

Self-Response Rates - As of 9/27/20

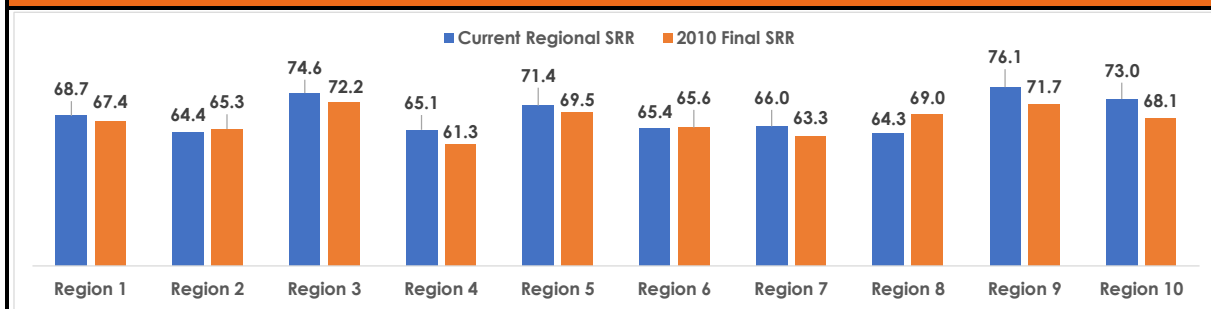
66.4 National      68.9 California

Regional Info At-A-Glance As of 9/27/20

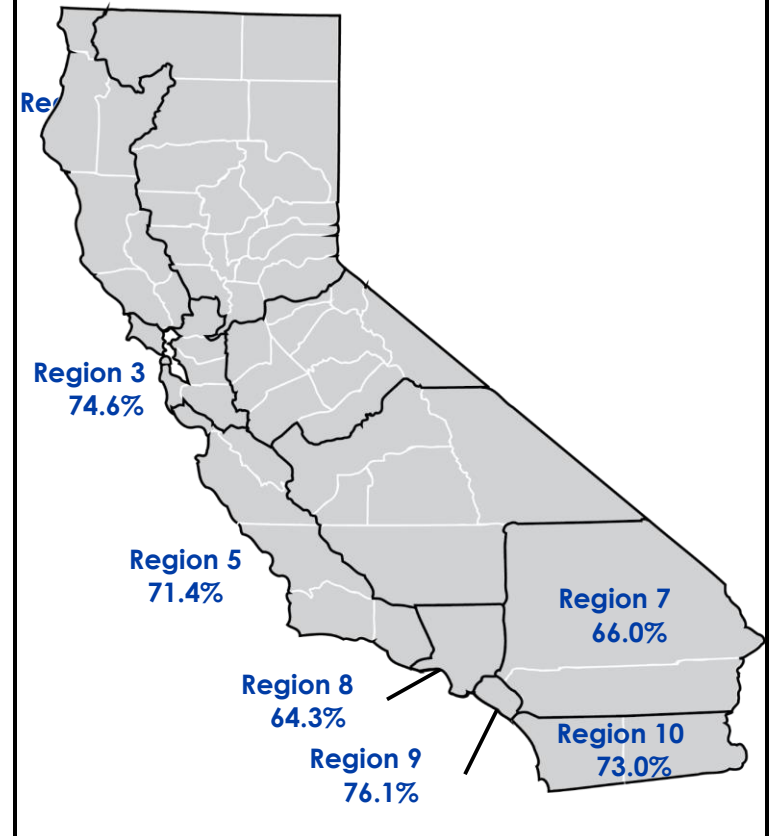
Region	Regional SRR	2010 Final SRR	Difference from 2010 Final SRR	Counties that have met or exceeded 2010 SRR
Region 1	68.7	67.4	1.4	El Dorado, Lassen, Placer, Plumas, Sacramento, Shasta, Siskiyou, Sutter, Tehama, Yolo, Yuba
Region 2	64.4	65.3	-0.9	Del Norte, Lake, Mendocino, Napa, Sonoma
Region 3	74.6	72.2	2.4	Alameda, Contra Costa, Marin, San Mateo, Santa Clara, Solano
Region 4	65.1	61.3	3.8	Alpine, Amador, Calaveras, Merced, San Joaquin, Stanislaus, Tuolumne
Region 5	71.4	69.5	1.8	Monterey, San Benito, San Luis Obispo, Santa Barbara, Santa Cruz, Ventura
Region 6	65.4	65.6	-0.2	Fresno, Kings
Region 7	66.0	63.3	2.6	Riverside, San Bernardino
Region 8	64.3	69.0	-4.7	
Region 9	76.1	71.7	4.4	Orange
Region 10	73.0	68.1	4.9	Imperial, San Diego

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

Regional Self-Response Rates as of 9/27/20



Regional Map Response Rates As of 9/27/20



[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 and then import the data into their Census PDI account.

