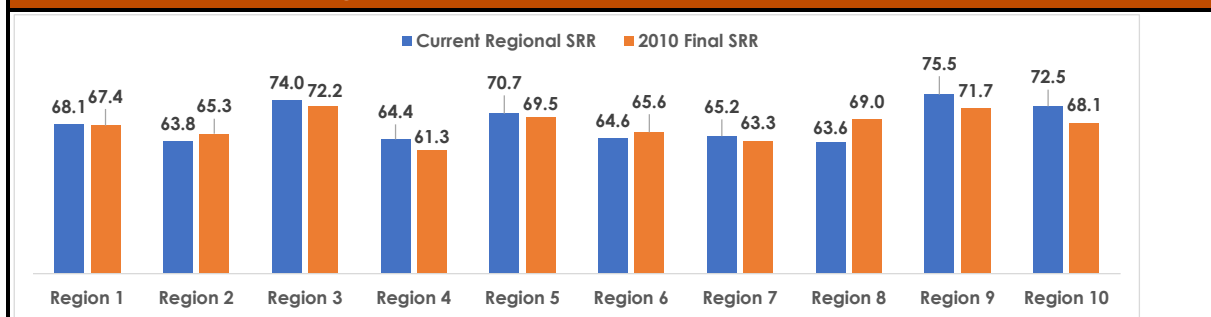
65.8 National 68.2 California

Regional Info At-A-Glance As of 9/13/20

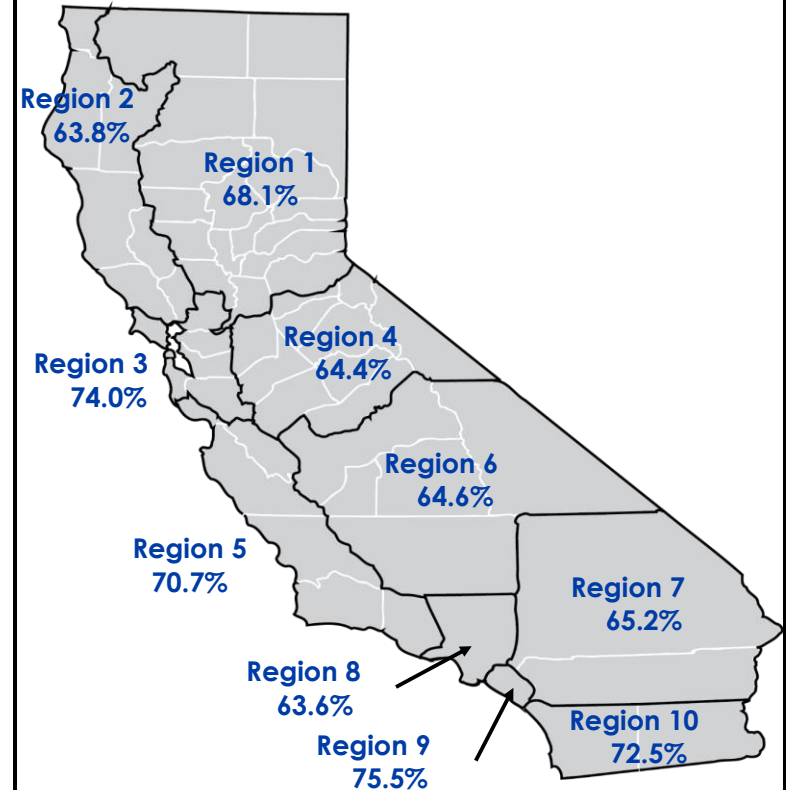
Region	Regional SRR	2010 Final SRR	Difference from 2010 Final SRR	Counties that have met or exceeded 2010 SRR
Region 1	68.1	67.4	0.8	El Dorado, Placer, Plumas, Sacramento, Siskiyou, Sutter, Tehama, Yolo, Yuba
Region 2	63.8	65.3	-1.5	Del Norte, Lake, Mendocino, Napa, Sonoma
Region 3	74.0	72.2	1.8	Alameda, Contra Costa, Marin, San Mateo, Santa Clara, Solano
Region 4	64.4	61.3	3.1	Alpine, Amador, Calaveras, Merced, San Joaquin, Stanislaus, Tuolumne
Region 5	70.7	69.5	1.2	San Benito, San Luis Obispo, Santa Barbara, Santa Cruz, Ventura
Region 6	64.6	65.6	-1.0	Fresno, Kings
Region 7	65.2	63.3	1.9	Riverside
Region 8	63.6	69.0	-5.4	
Region 9	75.5	71.7	3.8	Orange
Region 10	72.5	68.1	4.4	Imperial, San Diego

