



For Immediate Release
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**NALEO Educational Fund and NBCUniversal Telemundo Enterprises
Release New Data and Join Forces to Accelerate Response Rates for 2020 Census**

New analysis shows that U.S. areas with large Latino populations have lower self-response rates than national average, including Puerto Rico where less than 20 percent of residents have responded to Census 2020

Individuals with questions about the census can call NALEO Educational Fund's bilingual hotline at 877-EL-CENSO (877-352-3676) – Monday-Friday from 8:30 a.m. – 8:30 p.m. ET

WASHINGTON, D.C. – The National Association of Latino Elected and Appointed Officials (NALEO) Educational Fund in partnership with NBCUniversal Telemundo Enterprises, the leading media company serving Latinos, today released [new analysis](#) showing that self-response rates in states with large Latino populations such as Arizona, California, Florida, New Mexico, New York, and Texas are lagging behind the rest of the country. To help increase the Latino Census count, NALEO Educational Fund, the Telemundo Network, and its local stations will host a joint day of action on June 17 that will feature live phone banks to help increase Latino self-response rates in the 2020 Census. On this day, NALEO Educational Fund and Telemundo will also engage with key audiences through digital and direct marketing targeting efforts to help raise awareness about the importance of participating in the decennial census. Both entities also release a joint statement in response to the [findings](#).

Key Findings

[New analysis of current self-response data](#) in these respective six states shows rates at 57.9 percent in Arizona, 62.4 percent in California, 58.6 percent in Florida, 49.8 percent in New Mexico, 56.6 percent in New York, and 56.1 percent in Texas. As the self-response rates in these highly populated states affect the national average of 61.4 percent, there are several indicators that [Latino self-response rates are lower](#), and that the higher the Latino share of a population, the lower the total self-response rate is for that location. Additionally, Puerto Rico, while outside of the continental United States, currently has a self-response rate that is 18.9 percent, and counties in the U.S. with Latino populations of 75 percent or more, tend to be the [most undercounted](#).

As these six states account for two-thirds of the national Latino population (around [38,212,504](#)), targeted efforts within their respective media markets can have positive effects on increasing Latino participation nationwide. These target areas include the following:

State	County	DMA	Total Self-Response Rate by County ¹	Latino share of County Population ¹	Total Latino population by County ¹
Arizona	<i>Pinal</i>	PHOENIX	53	29.9	125,373
Arizona	<i>Yuma</i>	YUMA-EL CENTRO	42.9	63.4	131,670
California	<i>Riverside</i>	LOS ANGELES	60	48.4	1,154,517
California	<i>Los Angeles</i>	LOS ANGELES	57.5	48.5	4,893,603
California	<i>San Bernardino</i>	LOS ANGELES	58.5	52.8	1,127,813
California	<i>Kern</i>	BAKERSFIELD & LOS ANGELES	56.6	52.8	465,842
California	<i>Fresno</i>	FRESNO-VISALIA	60.9	52.7	515,907
California	<i>Tulare</i>	FRESNO-VISALIA	58	64.1	295,149
California	<i>Kings</i>	FRESNO-VISALIA	59.5	54.1	81,154
California	<i>Monterey</i>	MONTEREY-SALINAS	58.3	58.3	252,588
Florida	<i>Orange</i>	ORL-DYTN B-MLBN	58	30.9	408,324
Florida	<i>Osceola</i>	ORL-DYTN B-MLBN	52	53	179,388
Florida	<i>Miami-Dade</i>	MIAMI	56	68	1,845,646
New York	<i>New York</i>	NEW YORK	53.6	26	423,683
New York	<i>Queens</i>	NEW YORK	51.8	28	643,563
New York	<i>Bronx</i>	NEW YORK	53.5	55.9	803,636
New Mexico	<i>Santa Fe</i>	ALBUQ-SANTA FE	53.8	51.3	76,404
New Mexico	<i>Doña Ana</i>	EL PASO (LAS CRUCES)	52.9	68	146,485
Texas	<i>Dallas</i>	DALLAS-FT. WORTH	56.9	39.9	1,033,000
Texas	<i>Harris</i>	HOUSTON	55.4	42.6	1,958,963
Texas	<i>El Paso</i>	EL PASO (LAS CRUCES)	59.4	82.4	690,189
Texas	<i>Bexar</i>	SAN ANTONIO	59.8	60	1,155,505
Texas	<i>Webb</i>	LAREDO	43.5	95.5	259,797
Texas	<i>Nueces</i>	CORPUS CHRISTI	49.7	63.4	228,462
Texas	<i>Hidalgo</i>	HARLINGEN-WESLACO-BROWNSVILLE-MCALLEN	45	92	781,681
Texas	<i>Cameron</i>	HARLINGEN-WESLACO-BROWNSVILLE-MCALLEN	43.7	89.5	377,439