County Self Response Rates As of 9/27/20

County	County SRR	2010 Final SRR	SRR Difference from 2010 Rates	Estimated Remaining Household Units**	Cities that have met or exceeded 2010 Final SRR
<b>Region 1</b>					
Butte County*	54.5	65.6	-11.1	54,674	Biggs
Colusa County	57.8	58.2	-0.4	3,479	Williams
El Dorado County	62.5	58.8	3.7	35,064	Placerville
Glenn County	64.8	67.6	-2.8	3,980	
Lassen County	51.7	51.4	0.3	6,476	
Modoc County	50.4	53.3	-2.9	2,558	Alturas
Nevada County	61.2	61.6	-0.4	21,785	Grass Valley
Placer County	72.3	67.5	4.8	48,101	Auburn, Colfax, Lincoln, Loomis, Rocklin, Roseville
Plumas County	39.4	33.0	6.4	9,860	Portola
Sacramento County*	74.4	70.1	4.3	151,441	Citrus Heights, Elk Grove, Folsom, Galt, Rancho Cordova, Sacramento
Shasta County	66.5	65.8	0.7	27,953	Anderson, Redding
Sierra County	43.2	44.1	-0.9	1,316	
Siskiyou County	57.5	56.5	1.0	10,704	Etna, Fort Jones, Montague
Sutter County	70.9	69.1	1.8	10,289	Yuba City
Tehama County	63.7	61.4	2.3	10,428	Red Bluff, Tehama
Yolo County	73.6	71.5	2.1	21,120	Davis, West Sacramento, Winters, Woodland
Yuba County	63.1	62.0	1.1	10,222	Wheatland
<b>Region 2</b>					
Del Norte County	61.2	59.6	1.6	4,503	
Humboldt County	61.8	62.6	-0.8	24,742	Ferndale
Lake County	48.4	42.6	5.8	19,058	Clearlake, Lakeport
Mendocino County	55.3	53.6	1.7	19,839	Point Arena
Napa County	69.8	68.1	1.7	17,654	American Canyon, Napa
Sonoma County	69.9	68.6	1.3	64,172	Cotati, Healdsburg, Petaluma, Rohnert Park, Santa Rosa, Sebastopol, Sonoma, Windsor
Trinity County	30.1	47.4	-17.3	6,152	
<b>Region 3</b>					
Alameda County*	74.9	70.2	4.7	157,797	Alameda, Albany, Dublin, Emeryville, Fremont, Hayward, Livermore, Newark, Oakland, Piedmont, Pleasanton, San Leandro, Union City
Contra Costa County*	76.8	72.1	4.7	98,752	Antioch, Brentwood, Clayton, Concord, Danville, El Cerrito, Hercules, Lafayette, Martinez, Moraga, Oakley, Orinda, Pinole, Pittsburg, Pleasant Hill, Richmond, San Ramon, Walnut Creek
Marin County	75.7	72.1	3.6	27,936	Corte Madera, Larkspur, Mill Valley, Novato, Ross, San Anselmo, Tiburon
San Francisco County*	65.9	68.5	-2.6	151,966	
San Mateo County	78.0	73.2	4.8	62,980	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*	76.9	74.0	2.9	161,410	Campbell, Cupertino, Gilroy, Los Altos, Los Altos Hills, Los Gatos, Milpitas, Monte Sereno, Morgan Hill, Mountain View, Palo Alto, San Jose, Santa Clara, Saratoga, Sunnyvale
Solano County	73.4	67.9	5.5	43,633	Benicia, Dixon, Fairfield, Suisun City, Vacaville, Vallejo
<b>Region 4</b>					
Alpine County	26.4	20.2	6.2	1,302	
Amador County	62.0	50.2	11.8	7,214	Amador City, Ione, Jackson, Plymouth, Sutter Creek
Calaveras County	49.9	45.2	4.7	14,411	
Madera County	61.5	67.8	-6.3	19,929	Chowchilla
Mariposa County	49.4	56.7	-7.3	5,506	

