

Census 2020

Make yourself count: April 1, 2020



*Washington State
Commission on
Hispanic Affairs*

The Commission



MISSION

The Commission on Hispanic Affairs strives to improve public policy development and the delivery of government services to the Hispanic community.



THE COMMISSIONERS

DESIGNATED AREAS | AREAS OF FOCUS | INITIATIVES | CONTACT INFO



Washington State Commission on Hispanic Affairs Commissioner Designated Areas



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EN EL ESTADO DE WASHINGTON



972,827

HISPANOS

13.1%

DE LA POBLACION
TOTAL

CLASIFICADO EL
12 ° MÁS ALTO
ENTRE LOS
ESTADOS
UNIDOS EN
POBLACIÓN
HISPANA



24

EDAD MEDIA



229,000

NÚMERO DE
HISPANOS
INSCRITOS EN K-12



25,305

NÚMERO DE
EMPRENDEDORES
HISPANO/LATINO, 2015

32,942

NÚMERO DE PERSONAS
EMPLEADAS EN EMPRESAS
HISPANAS, 2015



416,000

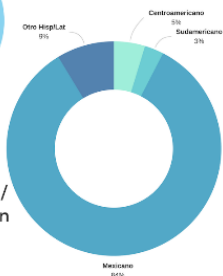
PERSONAS
EMPLEADAS QUE SE
IDENTIFICARON
COMO HISPANOS /
LATINOS EN 2016



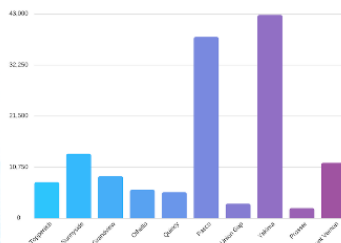
\$10B

Grupos Hispanos /
Latinos por Origen

PODER ADQUISITIVO



Las 10 ciudades de WA con la
población hispana / latina mas alta



Top 5 counties with the highest
percentage of Hispanic/Latinx
residents

1. Yakima
2. Grant
3. Franklin
4. Adams
5. Douglas

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Guiding Pillars

Education

Engagement

Partnerships

Research

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0-5

Infants-Pre K

Latinx Children Are Left Out of Our Nation's Census Count

Approximately 400,000 young Latinx children ages 0 to 4 were left uncounted by the 2010 Census.

K-12

The net undercount rate for young Latinx children was 7.1 percent, compared to 4.3 percent for non-Latinxes

Why does this happen?

Latinos are more likely than non-Latinos to live in hard-to-count places: for example, areas with multi-unit buildings and a high proportion of renters.

Latinos are more likely than non-Latinos to live in hard-to-count families and households, such as multigenerational and highly mobile families, and households with complex relationships.

Latino adults are more likely than non-Latino adults to believe that young children do not need to be reported on the census form.

Application of Guiding Pillars to Census 2020 activities

- Education.

Alert stakeholders to the potential implications of a high undercount among young Latino children.

All relevant stakeholders—including Latino families and communities, and state and local policymakers—should understand the negative consequences of this undercount.

- Engagement.

Improve targeted outreach to those areas with the largest number of undercounted children.

- Partnerships.

Develop more relationships with vested stakeholders, such as civic organizations and early childhood education organizations that will be able to reach households with young children.

- Research.

Examine who the undercounted young children are and what neighborhoods they live in. Test language used in Census instructions with low-income Latino parents to gauge clarity.

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1. Informational Tool Kit
2. Website
3. Community events
4. Collaborations
5. Radio
6. Video Campaigns
7. University Crawls
8. Interpreter equipment

Increase of presence and access to information through various channels

Cha Para La Comunidad



- Website
- Blogs
- Social Media
- Email campaigns
- Partnerships



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Thank you!
Contact Information:
Nancy Aguilar
Communications & External Affairs
nancy.rochaaguilar@cha.wa.gov

O: 360.725.5661

C: 360.515.6101

CHA.WA.GOV