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

Regional Self-Response Rates as of 9/13/20



Regional Map Response Rates As of 9/13/20



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

[CaliforniaCensus.org Website](http://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 Self-Response Rates - As of 9/13/20

County	County SRR	2010 Final SRR	SRR Difference from 2010 Rates	Estimated Remaining Household Units**	Cities that have met or exceed 2010 Final SRR
Region 1					
Butte County*	53.8	65.6	-11.8	55,489	Biggs
Colusa County	57.3	58.2	-0.9	3,516	Williams
El Dorado County	61.9	58.8	3.1	35,593	Placerville
Glenn County	64.1	67.6	-3.5	4,058	
Lassen County	50.9	51.4	-0.5	6,582	
Modoc County	49.8	53.3	-3.5	2,590	Alturas
Nevada County	60.4	61.6	-1.2	22,228	
Placer County	71.9	67.5	4.4	48,777	Auburn, Colfax, Lincoln, Loomis, Rocklin, Roseville
Plumas County	38.7	33.0	5.7	9,968	Portola
Sacramento County*	73.9	70.1	3.8	154,812	Citrus Heights, Elk Grove, Folsom, Galt, Rancho Cordova, Sacramento
Shasta County	65.6	65.8	-0.2	28,734	Redding
Sierra County	42.5	44.1	-1.6	1,332	
Siskiyou County	57.2	56.5	0.7	10,794	Etna, Fort Jones, Montague
Sutter County	70.0	69.1	0.9	10,633	Yuba City
Tehama County	62.8	61.4	1.4	10,672	Red Bluff, Tehama
Yolo County	73.1	71.5	1.6	21,482	Davis, West Sacramento, Winters, Woodland
Yuba County	62.5	62.0	0.5	10,414	Wheatland
Region 2					
Del Norte County	60.6	59.6	1.0	4,573	
Humboldt County	61	62.6	-1.6	25,271	Ferndale
Lake County	47.5	42.6	4.9	19,383	Clearlake, Lakeport
Mendocino County	54.4	53.6	0.8	20,240	Point Arena
Napa County	69.2	68.1	1.1	17,996	American Canyon, Napa
Sonoma County	69.4	68.6	0.8	65,315	Cotati, Petaluma, Rohnert Park, Santa Rosa, Sebastopol, Sonoma, Windsor
Trinity County	29.5	47.4	-17.9	6,209	
Region 3					
Alameda County*	74.4	70.2	4.2	161,100	Alameda, Albany, Dublin, Emeryville, Fremont, Hayward, Livermore, Newark, Oakland, Piedmont, Pleasanton, San Leandro, Union City
Contra Costa County*	76.4	72.1	4.3	100,664	Antioch, Brentwood, Clayton, Concord, Danville, El Cerrito, Hercules, Lafayette, Martinez, Moraga, Oakley, Orinda, Pinole, Pittsburg, Pleasant Hill, Richmond, San Ramon, Walnut Creek
Marin County	75.4	72.1	3.3	28,341	Corte Madera, Larkspur, Mill Valley, Novato, Ross, San Anselmo, Tiburon
San Francisco County*	65.1	68.5	-3.4	155,592	
San Mateo County	77.6	73.2	4.4	64,319	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*	76.3	74.0	2.3	165,590	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	72.5	67.9	4.6	45,156	Benicia, Fairfield, Suisun City, Vacaville, Vallejo
Region 4					
Alpine County	26.2	20.2	6.0	1,308	
Amador County	61.7	50.2	11.5	7,297	Amador City, Lone, Jackson, Plymouth, Sutter Creek
Calaveras County	49.4	45.2	4.2	14,614	
Madera County	61.1	67.8	-6.7	20,272	Chowchilla
Mariposa County	48.9	56.7	-7.8	5,560	

