

Self-Response Rates - As of 10/11/20

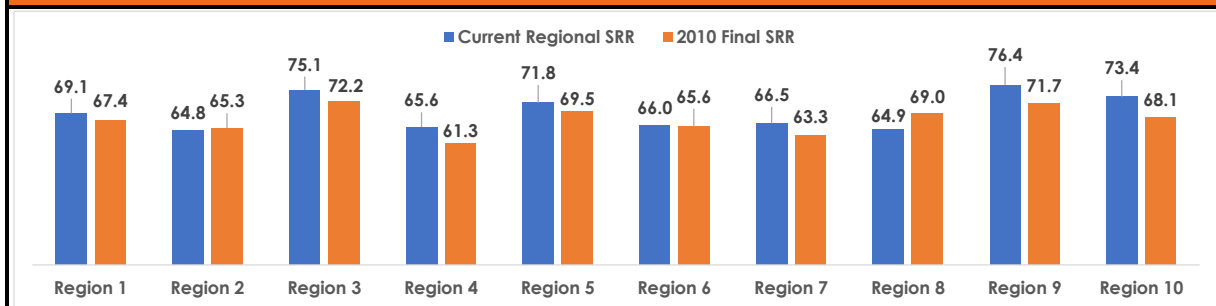
66.7 National
69.3 California

Regional Info At-A-Glance As of 10/11/20

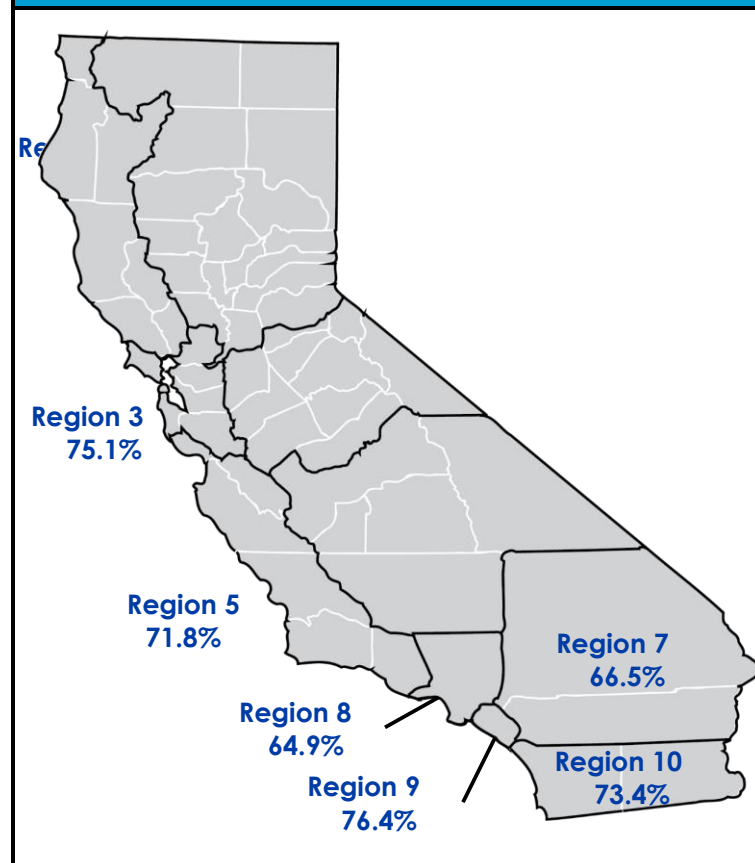
Region	Regional SRR	2010 Final SRR	Difference from 2010 Final SRR	Counties that have met or exceeded 2010 SRR
Region 1	69.1	67.4	1.7	Colusa, El Dorado, Lassen, Nevada, Placer, Plumas, Sacramento, Shasta, Siskiyou, Sutter, Tehama, Yolo, Yuba
Region 2	64.8	65.3	-0.5	Del Norte, Lake, Mendocino, Napa, Sonoma
Region 3	75.1	72.2	2.9	Alameda, Contra Costa, Marin, San Mateo, Santa Clara, Solano
Region 4	65.6	61.3	4.3	Alpine, Amador, Calaveras, Merced, San Joaquin, Stanislaus, Tuolumne
Region 5	71.8	69.5	2.3	Monterey, San Benito, San Luis Obispo, Santa Barbara, Santa Cruz, Ventura
Region 6	66.0	65.6	0.3	Fresno, Kings, Tulare
Region 7	66.5	63.3	3.2	Riverside, San Bernardino
Region 8	64.9	69.0	-4.1	
Region 9	76.4	71.7	4.7	Orange
Region 10	73.4	68.1	5.3	Imperial, San Diego

