

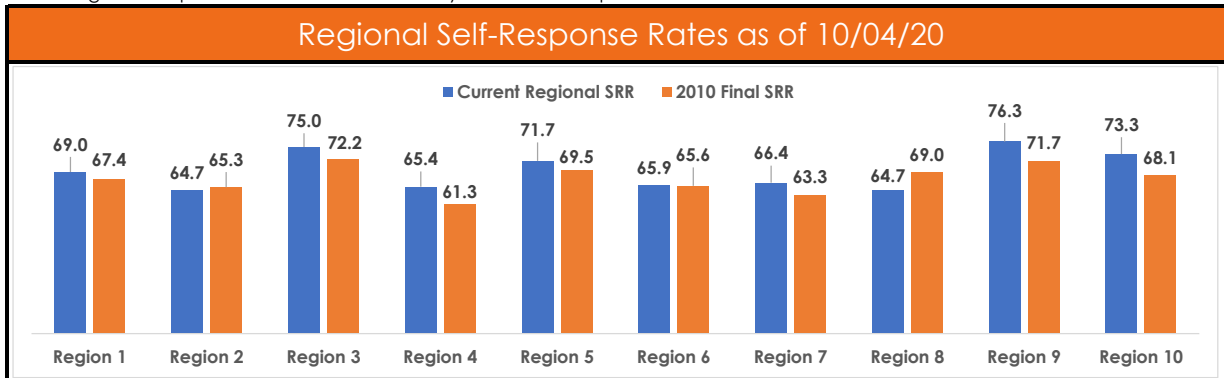
Self-Response Rates As of 10/04/20

66.7	69.3
National	California

Regional Info At-A Glance - As of 10/04/20

Region	Regional SRR	2010 Final SRR	Difference from 2010 Final SRR	Counties that have met or exceeded 2010 SRR
Region 1	69.0	67.4	1.6	El Dorado, Lassen, Placer, Plumas, Sacramento, Shasta, Siskiyou, Sutter, Tehama, Yolo, Yuba
Region 2	64.7	65.3	-0.6	Del Norte, Lake, Mendocino, Napa, Sonoma
Region 3	75.0	72.2	2.8	Alameda, Contra Costa, Marin, San Mateo, Santa Clara, Solano
Region 4	65.4	61.3	4.2	Alpine, Amador, Calaveras, Merced, San Joaquin, Stanislaus, Tuolumne
Region 5	71.7	69.5	2.2	Monterey, San Benito, San Luis Obispo, Santa Barbara, Santa Cruz, Ventura
Region 6	65.9	65.6	0.2	Fresno, Kings, Tulare
Region 7	66.4	63.3	3.1	Riverside, San Bernardino
Region 8	64.7	69.0	-4.3	
Region 9	76.3	71.7	4.6	Orange
Region 10	73.3	68.1	5.2	Imperial, San Diego

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



[Self Response Rate and HTC Fact Sheets](#) |
 [CaliforniaCensus.org Website](https://www.census.gov/california)

