

Self-Response Rates As of 10/16/20

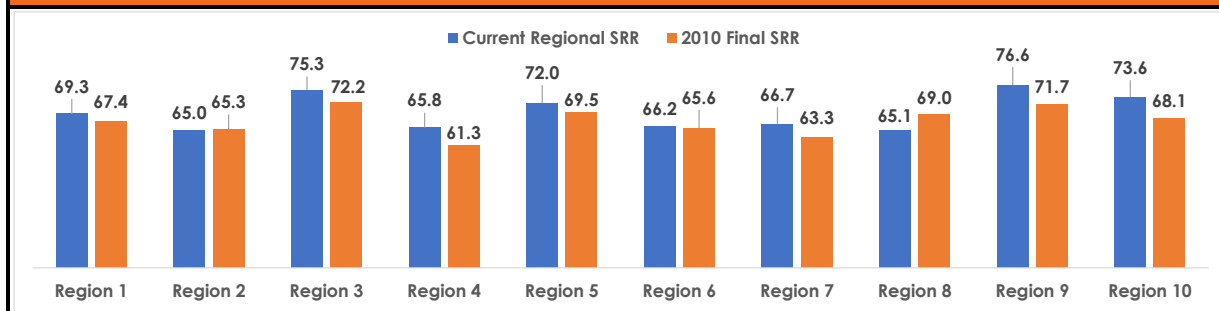
67.0 National  
69.6 California

Regional Info At-A Glance - As of 10/16/20

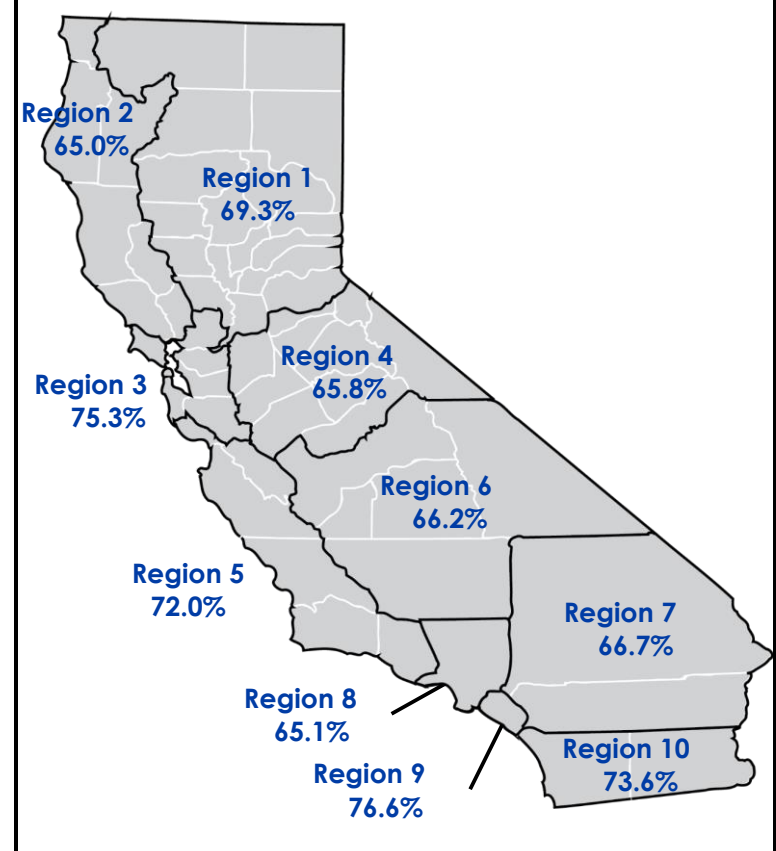
Region	Regional SRR	2010 Final SRR	Difference from 2010 Final SRR	Counties that have met or exceeded 2010 SRR
Region 1	69.3	67.4	1.9	Colusa, El Dorado, Lassen, Nevada, Placer, Plumas, Sacramento, Shasta, Siskiyou, Sutter, Tehama, Yolo, Yuba
Region 2	65.0	65.3	-0.3	Del Norte, Lake, Mendocino, Napa, Sonoma
Region 3	75.3	72.2	3.1	Alameda, Contra Costa, Marin, San Mateo, Santa Clara, Solano
Region 4	65.8	61.3	4.5	Alpine, Amador, Calaveras, Merced, San Joaquin, Stanislaus, Tuolumne
Region 5	72.0	69.5	2.5	Monterey, San Benito, San Luis Obispo, Santa Barbara, Santa Cruz, Ventura
Region 6	66.2	65.6	0.5	Fresno, Kings, Tulare
Region 7	66.7	63.3	3.4	Riverside, San Bernardino
Region 8	65.1	69.0	-3.9	
Region 9	76.6	71.7	4.9	Orange
Region 10	73.6	68.1	5.5	Imperial, San Diego