County Self Response Rates As of 9/27/20					
County	County SRR	2010 Final SRR	SRR Difference from 2010 Rates	Estimated Remaining Household Units**	Cities that have met or exceeded 2010 Final SRR
<b>Region 4 (continued)</b>					
Merced County*	66.2	63.8	2.4	30,261	Atwater, Dos Palos, Los Banos, Merced
Mono County	21.9	25.2	-3.3	12,056	
San Joaquin County*	68.4	66.5	1.9	80,420	Escalon, Lathrop, Lodi, Manteca, Ripon, Stockton, Tracy
Stanislaus County*	70.4	66.7	3.7	55,423	Ceres, Hughson, Modesto, Newman, Oakdale, Patterson, Riverbank, Turlock, Waterford
Tuolumne County	55.1	48.2	6.9	14,650	
<b>Region 5</b>					
Monterey County*	64.7	64.4	0.3	52,323	Del Rey Oaks, Greenfield, Marina, Monterey, Pacific Grove, Seaside
San Benito County	69.9	67.5	2.4	6,100	San Juan Bautista
San Luis Obispo County	68.1	66.3	1.8	41,498	Arroyo Grande, Atascadero, Grover Beach, Morro Bay, Paso Robles, San Luis Obispo
Santa Barbara County*	71.2	68.5	2.7	45,947	Buellton, Carpinteria, Goleta, Lompoc, Santa Barbara, Solvang
Santa Cruz County	71.0	67.8	3.2	31,690	Capitola, Santa Cruz, Scotts Valley
Ventura County	76.1	72.5	3.6	70,025	Camarillo, Fillmore, Moorpark, Ojai, Oxnard, Port Hueneme, Santa Paula, Simi Valley, Thousand Oaks, Ventura
<b>Region 6</b>					
Fresno County*	67.8	66.8	1.0	111,602	Clovis, Coalinga, Fowler, Fresno, Kingsburg
Inyo County	54.3	70.3	-16.0	4,696	
Kern County*	63.4	65.2	-1.8	111,827	Bakersfield, California City, Ridgecrest, Taft, Tehachapi
Kings County*	66.5	64.1	2.4	14,916	Hanford, Lemoore
Tulare County*	64.6	65.0	-0.4	55,061	Exeter, Visalia
<b>Region 7</b>					
Riverside County*	66.5	63.5	3.0	291,461	Banning, Beaumont, Canyon Lake, Corona, Desert Hot Springs, Eastvale, Hemet, Jurupa Valley, Lake Elsinore, Menifee, Moreno Valley, Murrieta, Norco, Palm Desert, Palm Springs, Perris, Riverside, San Jacinto, Temecula, Wildomar
San Bernardino County*	65.6	65.4	0.2	255,103	Adelanto, Apple Valley, Barstow, Big Bear Lake, Chino, Chino Hills, Colton, Fontana, Grand Terrace, Hesperia, Highland, Loma Linda, Montclair, Ontario, Rancho Cucamonga, Redlands, Rialto, Twentynine Palms, Upland, Victorville, Yucaipa, Yucca Valley
<b>Region 8</b>					
Los Angeles County*	64.3	69.0	-4.7	1,431,911	Agoura Hills, Alhambra, Artesia, Bellflower, Burbank, Calabasas, Cerritos, Claremont, Culver City, Diamond Bar, El Segundo, Gardena, Glendora, Hawthorne, La Verne, Lakewood, Lawndale, Redondo Beach, Santa Clarita, Sierra Madre, Signal Hill, South Pasadena, Torrance, Walnut, Westlake Village, Whittier
<b>Region 9</b>					
Orange County*	76.1	71.7	4.4	269,686	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*	61.7	58.5	3.2	22,263	Brawley, Calexico, Calipatria, El Centro, Imperial, Westmorland
San Diego County*	73.3	68.0	5.3	321,332	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 not 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
	<b>Total Contracted Partners</b>	