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 10/04/20

County	County SRR	2010 Final SRR	SRR Difference from 2010 Rates	Estimated Remaining Household Units**	Cities that have met or exceeded 2010 Final SRR
Region 1					
Butte County*	54.9	65.6	-10.7	54,170	Biggs
Colusa County	58.1	58.2	-0.1	3,450	Williams
El Dorado County	62.7	58.8	3.9	34,837	Placerville
Glenn County	65.2	67.6	-2.4	3,928	
Lassen County	52.0	51.4	0.6	6,438	
Modoc County	50.7	53.3	-2.6	2,546	Alturas
Nevada County	61.5	61.6	-0.1	21,625	Grass Valley
Placer County	72.4	67.5	4.9	47,790	Auburn, Colfax, Lincoln, Loomis, Rocklin, Roseville
Plumas County	39.7	33.0	6.7	9,812	Portola
Sacramento County*	74.7	70.1	4.6	149,973	Citrus Heights, Elk Grove, Folsom, Galt, Rancho Cordova, Sacramento
Shasta County	66.8	65.8	1.0	27,696	Anderson, Redding
Sierra County	43.4	44.1	-0.7	1,311	
Siskiyou County	57.7	56.5	1.2	10,652	Dunsmuir, Etna, Fort Jones, Montague, Mount Shasta
Sutter County	71.3	69.1	2.2	10,147	Yuba City
Tehama County	64.0	61.4	2.6	10,348	Red Bluff, Tehama
Yolo County	73.9	71.5	2.4	20,901	Davis, West Sacramento, Winters, Woodland
Yuba County	63.4	62.0	1.4	10,140	Wheatland
Region 2					
Del Norte County	61.4	59.6	1.8	154,528	
Humboldt County	62.2	62.6	-0.4	97,438	Arcata, Ferndale
Lake County	48.8	42.6	6.2	27,622	Clearlake, Lakeport
Mendocino County	55.7	53.6	2.1	149,560	Point Arena
Napa County	70.1	68.1	2.0	62,207	American Canyon, Napa
Sonoma County	70.1	68.6	1.5	157,914	Cloverdale, Cotati, Healdsburg, Petaluma, Rohnert Park, Santa Rosa, Sebastopol, Sonoma, Windsor
Trinity County	30.3	47.4	-17.1	43,074	
Region 3					
Alameda County*	75.5	70.2	5.3	157,797	Alameda, Albany, Dublin, Emeryville, Fremont, Hayward, Livermore, Newark, Oakland, Piedmont, Pleasanton, San Leandro, Union City
Contra Costa County*	77.1	72.1	5.0	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	76.0	72.1	3.9	27,936	Corte Madera, Larkspur, Mill Valley, Novato, Ross, San Anselmo, Tiburon
San Francisco County*	66.4	68.5	-2.1	151,966	
San Mateo County	78.3	73.2	5.1	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*	77.4	74.0	3.4	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	73.8	67.9	5.9	43,633	Benicia, Dixon, Fairfield, Suisun City, Vacaville, Vallejo
Region 4					
Alpine County	26.6	20.2	6.4	1,301	
Amador County	62.4	50.2	12.2	7,175	Amador City, Lone, Jackson, Plymouth, Sutter Creek
Calaveras County	50.4	45.2	5.2	14,353	
Madera County	62.2	67.8	-5.6	19,704	Chowchilla
Mariposa County	49.6	56.7	-7.1	5,482	

County Self-Response Rates - As of 10/04/20

County	County SRR	2010 Final SRR	SRR Difference from 2010 Rates	Estimated Remaining Household Units**	Cities that have met or exceeded 2010 Final SRR
Region 4 (continued)					
Merced County*	66.5	63.8	2.7	29,985	Atwater, Dos Palos, Los Banos, Merced
Mono County	22.2	25.2	-3.0	12,015	
San Joaquin County*	68.7	66.5	2.2	79,493	Escalon, Lathrop, Lodi, Manteca, Ripon, Stockton, Tracy
Stanislaus County*	70.7	66.7	4.0	54,836	Ceres, Hughson, Modesto, Newman, Oakdale, Patterson, Riverbank, Turlock, Waterford
Tuolumne County	55.4	48.2	7.2	14,549	Sonora
Region 5					
Monterey County*	65.1	64.4	0.7	51,749	Del Rey Oaks, Gonzales, Greenfield, Marina, Monterey, Pacific Grove, Sand City, Seaside, Soledad
San Benito County	70.3	67.5	2.8	6,006	Hollister, San Juan Bautista
San Luis Obispo County	68.3	66.3	2.0	41,275	Arroyo Grande, Atascadero, Grover Beach, Morro Bay, Paso Robles, San Luis Obispo
Santa Barbara County*	71.5	68.5	3.0	45,440	Buellton, Carpinteria, Goleta, Lompoc, Santa Barbara, Solvang
Santa Cruz County	71.3	67.8	3.5	31,332	Capitola, Santa Cruz, Scotts Valley
Ventura County	76.4	72.5	3.9	69,073	Camarillo, Fillmore, Moorpark, Ojai, Oxnard, Port Hueneme, Santa Paula, Simi Valley, Thousand Oaks, Ventura
Region 6					
Fresno County*	68.1	66.8	1.3	110,509	Clovis, Coalinga, Fowler, Fresno, Kerman, Kingsburg
Inyo County	54.6	70.3	-15.7	4,664	
Kern County*	64.0	65.2	-1.2	109,971	Bakersfield, California City, Ridgecrest, Taft, Tehachapi
Kings County*	66.8	64.1	2.7	14,806	Hanford, Lemoore
Tulare County*	65.1	65.0	0.1	54,253	Exeter, Tulare, Visalia
Region 7					
Riverside County*	66.9	63.5	3.4	287,722	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*	66	65.4	0.6	252,079	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
Region 8					
Los Angeles County*	64.7	69.0	-4.3	1,413,761	Agoura Hills, Alhambra, Artesia, Bellflower, Burbank, Calabasas, Cerritos, Claremont, Culver City, Diamond Bar, El Segundo, Gardena, Glendora, Hawthorne, La Verne, Lakewood, Lawndale, Rancho Palos Verdes, Redondo Beach, Santa Clarita, Sierra Madre, Signal Hill, South Pasadena, Torrance, Walnut, West Covina, Westlake Village, Whittier
Region 9					
Orange County*	76.3	71.7	4.6	266,459	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*	62.1	58.5	3.6	22,009	Brawley, Calexico, Calipatria, El Centro, Imperial, Westmorland
San Diego County*	73.6	68.0	5.6	318,172	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		
<h1>155</h1> Total Contracted Partners	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

