City of Carlsbad Social Media Metrics

Facebook

As the 2020 federal census approaches, the California State Auditor’s Office is seeking applicants for the 2020 Citizens Redistricting Commission. The 14-member commission will redraw the boundaries of the congressional, state senate, state assembly and State Board of Equalization districts so they reflect the state’s population. The open application period begins June 10 and will run through Aug. 9. http://ow.ly/upJx30ohAUV

1,959 People Reached

23 Engagements
EVERY PERSON MUST BE COUNTED

California Census 2020
June 24, 2019

Please share: Every person must be counted in 2020. A complete Census count is critical for communities to receive their fair share of funding and Congressional representation.

Your voice matters in 2020!

515 People Reached
21 Engagements

Dave Yelidi, California Census 2020 and 3 others
You are the expert - your responses help bring federal funds to your community!

#2020Census #CaliforniaForAll #BeCounted
census.ca.gov
It's your civic duty, participate in the 2020 Census!

#2020Census #CaliforniaForAll #BeCounted census.ca.gov
Carlsbad City Library
October 25, 2019

Be a part of the Census 2020. Join us for a free workshop today (Oct. 25) from 3 to 5 p.m. at the Library Learning Center. Drop in and learn why your response to the census matters and how you can make extra money while helping your community. Bilingual census workers are always needed. Learn more at www.2020census.gov/jobs.

1,765 People Reached
48 Engagements

Colla Aznar
Want to know more about the upcoming 2020 Census? Learn more here: https://www.carlsbadca.gov/services/depts/housing/census.asp

2020 Census PSA: Census Made Simple (2:20)
This video combines five PSAs into one easy-to-understand story about th...
City of Carlsbad - Official
Published by Leomy J., January 26 at 1:22 PM

We are excited to announce that we’ve partnered with the U.S. Census Bureau to support the 2020 Census. As a partner, we’ll be working to ensure that our community is accurately represented. To learn about the upcoming census, visit 2020census.gov.

2,057
People Reached
32
Engagements

Ollie Cramer: So glad to see our city being proactive in making sure ALL our residents are counted.

Like Reply Message 2d
We are excited to announce that we’ve partnered with the U.S. Census Bureau to support the #2020Census. As a partner, we’ll be working to ensure that our community is accurately represented. To learn about the upcoming census, visit 2020Census.gov.
The most undercounted age group in 2010 was children 0-5 years old. U.S. Census Bureau wants to make sure everyone is counted in the #2020Census. This count affects the allocation of funding for our community’s public resources (e.g., roads, hospitals, schools), how we plan for the future, and our voice in government. Find out more at https://census.gov.

**Performance for Your Post**

<table>
<thead>
<tr>
<th>1,704 People Reached</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
</tr>
</tbody>
</table>

**Likes**

<table>
<thead>
<tr>
<th>Likes</th>
<th>On Post</th>
<th>On Shares</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>4</td>
<td>0</td>
</tr>
</tbody>
</table>

**Comments**

<table>
<thead>
<tr>
<th>Comments</th>
<th>On Post</th>
<th>On Shares</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

**Shares**

<table>
<thead>
<tr>
<th>Shares</th>
<th>On Post</th>
<th>On Shares</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
</tbody>
</table>

**10 Post Clicks**

<table>
<thead>
<tr>
<th>Photo Views</th>
<th>Link Clicks</th>
<th>Other Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>2</td>
<td>4</td>
</tr>
</tbody>
</table>

**NEGATIVE FEEDBACK**

- 1 Hide Post
- 0 Report as Spam
- 0 Unlike Page

Reported stats may be delayed from what appears on posts.
The next census is just around the corner. Make sure your family is counted. An accurate snapshot means that communities, like ours, receive funding, services and business support. And your responses are confidential. [Link](https://zoom.ly/tVy6qg7Q)

### Performance for Your Post

<table>
<thead>
<tr>
<th>People Reached</th>
<th>Engagements</th>
</tr>
</thead>
<tbody>
<tr>
<td>1,599</td>
<td>10</td>
</tr>
</tbody>
</table>

- **Likes**: 0 on Post, 0 on Shares
- **Comments**: 0 on Post, 0 on Shares
- **Shares**: 0 on Post, 0 on Shares

<table>
<thead>
<tr>
<th>Post Clicks</th>
<th>Photo Views</th>
<th>Link Clicks</th>
<th>Other Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>1</td>
<td>2</td>
<td>2</td>
</tr>
</tbody>
</table>

**NEGATIVE FEEDBACK**

- 3 Hide Post
- 0 Hide All Posts
- 0 Report as Spam
- 0 Unlike Page

Reported stats may be delayed from what appears on posts.
The 2020 Census is more than a population count. It’s an opportunity to shape the future of our community.