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

Regional Self-Response Rates as of 10/11/20



Regional Map Response Rates As of 10/11/20



[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 10/11/20

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*	55.0	65.6	-10.6	54,017	Biggs
Colusa County	58.2	58.2	0.0	3,444	Williams
El Dorado County	62.8	58.8	4.0	34,745	Placerville
Glenn County	65.3	67.6	-2.3	3,920	
Lassen County	52.1	51.4	0.7	6,425	
Modoc County	50.7	53.3	-2.6	2,542	Alturas
Nevada County	61.6	61.6	0.0	21,560	Grass Valley
Placer County	72.5	67.5	5.0	47,610	Auburn, Colfax, Lincoln, Loomis, Rocklin, Roseville
Plumas County	39.7	33.0	6.7	9,801	Portola
Sacramento County*	74.8	70.1	4.7	149,373	Citrus Heights, Elk Grove, Folsom, Galt, Rancho Cordova, Sacramento
Shasta County	66.9	65.8	1.1	27,603	Anderson, Redding
Sierra County	43.5	44.1	-0.6	1,309	
Siskiyou County	57.8	56.5	1.3	10,633	Dunsmuir, Etna, Fort Jones, Montague, Mount Shasta
Sutter County	71.4	69.1	2.3	10,106	Live Oak, Yuba City
Tehama County	64.0	61.4	2.6	10,326	Red Bluff, Tehama
Yolo County	74.0	71.5	2.5	20,830	Davis, West Sacramento, Winters, Woodland
Yuba County	63.5	62.0	1.5	10,110	Wheatland
Region 2					
Del Norte County	61.4	59.6	1.8	4,474	
Humboldt County	62.3	62.6	-0.3	24,425	Arcata, Eureka, Ferndale
Lake County	48.9	42.6	6.3	18,867	Clearlake, Lakeport
Mendocino County	55.8	53.6	2.2	19,637	Fort Bragg, Point Arena
Napa County	70.2	68.1	2.1	17,431	American Canyon, Napa
Sonoma County	70.2	68.6	1.6	63,579	Cloverdale, Cotati, Healdsburg, Petaluma, Rohnert Park, Santa Rosa, Sebastopol, Sonoma, Windsor
Trinity County	30.4	47.4	-17.0	6,130	
Region 3					
Alameda County*	75.6	70.2	5.4	153,771	Alameda, Albany, Dublin, Emeryville, Fremont, Hayward, Livermore, Newark, Oakland, Piedmont, Pleasanton, San Leandro, Union City
Contra Costa County*	77.2	72.1	5.1	97,016	Antioch, Brentwood, Clayton, Concord, Danville, El Cerrito, Hercules, Lafayette, Martinez, Moraga, Oakley, Orinda, Pinole, Pittsburg, Pleasant Hill, Richmond, San Ramon, Walnut Creek
Marin County	76.1	72.1	4.0	27,516	Corte Madera, Larkspur, Mill Valley, Novato, Ross, San Anselmo, San Rafael, Tiburon
San Francisco County*	66.6	68.5	-1.9	148,868	
San Mateo County	78.4	73.2	5.2	61,948	Belmont, Brisbane, Burlingame, Colma, 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*	77.5	74.0	3.5	157,053	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	73.9	67.9	6.0	42,867	Benicia, Dixon, Fairfield, Suisun City, Vacaville, Vallejo
Region 4					
Alpine County	26.7	20.2	6.5	1,299	
Amador County	62.5	50.2	12.3	7,162	Amador City, Lone, Jackson, Plymouth, Sutter Creek
Calaveras County	50.5	45.2	5.3	14,318	
Madera County	62.3	67.8	-5.5	19,665	Chowchilla
Mariposa County	49.8	56.7	-6.9	5,464	