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

Regional Self-Response Rates as of 10/16/20



Regional Map Response Rates As of 10/16/20



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

County Self-Response Rates As of 10/16/20

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*	55.2	65.6	-10.4	53,808	Biggs
Colusa County	58.4	58.2	0.2	3,426	Williams
El Dorado County	62.9	58.8	4.1	34,613	Placerville
Glenn County	65.4	67.6	-2.2	3,911	
Lassen County	52.2	51.4	0.8	6,407	
Modoc County	50.9	53.3	-2.4	2,531	Alturas
Nevada County	61.7	61.6	0.1	21,477	Nevada City, Grass Valley
Placer County	72.7	67.5	5.2	47,276	Auburn, Colfax, Lincoln, Loomis, Rocklin, Roseville
Plumas County	39.8	33.0	6.8	9,786	Portola
Sacramento County*	75.0	70.1	4.9	148,055	Citrus Heights, Elk Grove, Folsom, Galt, Rancho Cordova, Sacramento
Shasta County	67.1	65.8	1.3	27,487	Anderson, Redding
Sierra County	43.7	44.1	-0.4	1,304	
Siskiyou County	57.9	56.5	1.4	10,604	Dunsmuir, Etna, Fort Jones, Montague, Mount Shasta
Sutter County	71.7	69.1	2.6	10,034	Live Oak, Yuba City
Tehama County	64.2	61.4	2.8	10,278	Red Bluff, Tehama
Yolo County	74.2	71.5	2.7	20,662	Davis, West Sacramento, Winters, Woodland
Yuba County	63.7	62.0	1.7	10,052	Wheatland
<b>Region 2</b>					
Del Norte County	61.6	59.6	2.0	4,453	
Humboldt County	62.5	62.6	-0.1	24,316	Arcata, Eureka, Ferndale
Lake County	49.1	42.6	6.5	18,812	Clearlake, Lakeport
Mendocino County	56	53.6	2.4	19,548	Fort Bragg, Point Arena
Napa County	70.4	68.1	2.3	17,343	American Canyon, Napa
Sonoma County	70.4	68.6	1.8	63,181	Cloverdale, Cotati, Healdsburg, Petaluma, Rohnert Park, Santa Rosa, Sebastopol, Sonoma, Windsor
Trinity County	30.5	47.4	-16.9	6,122	
<b>Region 3</b>					
Alameda County*	75.8	70.2	5.6	152,353	Alameda, Albany, Berkeley, Dublin, Emeryville, Fremont, Hayward, Livermore, Newark, Oakland, Piedmont, Pleasanton, San Leandro, Union City
Contra Costa County*	77.4	72.1	5.3	96,289	Antioch, Brentwood, Clayton, Concord, Danville, El Cerrito, Hercules, Lafayette, Martinez, Moraga, Oakley, Orinda, Pinole, Pittsburg, Pleasant Hill, Richmond, San Ramon, Walnut Creek
Marin County	76.3	72.1	4.2	27,293	Corte Madera, Larkspur, Mill Valley, Novato, Ross, San Anselmo, San Rafael, Tiburon
San Francisco County*	66.9	68.5	-1.6	147,674	
San Mateo County	78.6	73.2	5.4	61,478	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*	77.7	74.0	3.7	156,104	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	74.1	67.9	6.2	42,482	Benicia, Dixon, Fairfield, Suisun City, Vacaville, Vallejo
<b>Region 4</b>					
Alpine County	26.9	20.2	6.7	1,295	
Amador County	62.6	50.2	12.4	7,133	Amador City, Ione, Jackson, Plymouth, Sutter Creek
Calaveras County	50.6	45.2	5.4	14,277	
Madera County	62.5	67.8	-5.3	19,560	Chowchilla
Mariposa County	49.9	56.7	-6.8	5,447	