Census data helps policymakers make decisions.
By April 1, all homes will receive an invitation to participate in the #2020Census. The best way to avoid a follow-up visit from a census taker is to fill out the 2020 Census questionnaire online, by phone or by mail as soon as you receive your invitation to participate. https://census.gov/2020census
Count down to Census Day with us!

Tomorrow is Census Day!
Pledge to complete the 2020 Census.
#shapeyourfuture

U.S. Census Bureau
March 31

One day until Census Day!
Join us and pledge to complete the 2020 Census, for your community, for healthcare, for schools, for what matters most to you. Complete the census at 2020CENSUS.GOV.

3,274 People Reached
145 Engagements
14 Comments 5 Shares

Performance for Your Post

3,274 People Reached
22 Reactions, Comments & Shares

13 Likes
13 On Post
0 On Shares

1 Love
1 On Post
0 On Shares

3 Comments
5 On Post
0 On Shares

6 Shares
8 On Post
0 On Shares

124 Post Clicks

16 Photo Views
33 Link Clicks
75 Other Clicks

NEGATIVE FEEDBACK
4 Hide Post
0 Hide All Posts
0 Report as Spam
0 Unlike Page
Taking the Census2020 is easy and only takes 10 minutes. You can respond online, by phone or by mail. The U.S. Census Bureau is bound by law to protect your answers and keep them strictly confidential. Be counted Carlsbad! https://my2020census.gov/

Performance for Your Post

2,616 People Reached

5 Likes
0 Comments
1 Shares

36 Post Clicks

4 Photo Views
16 Link Clicks
16 Other Clicks

NEGATIVE FEEDBACK
1 Hide Post
0 Report as Spam
0 Unlike Page
You still have time to complete the Census online or fill out one of the mailers you have gotten. Remember, the 2020 Census will determine congressional representation, inform hundreds of billions in federal funding every year, and provide data that will impact communities for the next decade. Locally, it could affect the boundaries of our City Council districts. Please make sure you are counted: Carlsbad! https://2020census.gov/

California Census
April 0

The Census Week data is in! So far, 48.1% of California households have self-responded to the Census (an estimated over 0.8 million households). California has...
Thanks Carlsbad for being the top responder in North County San Diego for the #Census2020. If you haven’t yet had a chance you can respond online, by phone or email and it only takes 10 minutes. Thanks #Carlsbad https://2020census.gov/
**Performance for Your Post**

4,616 People Reached

<table>
<thead>
<tr>
<th>Reactions, Comments &amp; Shares</th>
<th>On Post</th>
<th>On Shares</th>
</tr>
</thead>
<tbody>
<tr>
<td>18</td>
<td>10</td>
<td>0</td>
</tr>
<tr>
<td>Like</td>
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<td>0</td>
</tr>
<tr>
<td>Comments</td>
<td>8</td>
<td>0</td>
</tr>
<tr>
<td>Shares</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

77 Post Clicks

<table>
<thead>
<tr>
<th>Photo Views</th>
<th>Link Clicks</th>
<th>Other Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>7</td>
<td>7</td>
<td>63</td>
</tr>
</tbody>
</table>

**NEGATIVE FEEDBACK**

6 Hide Post 1 Hide All Posts
0 Report as Spam 0 Unlike Page

Reported stats may be delayed from what appears on post.

