



How the Latino Community is Engaging Digitally

Digital Trends of This Community

According to a 2018 [research study conducted by NALEO Educational Fund](#):

- Latino participants discussed increased immigration enforcement, and traffic stops for minor infractions have made people fearful about interactions with law enforcement and government.
- There was a lack of confidence among Latino participants that the data provided to the Census Bureau would be kept confidential, especially among the Charlotte focus group participants who mentioned a recent countywide data hack.
- Messages about census participation being convenient, safe and required showed the most positive response in the survey. Latino immigrants were especially responsive to the “convenience, safe and required” message with 75 percent saying they would participate in response to this type of messaging.
- Messages about the role of Census data in providing funding for local schools and community programs were the most effective in the focus groups. The “civic and community duty” message was most effective among Latinas, with 57 percent saying they would definitely participate in response to that particular message.
- All four messages tested better than the control group which received no message. Effectiveness did vary between locations and subgroups, making local context an important tool in developing successful messaging campaigns targeting Latinos.
- Latinos under age 40 were most responsive to the “resistance” message, with 53 percent saying this messaging would make them definitely participate.

Recommendations for digital engagement groups planning to engage this demographic

- Consistent with previous NALEO Educational Fund voter engagement research, “family members” (especially female household members) were the most trusted messengers among Latinos.
- People who speak for “the children” or “the schools” were especially respected as messengers, with nurses, doctors, health providers and Latino community organizations also highly trusted.
- For Spanish-speakers, Spanish-language media were a trusted source of information.
- Younger Latino participants had more favorable views of social media as a source of information
- Latino survey participants frequently search online to get more information or verify what they have heard on social media or the news, with email and Facebook the most frequently used and Twitter the least frequently used.

For more useful information and resources from NALEO Educational Fund visit hagasecontar.org, download Census 2020 [toolkit here](#), or call 877-EL-CENSO



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