County Self-Response Rates - As of 9/13/20					
County	County SRR	2010 Final SRR	SRR Difference from 2010 Rates	Estimated Remaining Household Units**	Cities that have met or exceed 2010 Final SRR
Region 4 (continued)					
Merced County*	65.5	63.8	1.7	30,886	Atwater, Dos Palos, Los Banos, Merced
Mono County	21.5	25.2	-3.7	12,121	
San Joaquin County*	67.6	66.5	1.1	82,469	Escalon, Lodi, Manteca, Ripon, Stockton, Tracy
Stanislaus County*	69.6	66.7	2.9	56,959	Ceres, Hughson, Modesto, Newman, Oakdale, Patterson, Riverbank, Turlock, Waterford
Tuolumne County	54.5	48.2	6.3	14,857	
Region 5					
Monterey County*	64.0	64.4	-0.4	53,369	Del Rey Oaks, Greenfield, Marina, Monterey, Pacific Grove, Seaside
San Benito County	69.1	67.5	1.6	6,270	San Juan Bautista
San Luis Obispo County	67.7	66.3	1.4	42,130	Arroyo Grande, Atascadero, Grover Beach, Paso Robles, San Luis Obispo
Santa Barbara County*	70.5	68.5	2.0	47,164	Buellton, Carpinteria, Goleta, Lompoc, Santa Barbara, Solvang
Santa Cruz County	70.2	67.8	2.4	32,554	Capitola, Santa Cruz
Ventura County	75.6	72.5	3.1	71,485	Camarillo, Fillmore, Moorpark, Ojai, Oxnard, Port Hueneme, Santa Paula, Simi Valley, Thousand Oaks, Ventura
Region 6					
Fresno County*	67.0	66.8	0.2	114,277	Clovis, Fowler, Fresno, Kingsburg
Inyo County	53.7	70.3	-16.6	4,757	
Kern County*	62.6	65.2	-2.6	114,283	California City, Ridgecrest, Tehachapi
Kings County*	65.7	64.1	1.6	15,278	Hanford, Lemoore
Tulare County*	63.9	65.0	-1.1	56,118	Exeter, Visalia
Region 7					
Riverside County*	65.6	63.5	2.1	298,753	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*	64.8	65.4	-0.6	260,599	Linda, Montclair, Ontario, Rancho Cucamonga, Redlands, Rialto, Twentynine Palms, Upland, Victorville, Yucaipa, Yucca Valley
Region 8					
Los Angeles County*	63.6	69.0	-5.4	1,460,324	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
Region 9					
Orange County*	75.5	71.7	3.8	275,415	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
Region 10					
Imperial County*	61.1	58.5	2.6	22,625	Brawley, Calexico, Calipatria, El Centro, Imperial, Westmorland
San Diego County*	72.8	68.0	4.8	327,614	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.