---

**Performance for Your Post**

5,715 People Reached

<table>
<thead>
<tr>
<th>Reactions, Comments &amp; Shares</th>
<th>On Post</th>
<th>On Shares</th>
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<tr>
<td>26</td>
<td>11</td>
<td>8</td>
</tr>
<tr>
<td>Like</td>
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<td>Love</td>
<td>1</td>
<td>0</td>
</tr>
<tr>
<td>Comments</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>Shares</td>
<td>3</td>
<td>3</td>
</tr>
</tbody>
</table>

36 Post Clicks

<table>
<thead>
<tr>
<th>Photo Views</th>
<th>Link Clicks</th>
<th>Other Clicks</th>
</tr>
</thead>
<tbody>
<tr>
<td>6</td>
<td>7</td>
<td>24</td>
</tr>
</tbody>
</table>

**NEGATIVE FEEDBACK**

4 Hide Post 6 Hide All Posts
0 Report as Spam 0 Unlike Page

Reported stats may be delayed from what appears on post.
August 6

Performance for Your Post

- 3 Second Video Views: 391
- Estimated Reach: 1,782
- Unique Viewers: 383
- Post Engagement: 14
- Top Audience: Women, 35-44
- Top Location: California

City of Carlsbad - Official

August 6

Have you completed your Census yet? We're looking at you!
The Census is an easy 9 question survey that will help your family and our community for years to come. Your voice matters! Everyone counts!
2020census.gov

We're looking at you!

#EVERYONECOUNTS

3,255 People Reached
24 Likes, Comments & Shares
15 Liked
4 Comments
4 Shares
74 Post Clicks
13 Photo Views
6 On Shares
56 Other Clicks

Wendy Tweed, Alfredo Green and 7 others
3 Comments 4 Shares

Like
Comment
Share
44
It is not too late to complete the 2020 Census! Check out the ways you, your friends, and your family members can fill out the Census today. 9 easy questions! Everyone counts. https://koom.ly/6p27JSc.

**DO THE CENSUS TODAY!**

Takes just a few minutes!

3,489 People Reached
49 Engagements

Alfredo Green, Gail Tutalo and 6 others
3 Shares

It's not too late! You can still take the 2020 Census today. It's safe, secure, confidential and only takes 10 minutes to complete online. 2020census.gov

**2020 CENSUS**

EVERYONE COUNTS

3,690 People Reached
27 Engagements

William Condictine, Gail Tutalo and 5 others
3 Shares

Performance for Your Post

3,489 People Reached
14 Likes, Comments & Shares

11 Likes
0 Comments
3 Shares
35 Post Clicks

13 Photo Views
7 Link Clicks

NEGATIVE FEEDBACK
5 Hide Post
0 Report as Spam
0 Unlike Page

Performance for Your Post

3,690 People Reached
12 Likes, Comments & Shares

10 Likes
0 Comments
2 Shares
15 Post Clicks

2 Photo Views
5 Link Clicks

NEGATIVE FEEDBACK
4 Hide Post
1 Hide All Posts
0 Report as Spam
0 Unlike Page
THREE WAYS TO RESPOND TO THE CENSUS TODAY!

Visit my2020census.gov
Call 844-330-2020
Respond by mail

California Census 2020
August 31

Have a few minutes to spare? Complete your Census TODAY! Luckily, you have three ways to respond.
- Open up your computer and visit my2020census.gov
- Pick up...
- See More

3,094 People Reached
22 Engagements

Michelle Soverino Eaton, Dave Veldt and 2 others
3 Shares

Performance for Your Post
3,094 People Reached
4 Likes
4 On Post
9 On Shares
0 Comments
0 On Post
0 On Shares
3 Shares
3 On Post
0 On Shares
15 Post Clicks
6 Photo Views
3 Link Clicks
7 Other Clicks

NEGATIVE FEEDBACK
2 Hide Post
0 Report as Spam
0 Unlike Page

Reported stats may be disguised from what appears on posts.
Hey Carlsbad help us shape the future! We are still looking to connect with some of you to complete your Census. We've had a great turn out so far, but we still need a final push to finish strong. It's easy, secure and only takes 10 minutes to complete. https://census.gov/2020census

Time is running out. Respond now.