County Self Response Rates As of 10/11/20

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*	66.6	63.8	2.8	29,899	Atwater, Dos Palos, Los Banos, Merced
Mono County	22.3	25.2	-2.9	12,009	
San Joaquin County*	68.9	66.5	2.4	79,151	Escalon, Lathrop, Lodi, Manteca, Ripon, Stockton, Tracy
Stanislaus County*	70.9	66.7	4.2	54,596	Ceres, Hughson, Modesto, Newman, Oakdale, Patterson, Riverbank, Turlock, Waterford
Tuolumne County	55.5	48.2	7.3	14,515	Sonora
Region 5					
Monterey County*	65.2	64.4	0.8	51,749	Del Rey Oaks, Gonzales, Greenfield, Marina, Monterey, Pacific Grove, Sand City, Seaside, Soledad
San Benito County	70.5	67.5	3.0	6,006	Hollister, San Juan Bautista
San Luis Obispo County	68.4	66.3	2.1	41,275	Arroyo Grande, Atascadero, Grover Beach, Morro Bay, Paso Robles, San Luis Obispo
Santa Barbara County*	71.7	68.5	3.2	45,440	Buellton, Carpinteria, Goleta, Lompoc, Santa Barbara, Solvang
Santa Cruz County	71.5	67.8	3.7	31,332	Capitola, Santa Cruz, Scotts Valley
Ventura County	76.5	72.5	4.0	69,073	Camarillo, Fillmore, Moorpark, Ojai, Oxnard, Port Hueneme, Santa Paula, Simi Valley, Thousand Oaks, Ventura
Region 6					
Fresno County*	68.2	66.8	1.4	110,509	Clovis, Coalinga, Fowler, Fresno, Kerman, Kingsburg
Inyo County	54.8	70.3	-15.5	4,664	
Kern County*	64.2	65.2	-1.0	109,971	Bakersfield, California City, Ridgecrest, Taft, Tehachapi
Kings County*	66.9	64.1	2.8	14,806	Hanford, Lemoore
Tulare County*	65.2	65.0	0.2	54,253	Exeter, Tulare, Visalia
Region 7					
Riverside County*	67	63.5	3.5	286,651	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*	66.1	65.4	0.7	251,242	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*	64.9	69.0	-4.1	1,408,210	Agoura Hills, Alhambra, Artesia, Bellflower, Burbank, Calabasas, Cerritos, Claremont, Culver City, Diamond Bar, El Segundo, Gardena, Glendora, Hawthorne, La Verne, Lakewood, Lancaster, Lawndale, Lomita, Monrovia, Rancho Palos Verdes, Redondo Beach, Santa Clarita, Sierra Madre, Signal Hill, South Pasadena, Torrance, Walnut, West Covina, Westlake Village, Whittier
Region 9					
Orange County*	76.4	71.7	4.7	265,424	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*	62.3	58.5	3.8	21,914	Brawley, Calexico, Calipatria, El Centro, Imperial, Westmorland
San Diego County*	73.7	68.0	5.7	316,992	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	190,196	230,202	2,355
Canvassing	38,322	71,162	329
Nudge / Alert	142	42,825	45
Social Media	47	19,692	241
Advertising	44	389,176	117
Other	43	11,583	127
Flyers	38	9,526	102
Collateral	32	8,164	5
Event	29	46,578	7
Speaking Engagement	20	411	10

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	7,813	8,312	84
Region 2	6,467	8,393	15
Region 3	49,308	63,095	231
Region 4	6,377	49,718	86
Region 5	5,900	11,366	67
Region 6	20,018	55,798	210
Region 7	7,792	101,005	172
Region 8	117,116	395,494	871
Region 9	3,147	129,171	115
Region 10	5,038	14,628	116
Statewide	12	9,779	N/A
Total	228,988	846,759	1,967

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.

