



2020 Census: Final Push to get Latinos Counted

August 21, 2020

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NALEO Educational Fund

Census Final Push Strategy

July – September 30, 2020

Geography	Latino	Share	Self-Response
US	57,517,935	17.8%	63.3
Arizona	2,163,312	31.1%	60
California	15,221,577	38.9%	64.7
Florida	5,184,720	25.2%	60.2
New Mexico	1,015,751	48.5%	53.5
New York	3,705,588	18.9%	59.1
Texas	10,921,556	39.2%	58.3
Puerto Rico	3,349,340	98.9%	28.8

- Geotargeted / Hyper targeted approach
 - Latino density (25%+)
 - Lagging response rates (below national rate)
 - Funding availability / Limited resources
- Staggered approach
- Earned Media
- Radio Buys
- Digital Buys
- Mail Program
- “Field”

Earned Media

Spanish Language Media Partnerships



Network / Local

Census Promos

Days of Action

Virtual Townhalls

August – September Hotline Promos

State	County	DMA	Total Self-Response Rate for Each County Updated 8-10	Latino share of Population for Each County ¹	Total Latino population for Each County ¹
Arizona	Pinal	PHOENIX	55.1	29.9	125,373
Arizona	Yuma	YUMA-EL CENTRO	44.8	63.4	131,670
California	Riverside	LOS ANGELES	62	48.4	1,154,517
California	Los Angeles		59.9	48.5	4,893,603
California	San Bernardino		61.1	52.8	1,127,813
California	Kern	BAKERSFIELD & LOS ANGELES	58.9	52.8	465,842
California	Fresno	FRESNO-VISALIA	63.4	52.7	515,907
California	Tulare		60.4	64.1	295,149
California	Kings		61.9	54.1	81,154
California	Monterey	MONTEREY-SALINAS	60.7	58.3	252,588
Florida	Orange	ORL-DYTN B-MLBN	59.9	30.9	408,324
Florida	Osceola		53.8	53	179,388
Florida	Miami-Dade	MIAMI	58.3	68	1,845,646
New York	New York	NEW YORK	56.8	26	423,683
New York	Queens		55.6	28	643,563
New York	Bronx		56.4	55.9	803,636
New Mexico	Santa Fe	ALBUQ-SANTA FE	56.7	51.3	76,404
New Mexico	Doña Ana	EL PASO (LAS CRUCES)	55.7	68	146,485
Texas	Dallas	DALLAS-FT. WORTH	58.9	39.9	1,033,000
Texas	Harris	HOUSTON	57.9	42.6	1,958,963
Texas	El Paso	EL PASO (LAS CRUCES)	61.9	82.4	690,189
Texas	Bexar	SAN ANTONIO	62.2	60	1,155,505
Texas	Webb	LAREDO	46.2	95.5	259,797
Texas	Nueces	CORPUS CHRISTI	51.6	63.4	228,462
Texas	Hidalgo	HARLINGEN-WESLACO-	48.7	92	781,681
Texas	Cameron	BROWNSVILLE-MCALLEN	46.9	89.5	377,439

Digital Buy Program (Phase 2)

Facebook Ad Credits

- Late August – September 30
- Latinos under 45 / English dominant
- Static images
- Census questionnaire re-direct
- COVID-19 adapted messaging
- Targets by zip code

Mail Program

- Low self-response + high Latino density
- Language and race model to identify Latino households.
- Informed by research on language preference
- Bilingual branded postcard reminder
- Late August land date

State	Mail Universe	Regions
California	25,000	Kern (3K), Monterrey (7k), Fresno (5K), Imperial (3.8k), Tulare (1.8k) and LA (4k in South East LA)
Arizona	25,000	Maricopa (Phoenix area 21k), and Yuma (3.8K near the border community of Yuma and San Luis)
New York	25,000	Bronx
Texas	25,000	Cameron (8.2k), Hidalgo (16.1k) and a very small universe in Starr and Willacy
Florida	20,000	Osceola (12.1k) and Miami Dade (7.8k)
North Carolina	35,000	
Total	155,000	



“Field”

Hyper Targeted Virtual Shift

Focus on priority regions: *Central Valley, San Diego/Imperial, LA, San Bernardino*

Partnerships

- Service based orgs and food banks
- Working closely with NALEO members in priority regions (federal, state, municipal)
- Education partners
- Community-based organizations

COMING SOON...

Resources & Tools

Bilingual Back to School Toolkit and CA/National Webinar

Bilingual NRFU Guidance Tool for Stakeholders

Bilingual Operations FAQs

Video Content: "Don't Rush" Challenge with Latino Broadway Talent



BACK TO SCHOOL!

Counting K-12 Children in the 2020 Census

Thursday, August 27 | 3:00 p.m. - 4:00 p.m.



Register at: <https://lnkd.in/gR4GVbR>

Thank you.



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