¹ Updated 6/15/20; 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.

Additional GEO	Total Self-Response Rate for Each Geography (Updated 6/15)	Latino Share for Each Geography	Latino Population for Each Geography
Nevada	60.7	28.5%	831,597
<i>Las Vegas City</i>	<i>63.0</i>	<i>32.9%</i>	<i>206,031</i>
Texas	56.1	39.2%	10,921,556
<i>El Paso City</i>	<i>61.1</i>	<i>80.9%</i>	<i>550,710</i>
Massachusetts	63.4	11.6%	789,127
<i>Boston City</i>	<i>51.3</i>	<i>19.7%</i>	<i>133,893</i>
District of Columbia	57.4	10.9%	74,776
<i>Washington, DC</i>	<i>57.4</i>	<i>10.9%</i>	<i>74,776</i>
Colorado	64.6	21.4%	1,184,794
<i>Denver</i>	<i>63.3</i>	<i>30.3%</i>	<i>209,859</i>
New York	56.6	18.9%	3,705,588
<i>Kings County (Includes Brooklyn)</i>	<i>49.3</i>	<i>19.2%</i>	<i>499,279</i>
<i>Richmond County (Includes Staten Island)</i>	<i>57.5</i>	<i>18.3%</i>	<i>86,976</i>
Florida	58.6	25.2%	5,184,720
<i>Hillsborough County</i>	<i>60.0</i>	<i>28.0%</i>	<i>386,478</i>
<i>Polk County</i>	<i>57.2</i>	<i>21.5%</i>	<i>143,958</i>
<i>Pinellas County</i>	<i>62.1</i>	<i>9.4%</i>	<i>90,359</i>
<i>Manatee County</i>	<i>55.5</i>	<i>16.2%</i>	<i>60,515</i>
<i>Broward County</i>	<i>57.1</i>	<i>29.1%</i>	<i>554,609</i>
Illinois	66.2	17%	2,174,842
<i>Cook County</i>	<i>60.8</i>	<i>25.2%</i>	<i>1,314,232</i>
<i>Chicago City</i>	<i>53.8</i>	<i>29.0%</i>	<i>788,140</i>

Furthermore, areas with large Latino populations, like Puerto Rico and regions within the six targeted states in this joint media effort, are enumerated by Census Bureau operations that have been affected and delayed by COVID-19, exacerbating existing barriers to Latino participation. As these operations [adjust and resume](#) amid the pandemic, partnerships between Spanish-language media and nonprofits are critical to increasing Latino self-response rates.

Statements

“Our organization’s work to reach Latinos and motivate higher self-response rates in the 2020 Census is in full flux as census operations resume amid COVID-19,” stated NALEO Educational Fund CEO, Arturo Vargas. “Our relationship with Telemundo has been critical in connecting our work to Latinos through Spanish-language media. We know that during the economic turmoil brought on by COVID-19, Census Bureau operational changes, and misinformation around the census, Latinos continue to have lower self-response rates than the general population. Our

efforts with Telemundo seek to mitigate these barriers to participation and empower Latinos with the information we need to make ourselves seen and heard by participating in the census.”