3,274 People Reached
30 Engagements

Cynthia Michael, Dave Void and 2 others

Performance for Your Post

3,274 People Reached

4 Likes, Comments & Shares:

4 Likes:
4 On Post
0 On Share

0 Comments:
0 On Post
0 On Share

0 Shares:
0 On Post
0 On Share

26 Post Clicks

9 Photo Views
7 Link Clicks
10 Other Clicks

NEGATIVE FEEDBACK:
4 Hide Post
0 Hide All Posts
0 Report as Spam
0 Unlike Page

Reported stats may be delayed from what appears on posts.
September 14

It's not too late! Please complete the Census now Carlsbad!

THREE WAYS TO RESPOND TO THE CENSUS TODAY!

Visit my2020census.gov

Call 844-330-2020

Respond by mail

California Census 2020
August 31

Have a few minutes to spare? Complete your Census TODAY! Luckily, you have three ways to respond:

- Open up your computer and visit my2020census.gov
- Pick up...
- See More

1,835 People Reached
26 Engagements

Suzanne Gerda
1 Comment 1 Share

Like Comment Share
Time is running out to take the Census and make a difference in your community! Take a few minutes to complete the Census – it’s safe, secure and drives critical dollars into programs for our children, education and healthcare systems. Complete your Census online at my2020census.gov, by phone 844-330-2020 or by mail, today! #EveryoneCounts #CaliforniaForAll #2020Census

Make a difference in your community! Take the 2020 Census

#EVERYONECOUNTS

3,023 People Reached
21 Engagements

7 Likes, Comments & Shares
7 Likes
0 Comments
0 Shares

14 Post Clicks
4 Photo Views
4 Link Clicks
6 Other Clicks

NEGATIVE FEEDBACK
5 Hide Post
0 Report as Spam
1 Hide All Posts
0 Unlike Page

Reported stats may be delayed from what appears on post.

Boost Post
Complete your census today! Do it for your family, friends, community and neighbors. Your answers will benefit your loved ones for the next decade. Responding only takes a few minutes to complete and it has never been easier! Go to www.2020census.gov or call 844-330-2020.

YOUR FAMILY COUNTS
City of Carlsbad - Official

September 25

Make sure your family is counted in the Census. Investing just a few minutes in filling out the survey helps determine the future of programs for our kids, their education and our health care. Your voice matters! Complete your Census today by visiting my2020census.gov or call 844-330-2020.

YOUR FAMILY COUNTS
Make sure they get COUNTED
Online: my2020census.gov
English: 844-330-2020
Spanish: 844-468-2020

2,066 People Reached 17 Engagements

Maureen Gofritz, PJ Webbe and 5 others 1 Comment

Like Comment Share

Performance for Your Post
2,659 People Reached
8 Likes, Comments & Shares
7 Likes 7 On Post 0 On Shares
1 Comments 1 On Post 0 On Shares
0 Shares 0 On Post 0 On Shares

8 Post Clicks
1 Photo Views 2 Link Clicks 6 Other Clicks

NEGATIVE FEEDBACK
5 Hide Post 0 Hide All Posts
0 Report as Spam 0 Unlike Page

Reported stats may be delayed from what appears on post

City of Carlsbad - Official

September 27

Make sure your family is counted in the #2020Census. Investing just a few minutes to fill out the survey helps determine the future of programs for our kids, their education and our health care. Your voice matters! Complete your Census today. Visit my2020census.gov or call 844-330-2020.

YOUR FAMILY COUNTS
COMPLETE YOUR CENSUS
ONLINE my2020census.gov
PHONE
English: 844-330-2020
Spanish: 844-468-2020

2,984 People Reached 40 Engagements

Dave Veldt, PJ Webbe and 3 others 1 Comment

Like Comment Share

Performance for Your Post
2,984 People Reached
6 Likes, Comments & Shares
5 Likes 6 On Post 0 On Shares
1 Comments 1 On Post 0 On Shares
0 Shares 0 On Post 0 On Shares

34 Post Clicks
5 Photo Views 1 Link Clicks 28 Other Clicks

NEGATIVE FEEDBACK
3 Hide Post 1 Hide All Posts
0 Report as Spam 0 Unlike Page

Reported stats may be delayed from what appears on post
Library Facebook
Instagram

September 24

carlsbadcagov

Complete your census today! Do it for your family, friends, community and neighbors. Your answers will benefit your loved ones for the next decade. Responding only takes a few minutes to complete and it has never been easier! Go to www.2020census.gov or call 844-330-2020.