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

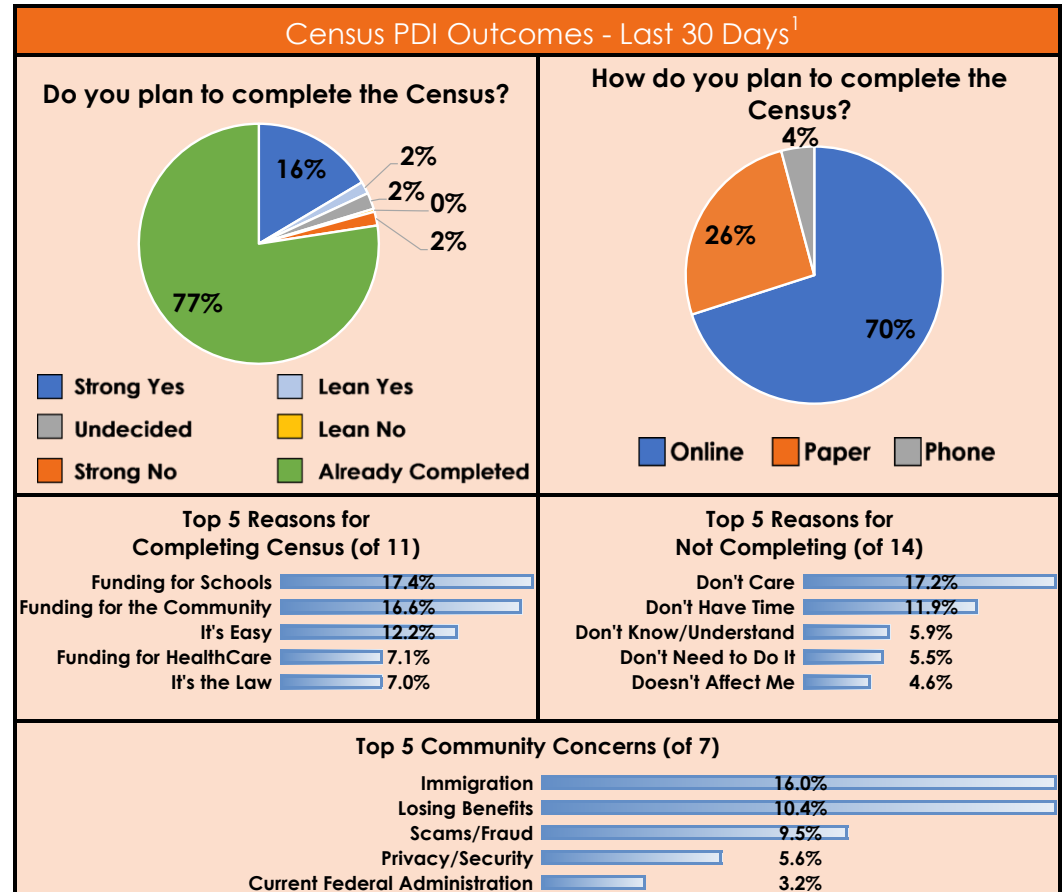
Outreach Activities - Top 10 Activity Types - Last 30 Days <sup>1</sup>			
Types of Activities Reported	# of Activities	Impressions	# of Tracts Reached
Phone Banking	80,629	88,993	344
Canvassing	24,681	33,767	316
Nudge / Alert	121	42,175	32
Pledge Cards	62	82	15
Meeting	35	229	2
Flyers	18	11,059	75
Other	17	1,551	118
Social Media	17	44,862	61
Speaking Engagement	14	267	7
Event	8	37,411	3

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	88	101	6
Region 2	50	8,517	3
Region 3	62,706	68,378	165
Region 4	1,604	4,915	26
Region 5	128	2,508	19
Region 6	11,559	20,059	174
Region 7	314	129,141	48
Region 8	22,388	22,388	414
Region 9	293	875	115
Region 10	6,481	7,841	32
Statewide	8	16,574	N/A
<b>Total</b>	<b>105,619</b>	<b>281,297</b>	<b>1,002</b>