“Our partnership with NALEO reaffirms that there is urgent work to be done to ensure Latinos are accurately counted in the 2020 Census, as this will determine the allocation of funds that provides critical services to our communities,” said [Christina Kolbjornsen](#), Senior Vice President of Corporate and External Affairs. “Now, more than ever, it is our responsibility to continue engaging and informing not only the Latino community but all others at risk of being miscounted on the importance of completing the 2020 Census.”

The partnership is part of Telemundo’s robust civic engagement campaign, *Hazte Contar* (Get Counted). Launched in March 2019, the multi-year campaign taps into Telemundo’s fast-growing, multiplatform portfolio and community partnerships, unleashing the Hispanic community’s vast and growing influence in the U.S. through greater civic participation in the 2020 Census and upcoming Presidential election.

Day of Action: June 17

NALEO Educational Fund and NBCUniversal Telemundo Enterprises will host two virtual townhalls where they will release [new analysis](#) outlining the state of Latino participation in Census 2020: one in Spanish (1:00 p.m. ET) and one in English (2:30 p.m. ET). NALEO Educational Fund, Telemundo, and its local stations will host a nationwide phone bank utilizing NALEO Educational Fund’s toll-free national census bilingual hotline at *877-EL-CENSO* (877-352-3676) to provide the Latino community with critical information on Census 2020—and national news promotion on census issues across Telemundo’s programming and platforms.

Click [here](#) to view and download Telemundo’s Public Service Announcement.

Residents can self-respond to the census online at <https://my2020census.gov/> or over the phone in English by dialing 844-330-2020 or in Spanish at 844-468-2020.

Individuals with questions about the census can call NALEO Educational Fund’s toll-free national census bilingual hotline at 877-EL-CENSO (877-352-3676) – Monday-Friday from 8:30 a.m.– 8:30 p.m. ET to get additional information.

Partners can stay up to date on tools to continue to get out the count in Latino communities by visiting www.hagasecontar.org/resources, utilizing NALEO Educational Fund’s [digital hub](#) of census materials, texting CENSUS to 97779, or by subscribing to our e-mail list [here](#).

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About NALEO Educational Fund

NALEO Educational Fund is the nation’s leading non-partisan, nonprofit organization that facilitates the full participation of Latinos in the American political process, from citizenship to public service.

About NBCUniversal Telemundo Enterprises

NBCUniversal Telemundo Enterprises is a world-class media company leading the industry in the production and distribution of high-quality Spanish-language content to U.S. Hispanics and audiences around the world. This fast-growing multiplatform portfolio is comprised of the Telemundo Network and Station Group, Telemundo Deportes, Telemundo Global Studios, Universo, and a Revenue Strategy & Innovation unit. Telemundo Network features original Spanish-language entertainment, news, and sports content reaching 94% of U.S. Hispanic TV households in 210 markets through 30 local stations, 50 affiliates, and its national feed.

Telemundo also owns WKAQ, a television station that serves viewers in Puerto Rico. Telemundo Deportes is the designated Spanish-language home of two of the world's most popular sporting events: FIFA World Cup™ through 2026 and the Summer Olympic Games through 2032.

Telemundo Global Studios is the company's domestic and international scripted production unit, including Telemundo Studios, Telemundo International Studios, Telemundo International, Underground Producciones, an internationally renowned production boutique based in Argentina as well as all of the company's co-production partnerships. As the #1 media company reaching Hispanics and millennials online, the Revenue Strategy & Innovation unit distributes original content across multiple platforms, maximizing its exclusive partnerships with properties such as BuzzFeed, Vox, and Snapchat. Through Telemundo Internacional, the largest U.S.-based distributor of Spanish-language content in the world; and Universo, the company reflects the diverse lifestyle, cultural experience, and language of its expanding audience. NBCUniversal Telemundo Enterprises is a division of NBCUniversal, a subsidiary of Comcast Corporation.