#2020Census #CountMeIn #IStandUpAndIWillBeCounted #EveryoneCounts

Twitter

U.S. Census Bureau @uscensusbureau Dec 26, 2019

Do you have questions about the #2020Census? Watch our latest PSA to learn more.

2020 Census PSA: What is the 2020 Census? (30)
This short video explains the importance and purpose of the 2020 Census. This questionnaire records every...

@youtube.com
We are excited to announce that we’ve partnered with the @uscensusbureau to support the #2020Census! To learn about the census, how the data collected will be used, and what to expect next, visit 2020census.gov.
Kids count! The most undercounted age group in 2010 was children 0-5 years old. @uscensusbureau wants to make sure everyone is counted in the #2020Census! Find out more loom.ly/XV6agFQ
Kids count! The most undercounted age group in 2010 Census was children 0-5 years old. @uscensusbureau wants to make sure everyone is counted in the #2020Census! Find out more loom.ly/XV6agFQ
City of Carlsbad, CA @carlsbadcagov · Feb 11
The next census is just around the corner. Make sure your family is counted!
An accurate snapshot means that communities, like ours, receive funding,
services and business support. And your responses are confidential.
loom.ly/XV6agFQ #2020Census

City of Carlsbad, CA @carlsbadcagov · Feb 15
The next census is just around the corner. Make sure your family is counted!
An accurate snapshot means that communities, like ours, receive funding,
services and business support. And your responses are confidential.
loom.ly/XV6agFQ #2020Census
City of Carlsbad, CA @carlsbadcagov · Feb 20
The 2020 Census is more than a population count. It's an opportunity to shape the future of our community.

U.S. Census Bureau @uscensusbureau · Feb 20
The #2020Census is your opportunity to shape your community's future. Learn more about the 2020 Census: go.usa.gov/xdNfc.

City of Carlsbad, CA @carlsbadcagov · Feb 25
By April 1, all homes will receive an invitation to participate in the #2020Census. The best way to avoid a follow-up visit from a census taker is to fill out the 2020 Census questionnaire online, by phone or by mail as soon as you receive your invitation. loom.ly/ijcrkEg
Taking the #Census2020 is easy and only takes 10 minutes. You can respond online, by phone or by mail. The U.S. Census Bureau is bound by law to protect your answers and keep them strictly confidential. Be counted #CarlsbadCA
https://t.co/6USuN0 #CensusDay #EveryoneCounts

CENSUS DAY
IS TODAY
FILL OUT YOUR FORM

BE COUNTED, CALIFORNIA

my2020census.gov
Thanks Carlsbad for helping us be the top responder in North County San Diego for the #Census2020. If you haven’t yet had a chance you can respond online, by phone or email and it only takes 10 minutes. Thanks #Carlsbad!

2020 Census | United States Census Bureau
Learn about the 2020 Census - how to respond, and why it matters. Shape your future. START HERE.
2020census.gov

Retweets 1  Likes 3
City of CarlsbadatHome @carlsbadcagov - Jul 7

Taking the #Census2020 is easy and only takes 10 minutes. You can respond online, by phone or by mail. The U.S. Census Bureau is bound by law to protect your answers and keep them strictly confidential. Be counted. Carlsbad: my2020census.gov

City of CarlsbadatHome @carlsbadcagov - Jul 8

Take the Census today and make sure our region gets the money to support healthcare, parks, roads, and social services. The Census is safe, secure, confidential, and easy to complete. my2020census.gov #SanDiegoCounts #countme2020 #CaliforniaCounts #2020census
City of #CarlsbadatHome @carlsbadcagov · Jul 9
The Census determines the next 10 years. Take the 2020 Census today to help build a better future for our families and for our communities. 2020census.gov #countme2020 #EveryoneCounts #CaliforniaCounts #2020census #CountMeIn

