California is the largest and hardest to count state in the nation. The nine-week competition, hosted by the California Secretary of State, aimed to increase 2020 Census self-response rates across the state. The highest and most improved Census self-response rates were tracked in all of California’s 482 cities and 58 counties to create a friendly competition and to determine the champions.

**SUMMARY:**

**INITIAL SELF-RESPONSE RATE: 65.0%**  
**FINAL SELF-RESPONSE RATE: 69.6%**  
**+4.60% SELF-RESPONSE RATE STATEWIDE INCREASE**

**CALIFORNIA MOVED UP 6 RANKS IN NATIONWIDE SELF-RESPONSE RATES**  
**#22** → **#16**

**PERFORMANCE COMPARISON:**

The Census Challenge was one of many outreach efforts to get Californians counted in the 2020 Census. The graph (below) shows how the nine-week, Census Challenge performed in comparison to the nine-week interval before.

- June 10 - August 12, 2020 (nine-week interval before):
  - Census self-response rate increase during the nine-week interval was 4.67%
- August 12 - October 16, 2020 (Census Challenge):
  - Census self-response rate increase during the nine-week, Census Challenge interval was 7.08%

**MORE THAN A 50% IMPROVEMENT IN THE PERCENT CHANGE OF THE CALIFORNIA SELF-RESPONSE RATE WAS ACHIEVED THROUGHOUT THE COMPETITION COMPARED TO THE NINE-WEEK INTERVAL BEFORE IT STARTED.**

**DIGITAL ENGAGEMENT**

**SOCIAL MEDIA TOOLKIT**

Shared with hundreds of organizations across the state, such as:
- community leaders
- government officials
- cities and counties
- constitutional officers
- higher education institutions

**CENSUS CHALLENGE WEBPAGE**

Webpage featured on the Secretary of State’s website and was updated with current rankings on a weekly basis throughout the Challenge. Visit CensusChallenge.sos.ca.gov to view our page.

**CHAMPIONS**

**MOST IMPROVED SELF-RESPONSE RATE CATEGORY**

- **TIER 1**
  - **Vernon**: +14.30%
  - **Glenn**: +5.00%

- **TIER 2**
  - **Huron**: +9.40%
  - **Kings**: +5.00%

- **TIER 3**
  - **Perris**: +6.70%
  - **San Joaquin**: +5.30%

**HIGHEST SELF-RESPONSE RATE CATEGORY**

- **TIER 1**
  - **Monte Sereno**: 82.4%
  - **Sutter**: 71.7%

- **TIER 2**
  - **Piedmont**: 90.0%
  - **Marin**: 76.3%

- **TIER 3**
  - **Yorba Linda**: 84.6%
  - **Mission Viejo**: 84.6%
  - **San Mateo**: 78.6%

*As of October 27, 2020
**U.S. Census Bureau Tableau software ranks California as 16th, in a tie, with the 13th highest self-response rate nationally*