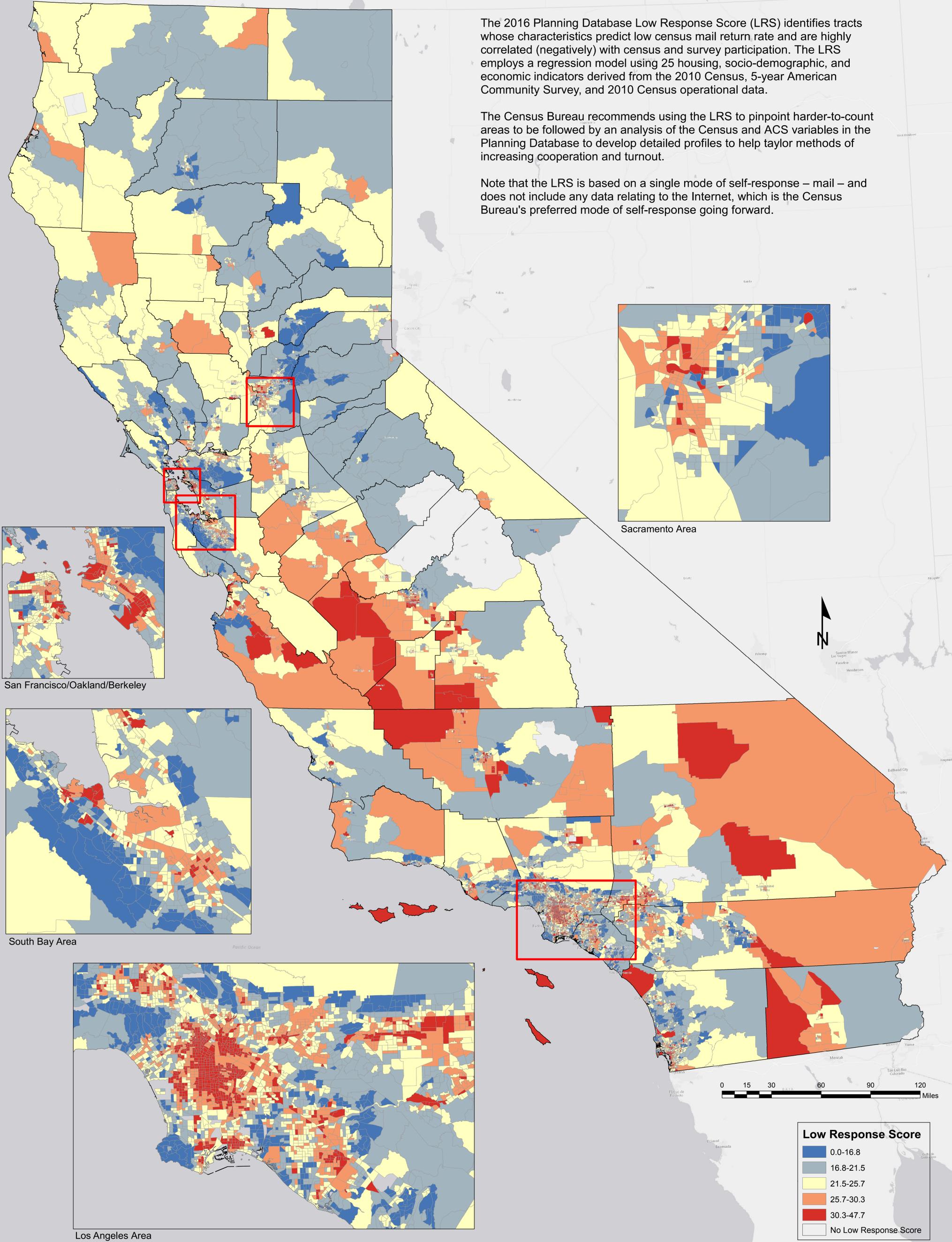


# 2016 Planning Database Low Response Score by Census Tract

The 2016 Planning Database Low Response Score (LRS) identifies tracts whose characteristics predict low census mail return rate and are highly correlated (negatively) with census and survey participation. The LRS employs a regression model using 25 housing, socio-demographic, and economic indicators derived from the 2010 Census, 5-year American Community Survey, and 2010 Census operational data.

The Census Bureau recommends using the LRS to pinpoint harder-to-count areas to be followed by an analysis of the Census and ACS variables in the Planning Database to develop detailed profiles to help tailor methods of increasing cooperation and turnout.

Note that the LRS is based on a single mode of self-response – mail – and does not include any data relating to the Internet, which is the Census Bureau's preferred mode of self-response going forward.



San Francisco/Oakland/Berkeley

Sacramento Area

South Bay Area

Los Angeles Area