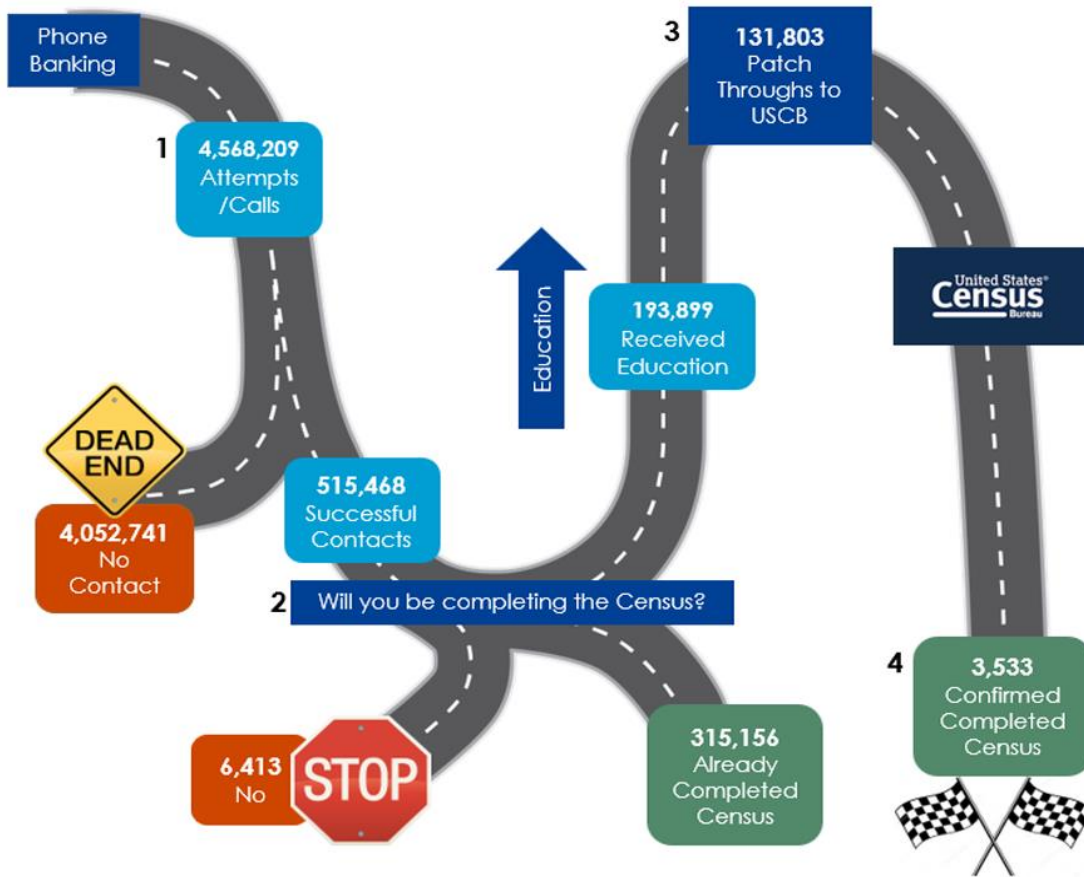
Note: Outreach activities reflect only those reported by contracted partners and their affiliates and may not reflect efforts through other funding sources or completed activities not yet reported.

Census PDI - Last 30 Days <sup>1</sup>	
<h1>134,532</h1>	<h1>52,164</h1>
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 29, 2020

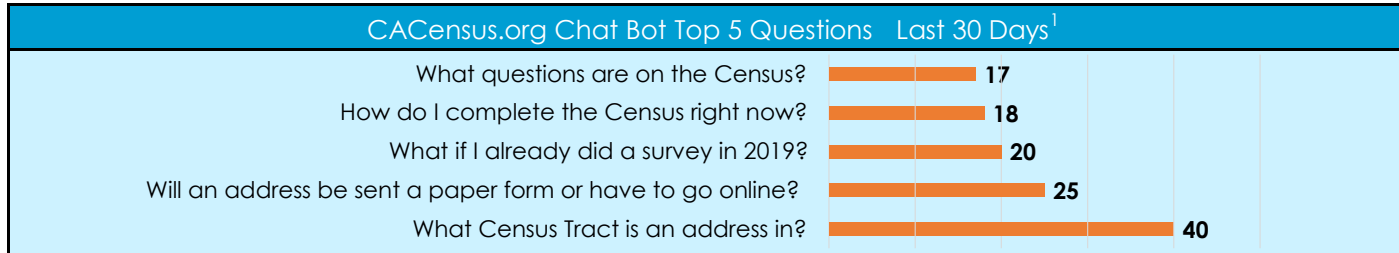


**Patch Through Phone Banking**

1. A total of 4,568,209 attempts/calls were made, of which:
  - 4,052,741 had no contact
  - 515,468 successful contacts made
2. Of the total successful contacts, households are asked if they plan to complete the Census:
  - 315,156 indicated they have already completed
  - 6,413 do not intend to complete
3. 193,899 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:
  - 131,803 households patched through to the USCB (68% of all undecided households)
4. Follow up phone calls and text messages are conducted to the households who were patched through, of which:
  - 3,533 households confirmed they have since completed the Census

**Texting Campaign**

- A total of 359,711 texts were made, of which:
- 337,157 successful deliveries made
- Of the total successful deliveries, households are asked if they plan to complete the Census:
- 63,098 responses received
  - 56,065 indicated they have already completed
  - 5,135 will complete the Census
  - 1,898 are undecided or do not intend to complete



### Media and Communications

#### Sampling of Recent Messages

