



# LATINO SELF-RESPONSE DATA

NALEO Educational Fund continues to track census response rates both for the overall population and areas with large concentrations of Latinos. This analysis is being used to identify target areas with the highest need for outreach. Six states, including Arizona, California, Florida, New Mexico, New York, and Texas have been identified. These six states account for nearly two-thirds of the national Latino population, or around 38,212,504.<sup>1</sup> While states like California have seen higher self-response rates compared to other states and the national rate, we continue to see several indicators that Latino self-response rates are lower than the national rates. Our analysis has also identified additional smaller geographies to help target our diverse outreach efforts, which include social media, radio, television, and a comprehensive field program. Our television strategy includes low response counties with a large concentration of Latinos.

## M E T H O D O L O G Y

All Latino share of population and Latino population statistics were derived from the American Community Survey 2018 5-Year Survey. Latino share of population is derived from the total Latino population for each geography divided by the total population for its respective geography. For example, Pinal has a Latino population of 125,373 and Latinos comprise 29.9 percent of the total population. Self-response rates are the Total Self-Response Rate for each county. Self-response rates **are not** of a specific demographic group in each county.

Geography	Latino	Share	Self-Response
<b>US</b>	57,517,935	17.8%	61.4
<b>Arizona</b>	2,163,312	31.1%	57.9
<b>California</b>	15,221,577	38.9%	62.4
<b>Florida</b>	5,184,720	25.2%	58.6
<b>New Mexico</b>	1,015,751	48.5%	49.8
<b>New York</b>	3,705,588	18.9%	56.6
<b>Texas</b>	10,921,556	39.2%	56.1
<b>Puerto Rico</b>	3,349,340	98.9%	18.9
<b>AZ, CA, FL, NM, NY, TX &amp; PR Latino Total</b>	38,212,504		
<b>Latino percent in Selected States of Total US Latinos</b>	66.4%		

<sup>1</sup>American Community Survey 2018 5-Year Survey

**Public Telemundo Targets** – targets to be shared as part of partnership launch with focus on where Telemundo has market coverage.

<b>State</b>	<b>County</b>	<b>DMA</b>	<b>Total Self-Response Rate for Each County Updated 6-15</b>	<b>Latino share of Population for Each County<sup>1</sup></b>	<b>Total Latino population for Each County<sup>1</sup></b>
<b>AZ</b>	Pinal	Phoenix	53	29.9	125,373
<b>AZ</b>	Yuma	Yuma-El Centro	42.9	63.4	131,670
<b>CA</b>	Riverside	Los Angeles	60	48.4	1,154,517
<b>CA</b>	Los Angeles	Los Angeles	57.5	48.5	4,893,603
<b>CA</b>	San Bernardino	Los Angeles	58.5	52.8	1,127,813
<b>CA</b>	Kern	Bakersfield & Los Angeles	56.6	52.8	465,842
<b>CA</b>	Fresno	Fresno-Visalia	60.9	52.7	515,907
<b>CA</b>	Tulare	Fresno-Visalia	58	64.1	295,149
<b>CA</b>	Kings	Fresno-Visalia	59.5	54.1	81,154
<b>CA</b>	Monterey	Monterey-Salinas	58.3	58.3	252,588
<b>FL</b>	Orange	Orl-Dytn B-Mlbn	58	30.9	408,324
<b>FL</b>	Osceola	Orl-Dytn B-Mlbn	52	53	179,388
<b>FL</b>	Miami-Dade	Miami	56	68	1,845,646
<b>NY</b>	New York	New York	53.6	26	423,683
<b>NY</b>	Queens	New York	51.8	28	643,563
<b>NY</b>	Bronx	New York	53.5	55.9	803,636
<b>NM</b>	Santa Fe	Albuq-Santa Fe	53.8	51.3	76,404
<b>NM</b>	Doña Ana	El Paso (Las Cruces)	52.9	68	146,485
<b>TX</b>	Dallas	Dallas-Ft. Worth	56.9	39.9	1,033,000
<b>TX</b>	Harris	Houston	55.4	42.6	1,958,963
<b>TX</b>	El Paso	El Paso (Las Cruces)	59.4	82.4	690,189
<b>TX</b>	Bexar	San Antonio	59.8	60	1,155,505
<b>TX</b>	Webb	Laredo	43.5	95.5	259,797
<b>TX</b>	Nueces	Corpus Christi	49.7	63.4	228,462
<b>TX</b>	Hidalgo	Harlingen-Weslaco-Brownsville-Mcallen	45	92	781,681
<b>TX</b>	Cameron	Harlingen-Weslaco-Brownsville-Mcallen	43.7	89.5	377,439

<b>Additional GEO</b>	<b>Total Self-Response Rate for Each Geography Updated 6-15</b>	<b>Latino Share for Each Geography</b>	<b>Latino Population for Each Geography</b>
<b>Nevada</b> <i>Las Vegas City</i>	<b>60.7</b> 63.0	<b>28.5%</b> 32.9%	<b>831,597</b> 206,031
<b>Texas</b> <i>El Paso City</i>	<b>56.1</b> 61.1	<b>39.2%</b> 80.9%	<b>10,921,556</b> 550,710
<b>Massachusetts</b> <i>Boston City</i>	<b>63.4</b> 51.3	<b>11.6%</b> 19.7%	<b>789,127</b> 133,893
<b>District of Columbia</b> <i>Washington, DC</i>	<b>57.4</b> 57.4	<b>10.9%</b> 10.9%	<b>74,776</b> 74,776
<b>Colorado</b> <i>Denver</i>	<b>64.6</b> 63.3	<b>21.4%</b> 30.3%	<b>1,184,794</b> 209,859
<b>New York</b> <i>Kings County</i> <i>(Includes Brooklyn)</i>	<b>56.6</b> 49.3	<b>18.9%</b> 19.2%	<b>3,705,588</b> 499,279
<i>Richmond County</i> <i>(Includes Staten Island)</i>	57.5	18.3%	86,976
<b>Florida</b> <i>Hillsborough County</i> <i>Polk County</i> <i>Pinellas County</i> <i>Manatee County</i> <i>Broward County</i>	<b>58.6</b> 60.0 57.2 62.1 55.5 57.1	<b>25.2%</b> 28.0% 21.5% 9.4% 16.2% 29.1%	<b>5,184,720</b> 386,478 143,958 90,359 60,515 554,609
<b>Illinois</b> <i>Cook County</i> <i>Chicago City</i>	<b>66.2</b> 60.8 53.8	<b>17.0%</b> 25.2% 29.0%	<b>2,174,842</b> 1,314,232 788,140