County Self-Response Rates As of 10/16/20					
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*	66.8	63.8	3.0	29,725	Atwater, Dos Palos, Los Banos, Merced
Mono County	22.4	25.2	-2.8	11,982	
San Joaquin County*	69.1	66.5	2.6	78,621	Escalon, Lathrop, Lodi, Manteca, Ripon, Stockton, Tracy
Stanislaus County*	71.1	66.7	4.4	54,236	Ceres, Hughson, Modesto, Newman, Oakdale, Patterson, Riverbank, Turlock, Waterford
Tuolumne County	55.7	48.2	7.5	14,460	Sonora
<b>Region 5</b>					
Monterey County*	65.5	64.4	1.1	51,062	Del Rey Oaks, Gonzales, Greenfield, Marina, Monterey, Pacific Grove, Sand City, Seaside, Soledad
San Benito County	70.7	67.5	3.2	5,925	Hollister, San Juan Bautista
San Luis Obispo County	68.5	66.3	2.2	40,987	Arroyo Grande, Atascadero, Grover Beach, Morro Bay, Paso Robles, San Luis Obispo
Santa Barbara County*	71.8	68.5	3.3	45,004	Buellton, Carpinteria, Goleta, Lompoc, Santa Barbara, Solvang
Santa Cruz County	71.7	67.8	3.9	30,965	Capitola, Santa Cruz, Scotts Valley
Ventura County	76.7	72.5	4.2	68,268	Camarillo, Fillmore, Moorpark, Ojai, Oxnard, Port Hueneme, Santa Paula, Simi Valley, Thousand Oaks, Ventura
<b>Region 6</b>					
Fresno County*	68.4	66.8	1.6	109,399	Clovis, Coalinga, Fowler, Fresno, Kerman, Kingsburg, Sanger
Inyo County	55.0	70.3	-15.3	4,624	
Kern County*	64.3	65.2	-0.9	109,038	Bakersfield, California City, Ridgecrest, Taft, Tehachapi
Kings County*	67.1	64.1	3.0	14,661	Hanford, Lemoore
Tulare County*	65.4	65.0	0.4	53,781	Exeter, Tulare, Visalia
<b>Region 7</b>					
Riverside County*	67.2	63.5	3.7	285,078	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*	66.3	65.4	0.9	250,044	Adelanto, Apple Valley, Barstow, Big Bear Lake, Chino, Chino Hills, Colton, Fontana, Grand Terrace, Hesperia, Highland, Loma Linda, Montclair, Ontario, Rancho Cucamonga, Redlands, Rialto, San Bernardino, Twentynine Palms, Upland, Victorville, Yucaipa, Yucca Valley
<b>Region 8</b>					
Los Angeles County*	65.1	69.0	-3.9	1,397,893	Agoura Hills, Alhambra, Artesia, Bellflower, Burbank, Calabasas, Cerritos, Claremont, Culver City, Diamond Bar, El Segundo, Gardena, Glendora, Hawthorne, La Canada Flintridge, La Verne, Lakewood, Lancaster, Lawndale, Lomita, Long Beach, Monrovia, Rancho Palos Verdes, Redondo Beach, Santa Clarita, Sierra Madre, Signal Hill, South Pasadena, Torrance, Walnut, West Covina, Westlake Village, Whittier
<b>Region 9</b>					
Orange County*	76.6	71.7	4.9	263,787	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*	62.5	58.5	4.0	21,821	Brawley, Calexico, Calipatria, El Centro, Imperial, Westmorland
San Diego County*	73.9	68.0	5.9	314,740	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 could still self-respond by October 15, 2020.

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.