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	245,897	315,716	835
Canvassing	53,375	82,890	1,855
Nudge / Alert	239	78,322	57
Other	78	16,170	133
Flyers	69	22,908	287
Advertising	59	612,744	262
Social Media	56	2,864,468	281
Meeting	53	529	7
Event	38	67,585	10
Collateral	36	6,268	8

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	7,856	208,120	84
Region 2	6,491	15,867	16
Region 3	81,855	107,212	243
Region 4	7,794	51,997	88
Region 5	5,985	9,898	67
Region 6	26,113	59,068	226
Region 7	7,964	200,400	175
Region 8	141,968	4,524,535	986
Region 9	3,407	2,944,196	115
Region 10	10,560	23,524	117
Statewide	37	78,442	N/A
Total	300,030	8,223,259	2,117

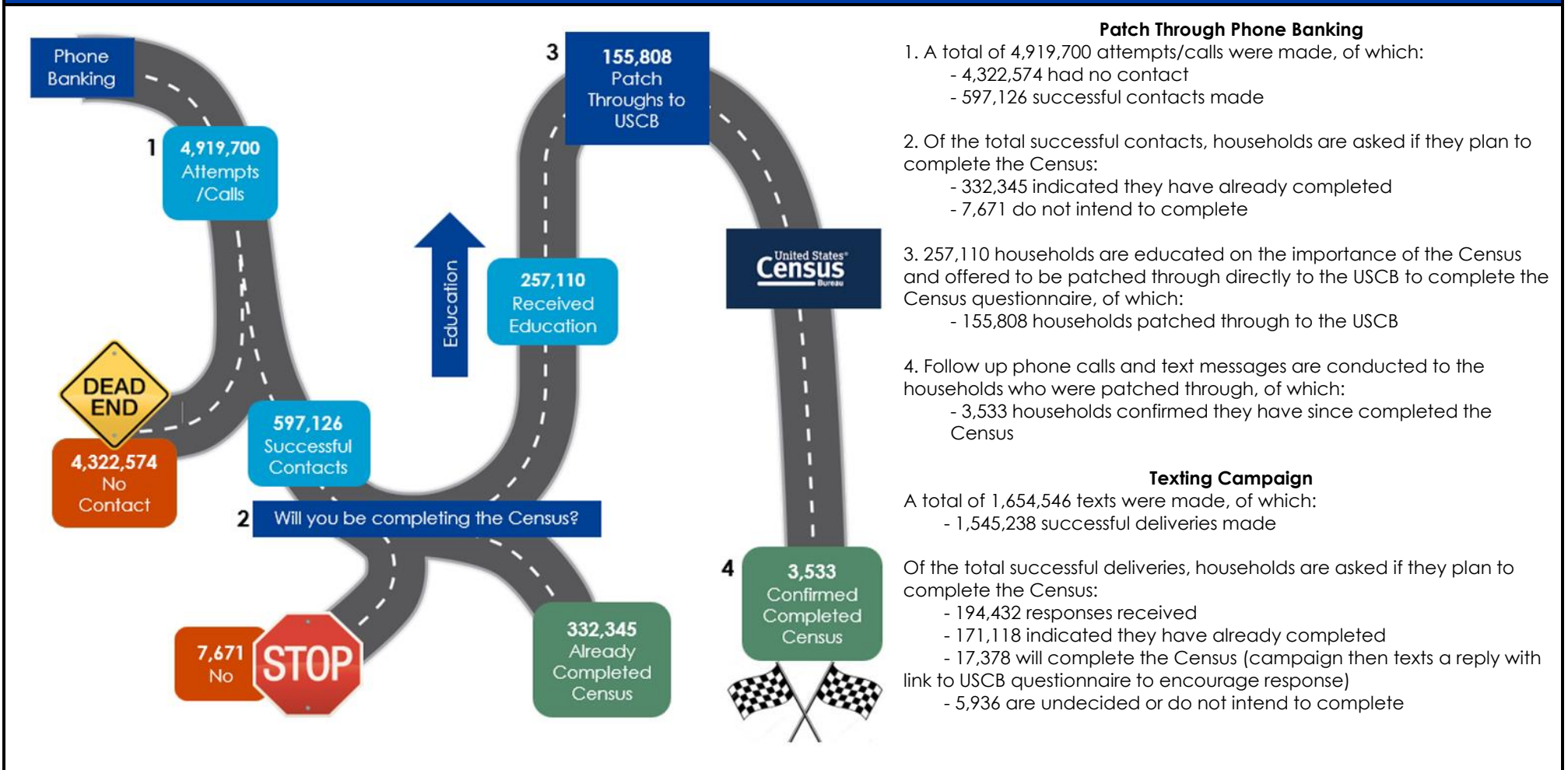
Note: Outreach activities reflect only those reported by contracted partners and their affiliates and may not reflect efforts through other funding sources or completed activities not yet reported. Reported activities and impressions subject to change following final review and reconciliation process.