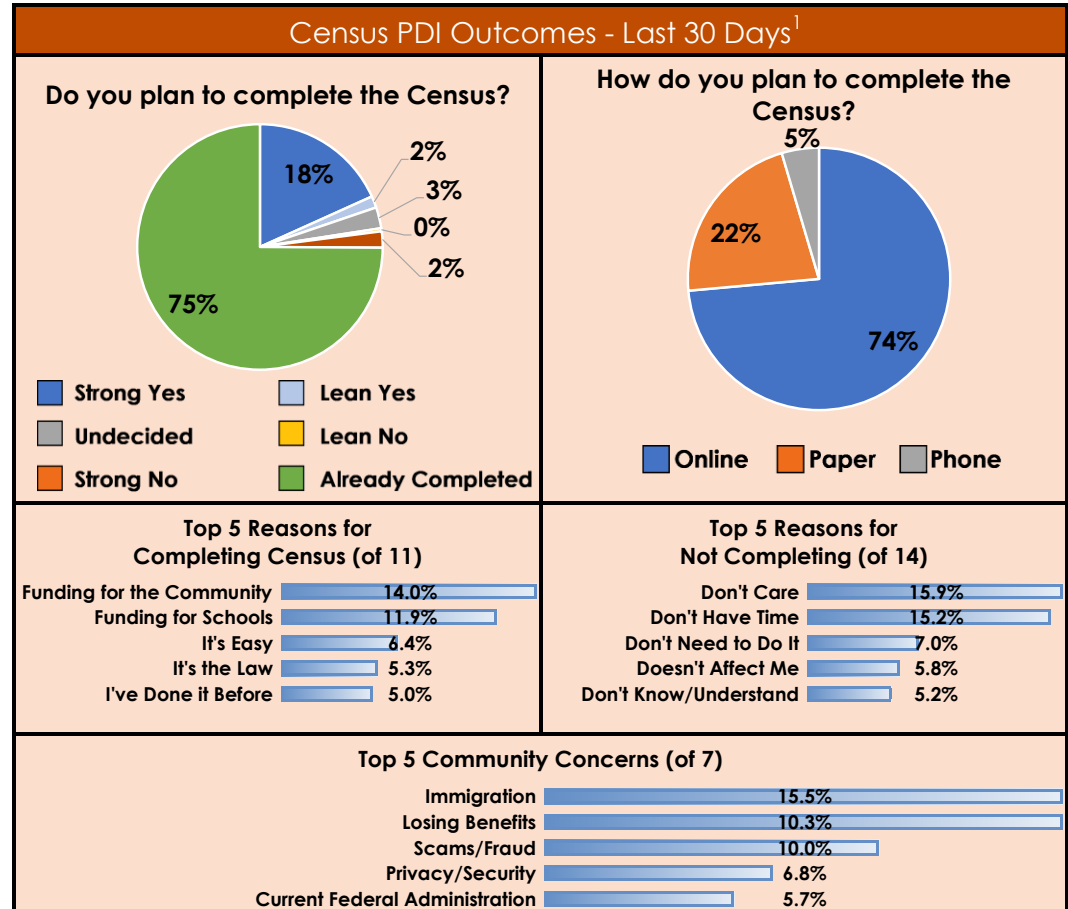
Outreach Activities - Top 10 Activity Types - Last 30 Days ¹			
Types of Activities Reported	# of Activities	Impressions	# of Tracts Reached
Phone Banking	103,379	122,172	1,151
Canvassing	39,500	59,302	433
Nudge / Alert	224	116,719	46
Pledge Cards	62	82	15
Other	47	8,977	281
Social Media	47	180,723	181
Meeting	40	1,280	4
Collateral	38	6,336	133
Speaking Engagement	30	2,625	13
Flyers	30	13,434	114

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 Tracts Reached
Region 1	870	1,370	69
Region 2	648	27,924	9
Region 3	65,852	84,823	216
Region 4	1,931	11,870	50
Region 5	899	4,123	38
Region 6	20,081	52,969	190
Region 7	1,068	281,108	106
Region 8	40,531	40,592	757
Region 9	1,220	12,140	115
Region 10	10,311	59,341	154
Statewide	68	127,239	N/A
Total	143,479	703,499	1,704