City of #CarlsbadatHome @carlsbadcagov · Jul 10
Help Get Out the Count from the Safety of Your Home! Text your friends and neighbors. Call Family Members. Email your Team at Work. Take the Census Today! countme2020.org #countme2020 #SanDiegoCounts #everyonecounts #CaliforniaCounts #2020census #CountMeIn
California Census @CACensus - Jul 17
If we're not counted, we're not seen. When we aren't seen, we aren't heard.
Let's continue to use our voice as our power & fight for equity by filling out the #2020Census! This will ensure we have proper representation in our local and state governments my2020census.gov

City of CarlsbadAtHome @carlsbadcagov - Jul 27
Take the Census today and make sure our region gets the money to support healthcare, parks, roads, and social services. The Census is safe, secure, confidential, and easy to complete. my2020census.gov #SanDiegoCounts #countme2020 #CaliforniaCounts #2020census
City of #CarlsbadatHome @carlsbadcagov · Aug 4
Everyone in your household counts. The Census is an easy 9 question survey that will help everyone for the years to come. Go online now at 2020census.gov.

City of #CarlsbadatHome @carlsbadcagov · Aug 5
Aug. 6 is Get Out the Count Day. Have you filled out your census form yet? 2020Census.gov

California Census @CACensus · Aug 5
Are you ready for some fun? 😊

Join us on August 6 – Get Out the Count Day – to ask all Californians to fill out the Census today! Hear from some very special guests, like @MsRebeccaBlack @kausartheperson, & @salvinc at 11am!

RSVP here: facebook.com/events/6000963...
City of #CarlsbadatHome @carlsbadcagov • Aug 8

Have you completed your Census yet? We’re looking at you.

The Census is an easy 9 question survey that will help your family and our community for years to come. Your voice matters! Everyone counts! 2020census.gov #Census2020 #becounted

City of #CarlsbadatHome @carlsbadcagov • Aug 14

It is not too late to complete the #2020Census! Check out the ways you, your friends, and your family members can fill out the Census today. 9 easy questions! 1oom.ly/bp27sc #EveryoneCounts

DO THE CENSUS TODAY!

my2020census.gov  844-835-2020  Respond by mail

Takes just a few minutes!
It's not too late! You can still take the 2020 Census today. It's safe, secure, confidential and only takes 10 minutes to complete online. 2020census.gov #countme2020 #CaliforniaCounts #2020census

Hey #Carlsbad help us shape the future! We’re still looking to connect with some of you to complete your #Census. We’ve had a great turn out so far, but we still need to finish strong. It’s easy, secure and only takes 10 minutes to complete. loom.ly/c39kq_w #Census2020
City of #CarlsbadatHome @carlsbadcagov · Sep 21
Time is running out to take the Census and make a difference in your community! Complete your Census online at my2020census.gov, by phone 844-330-2020 or by mail, today! #EveryoneCounts #CaliforniaForAll #2020Census

City of #CarlsbadatHome @carlsbadcagov · Sep 24
Complete your census today! Do it for your family, friends, community and neighbors. Your answers will benefit your loved ones for the next decade. Responding only takes a few minutes to complete and it has never been easier! Go to 2020census.gov or call 844-330-2020.
City of #CarlsbadAtHome @carlsbadcagov · Sep 25
Make sure your family is counted in the #2020Census. Investing a few minutes in filling out survey helps determine future of programs for our kids, their education and our health care. Your voice matters! #EveryoneCounts #BeCounted

YOUR FAMILY COUNTS
Make sure they get COUNTED
Online: my2020census.gov
or call
English: 844-330-2020
Spanish: 844-468-2020

City of #CarlsbadAtHome @carlsbadcagov · Sep 27
Make sure your family is counted in the #2020Census. Investing just a few minutes to fill out the survey helps determine the future of programs for our kids, their education and our health care. Your voice matters! Visit my2020census.gov or call. #ICount #BeCounted

YOUR FAMILY COUNTS
COMPLETE YOUR CENSUS
ONLINE
my2020census.gov

PHONE
English: 844-330-2020
Spanish: 844-468-2020

City of Carlsbad
City of #CarlsbadatHome @carlsbadcagov - 22h

September 30

Complete your #2020Census today! Do it for your family, friends, community and neighbors. Your answers will benefit your loved ones for next decade. Responding only takes a few minutes! Go to 2020census.gov or call 844-330-2020. #BeCounted #EveryoneCounts

YOUR FAMILY COUNTS
NextDoor

Kristina Ray • 2 min ago

It’s not too late to respond to the 2020 Census! Hello, In March, homes across the country received invitations to complete the 2020 Census. If you haven’t done so already, we strongly encourage you to respond to the 2020 Census online using a desktop computer, laptop, smartphone or tablet today. It is quick and easy and only takes about 10 minutes. The U.S. Census Bureau keeps your answers safe and confidential.