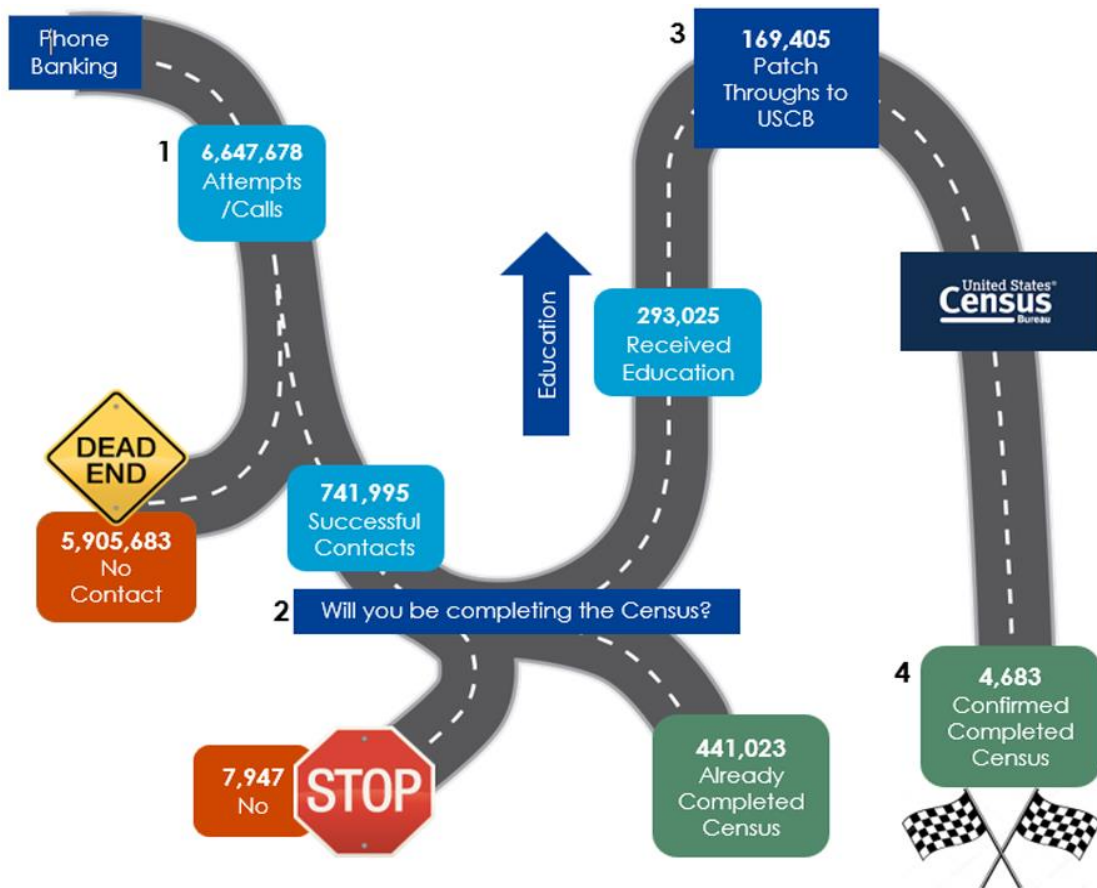
Census PDI - Last 30 Days ¹	
152,490	40,751
Households Reached Through Phone Banking	Households Reached Through Canvassing

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 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: 18.1% Funding for the Community: 16.6% It's Easy: 12.5% Funding for HealthCare: 9.2% It's the Law: 7.6% 	<p>Top 5 Reasons for Not Completing (of 14)</p> <ul style="list-style-type: none"> Don't Care: 18.6% Don't Have Time: 9.1% Don't Need to Do It: 5.5% Don't Know/Understand: 5.2% Security/Privacy: 5.1%
<p>Top 5 Community Concerns (of 7)</p> <ul style="list-style-type: none"> Immigration: 16.7% Losing Benefits: 11.3% Privacy/Security: 5.6% Scams/Fraud: 3.7% Information Passed to Other Agencies: 3.0% 	

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 13, 2020

During the Non Response Follow Up period the Census Office deployed a Phone and Text Message Program connecting households directly to the USCB to complete their questionnaire



Patch Through Phone Banking Final Program Results

1. A total of 6,647,678 attempts/calls were made, of which:
 - 5,905,683 had no contact
 - 741,995 successful contacts made
2. Of the total successful contacts, households are asked if they plan to complete the Census:
 - 441,023 indicated they have already completed
 - 7,947 do not intend to complete
3. 293,025 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:
 - 169,405 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:
 - 4,683 households confirmed they have since completed the Census

Texting Campaign Final Program Results

- A total of 3,535,784 texts were made, of which:
- 3,297,100 successful deliveries made
- Of the total successful deliveries, households are asked if they plan to complete the Census:
- 304,879 responses received
 - 262,532 indicated they have already completed
 - 29,804 will complete the Census (campaign then texts a reply with link to USCB questionnaire to encourage response)

CACensus.org Chat Bot Top 5 Questions Last 30 Days¹

Why is the Census important?	5
What questions are on the Census?	7
Will an address be sent a paper form or have to go online?	7
What Census Tract is an address in?	7
How do I complete the Census right now?	8

Media and Communications

Sampling of Recent Messages