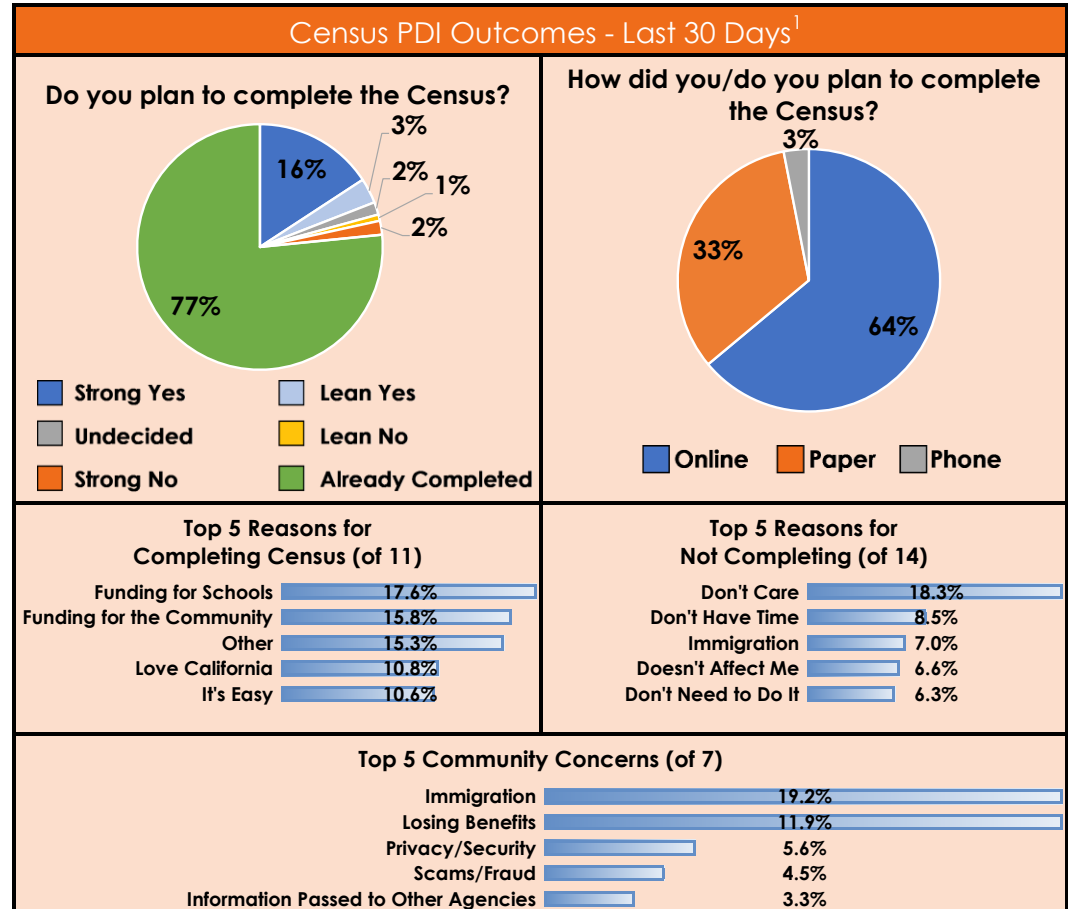
Outreach Activities - Top 10 Activity Types - Last 30 Days <sup>1</sup>			
Types of Activities Reported	# of Activities	Impressions	# of Tracts Reached
Phone Banking	271,405	314,150	1,863
Canvassing	44,715	88,893	431
Nudge / Alert	128	51,748	43
Other	108	24,304	347
Social Media	73	63,211	248
Advertising	40	387,670	118
Collateral	29	8,271	5
Speaking Engagement	28	2,983	9
Event	28	35,411	9
Form Filling Assistance	21	689	2

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	13,674	16,235	88
Region 2	7,347	32,327	19
Region 3	27,732	49,433	240
Region 4	7,849	49,148	86
Region 5	7,070	15,983	70
Region 6	30,001	69,585	220
Region 7	12,774	53,938	180
Region 8	194,052	337,117	900
Region 9	9,029	237,023	115
Region 10	7,099	106,269	153
Statewide	37	42,491	N/A
<b>Total</b>	<b>316,664</b>	<b>1,009,549</b>	<b>2,071</b>

Note: Outreach activities reflect results from the State-led Patch Through Phone and Texting Program and 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.