Please be advised that beginning this month, Census takers will begin interviewing homes that haven’t responded to the 2020 Census to help ensure everyone is counted. Census takers will incorporate the most current health guidance from federal, state and local officials.

To complete the Census, please copy and paste this link in a new tab: https://go.usa.gov/xdK58 and remember that your response will help shape public services like healthcare clinics, emergency response preparedness and education programs. For more information about the 2020 U.S. Census, please visit www.2020census.gov.

Thanks for your help.

Posted to Subscribers of City of Carlsbad

City Manager Updates and eNews

- eNews audience is 10.5K and sent 2 times a week
  - Open rate for Jan. 16 eNews
<table>
<thead>
<tr>
<th>Open Rate for Jan. 24 eNews:</th>
<th>Click Rate</th>
<th>Open Rate for Jan. 30 eNews:</th>
<th>Click Rate</th>
<th>Open Rate for Feb. 6 eNews:</th>
<th>Click Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>26.5%</td>
<td>16%</td>
<td>27.9%</td>
<td>19.7%</td>
<td>25.6%</td>
<td>15.3%</td>
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<tr>
<td></td>
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<td></td>
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</tr>
<tr>
<td>Sent: 6921</td>
<td>Did Not Open: 4928</td>
<td>Sent: 6925</td>
<td>Did Not Open: 4842</td>
<td>Sent: 6928</td>
<td>Did Not Open: 5049</td>
</tr>
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<td>Successful Deliveries: 6708</td>
<td>Spam Reports: 0</td>
<td>Successful Deliveries: 6719</td>
<td>Spam Reports: 0</td>
<td>Successful Deliveries: 6696</td>
<td>Spam Reports: 0</td>
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<tr>
<td></td>
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</tr>
</tbody>
</table>
- Open rate for Feb. 13 eNews

- Open rate for Feb. 20 eNews

- It was included in the CM update multiple times. For dates, go here and search census. [https://www.carlsbadca.gov/cityhall/manager/update.asp](https://www.carlsbadca.gov/cityhall/manager/update.asp)
During the scope of work we ran three (3) separate digital campaigns in April, June and July.

**Goals of the campaign:**

1. Remind National City residents to take the Census (Impressions / Reach)
2. Create awareness of the Census and the importance of filling it out (Impressions / Reach)
3. Provide additional information to help residents fill out their census (Clicks / Engagement)

**Target:**

National City Residents 18+

Specific Zip Codes: 91950, 91902, 92139
GOOGLE AD NETWORKS: DIGITAL CAMPAIGN

April Campaign:
   Campaign Dates: 4/17 – 4/18, partial day 4/19, resumed 4/23 – 4/30
   Impressions: 5,990 (20.6% desktop, 3.2% tablets, 76.1% mobile)
   Clicks: 129 (12.4% desktop, 5.4% tablets, 82.2% mobile)

June Campaign:
   Impressions: 12,300 (.5% TV screens, 21.1% desktop, 2.1% tablets, 76.3% mobile)
   Clicks: 166 (14.1% desktop, 3.6% tablets, 81.9% mobile)

July Campaign:
   Campaign Dates: 7/20 - 7/26
   Impressions: 10,200 (.5% TV screen, 27.8% desktop, 6.4% tablets, 65.4% mobile)
   Clicks: 168 (17.3% desktop, 2.4% tablets, 80.4% mobile)
Overall Google Ad Campaign Impressions & Clicks

Clicks by Day & Hour

Impressions by Day & Hour

Clicks by Gender & Age

Impressions by Gender & Age

Based on the 78% of your clicks with known gender and age.