Census PDI - Last 30 Days ¹	
171,184	53,006
Households Reached Through Phone Banking	Households Reached Through Canvassing

Census PDI Outcomes - Last 30 Days ¹	
<p>Do you plan to complete the Census?</p> <ul style="list-style-type: none"> ■ Strong Yes ■ Lean Yes ■ Undecided ■ Lean No ■ Strong No ■ Already Completed 	<p>How do you plan to complete the Census?</p> <ul style="list-style-type: none"> ■ Online ■ Paper ■ Phone
<p>Top 5 Reasons for Completing Census (of 11)</p> <ul style="list-style-type: none"> Funding for Schools 17.2% Funding for the Community 15.9% It's Easy 12.6% Funding for HealthCare 7.3% It's the Law 7.1% 	<p>Top 5 Reasons for Not Completing (of 14)</p> <ul style="list-style-type: none"> Don't Care 17.3% Don't Have Time 11.1% Don't Know/Understand 5.8% Don't Need to Do It 5.3% Security/Privacy 4.5%
<p>Top 5 Community Concerns (of 7)</p> <ul style="list-style-type: none"> Immigration 16.0% Losing Benefits 10.7% Scams/Fraud 9.4% Privacy/Security 5.7% Current Federal Administration 2.8% 	

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 - October 4, 2020



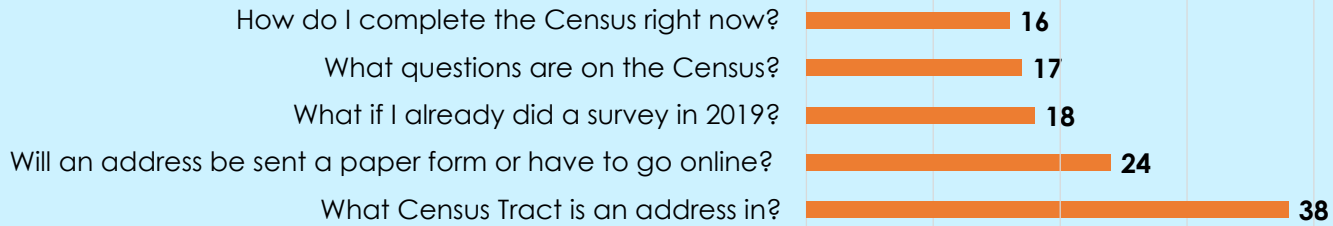
Patch Through Phone Banking

1. A total of 4,919,700 attempts/calls were made, of which:
 - 4,322,574 had no contact
 - 597,126 successful contacts made
2. Of the total successful contacts, households are asked if they plan to complete the Census:
 - 332,345 indicated they have already completed
 - 7,671 do not intend to complete
3. 257,110 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:
 - 155,808 households patched through to the USCB
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 1,654,546 texts were made, of which:
- 1,545,238 successful deliveries made
- Of the total successful deliveries, households are asked if they plan to complete the Census:
- 194,432 responses received
 - 171,118 indicated they have already completed
 - 17,378 will complete the Census (campaign then texts a reply with link to USCB questionnaire to encourage response)
 - 5,936 are undecided or do not intend to complete

CACensus.org Chat Bot Top 5 Questions Last 30 Days¹



Media and Communications

Sampling of Recent Messages