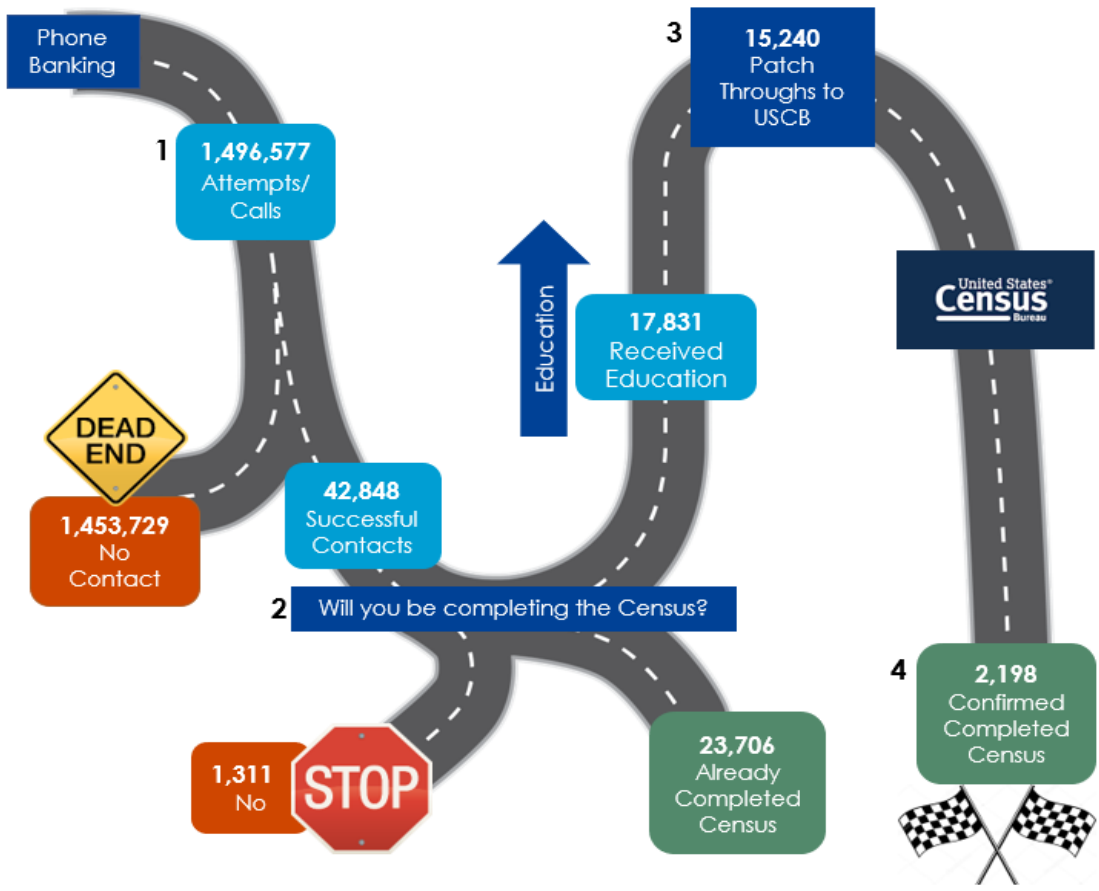
Note: Outreach activities reflect only those reported by contracted partners and their affiliates and may not reflect efforts through other funding sources or completed activities not yet reported.

Census PDI - Last 30 Days ¹	
39,165	103,245
Households Reached Through Phone Banking	Households Reached Through Canvassing



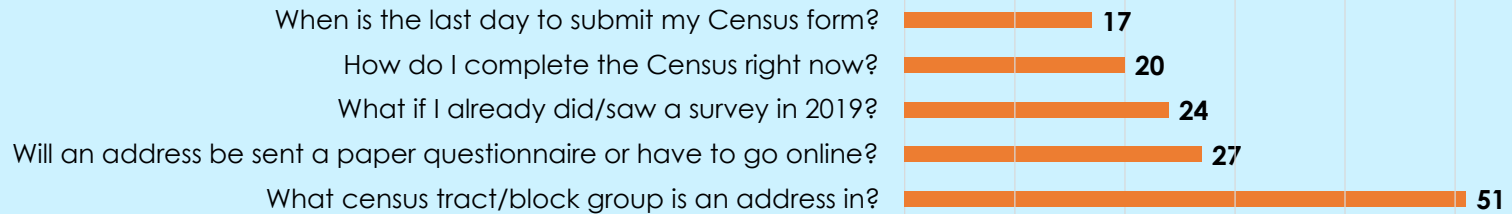
Notes: Outreach Partners focus outbound calls to hardest-to-count areas with low-response rates. Individuals are screened to determine if they have already responded to the Census. Responses of "Other" have been excluded from the top 5 response reasons and concerns. Some completed Census PDI surveys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

State-led Patch Through Phone Program Results from August 20 - September 11, 2020



1. A total of 1,496,577 attempts/calls were made, of which:
 - 42,848 successful contacts made
2. Of the total successful contacts, households are asked if they plan to complete the Census:
 - 23,706 indicated they have already completed
 - 1,311 do not intend to complete
3. 17,831 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:
 - 15,240 households patched through to the USCB (85% of all undecided households)
4. Follow up phone calls and text messages are conducted to the households who were patched through, of which:
 - 2,198 households confirmed they have since completed the Census

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



Media and Communications

Sampling of Recent Messages