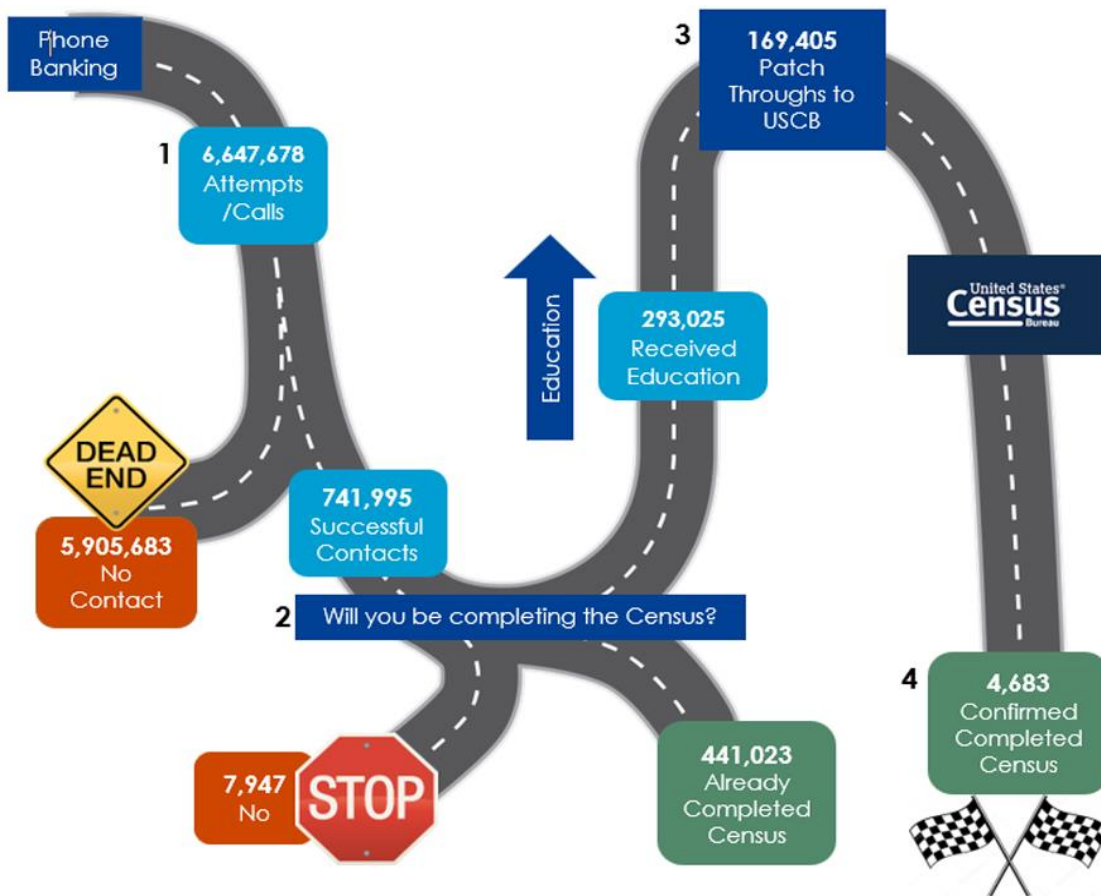
Census PDI - Last 30 Days <sup>1</sup>	
145,540	44,393
Households Reached Through Phone Banking	Households Reached Through Canvassing



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. Results do not include State-led Patch Through Phone and Texting Program, which is detailed on the following page.

**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)
  - 4,061 are undecided or do not intend to complete

CACensus.org Chat Bot Top 5 Questions - Last 30 Days<sup>1</sup>

When is the last day to submit my Census form?	3
What questions are on the Census?	4
Will an address be sent a paper form or have to go online?	4
What if I already did/saw a survey in 2019?	5
How do I complete the Census right now?	5

Media and Communications

Sampling of Recent Messages