Based on the 51% of your impressions with known gender and age.
APRIL FACEBOOK NETWORK AD & BOOSTED POST

April Ad Campaign

Campaign Dates: April 30 - May 8

Impressions: 71,201 (67% Female / 33% Male)

People Reached: 13,724 (65% Female / 35% Male)

Clicks: 644 (70% Female / 30% Male)

Additional Demographic Findings:

• Majority of engagement came from Females 18 - 24 (9% of all reach and 19% of all clicks) and 25 - 34 (16% of all reach and 18% of all clicks). Following closely behind was Females 65+ (12% of all reach and 14% of all clicks).
• 61% of Clicks on campaign came from Instagram Platform, whereas 59% of Impressions came from Facebook Platform making Impressions much more evenly split.
• Virtually all impressions and clicks came from a mobile device.

April Boosted Post

Campaign Dates: April 30 - May 8

Impressions: 3,785 (52% Female / 48% Male)

People Reached: 3,288 (53% Female / 47% Male)

Post Engagements: 1,219 (51% Female / 49% Male)

Additional Demographic Findings:

• Majority of engagement came from Females 18 - 24 (9% of all reach and 19% of all clicks) and 25 - 34 (16% of all reach and 18% of all clicks).
• Significant engagement came from Males 18 - 24 (16%) and Males 25 - 34 (16%).
• 89% of Engagement (1,094) came from Instagram platform, whereas Reach and Impressions were more evenly split between the two platforms. These were mostly viewed on a mobile device.
JUNE FACEBOOK NETWORK AD & BOOSTED POST

June Ad Campaign

- **Campaign Dates**: June 15 - June 21
- **Impressions**: 55,011 (47% Female / 53% Male)
- **People Reached**: 23,904 (50% Female / 50% Male)
- **Clicks**: 1,040 (53% Female / 47% Male)

Additional Demographic Findings:

- Majority of engagement came from males 25 - 34 (14% of all engagement), however, females in that same age range accounted for 11% of all engagement, with females 55 - 64 following closely behind at 10%.
- 81% of the reach came from the Facebook platform, and 86.5% of all clicks came from Facebook.
- Virtually all impressions and clicks came from a mobile device.

June Boosted Post

- **Campaign Dates**: June 17 - June 26
- **Impressions**: 16,077 (61% Female / 39% Male)
- **People Reached**: 4,590 (61% Female / 39% Male)
- **Post Engagements**: 183 (66% Female / 34% Male)

Additional Demographic Findings:

- Majority of engagement came from females 65+, that demographic accounted for 31% of all engagement.
- When comparing impressions to engagement, the Instagram platform proved to have higher engagement to impression ratio, although overall impressions and engagement was higher on Facebook. If a consumer saw the ad they were more likely to engage on Instagram than Facebook.
JULY FACEBOOK NETWORK AD & BOOSTED POST

July Ad Campaign

Campaign Dates: July 21 - July 28
Impressions: 81,226 (59% Female / 41% Male)
People Reached: 31,040 (50% Female / 50% Male)
Clicks: 1,040 (59% Female / 41% Male)

Additional Demographic Findings:

- 18% of all Impressions came from men 25 - 34, where Engagement was relatively evenly dispersed across the age and gender demographics.
- 83% of Engagement came from the Facebook Platform.

July Boosted Post

Campaign Dates: July 20 - 25 & July 28-31
Impressions: 11,300 (60% Female / 40% Male)
People Reached: 4,400 (58% Female / 42% Male)
Post Engagements: 137 (66% Female / 34% Male)

Additional Demographic Findings:

- Majority of engagement came from females 65+, that demographic accounted for 26% of all engagement.
- 68% of engagement came from the Facebook Platform.
Text Messaging Campaign

<table>
<thead>
<tr>
<th>Launch Date</th>
<th>Initial Contacts</th>
<th>Initial Sent</th>
<th>Replies</th>
<th>Opt-Out</th>
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<td>11,149</td>
<td>123</td>
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<tr>
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<td>34,109</td>
<td>33,561</td>
<td>1014</td>
<td>548</td>
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