



# 2015 National Content Test: Race and Ethnicity Research and Outreach

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# Agenda

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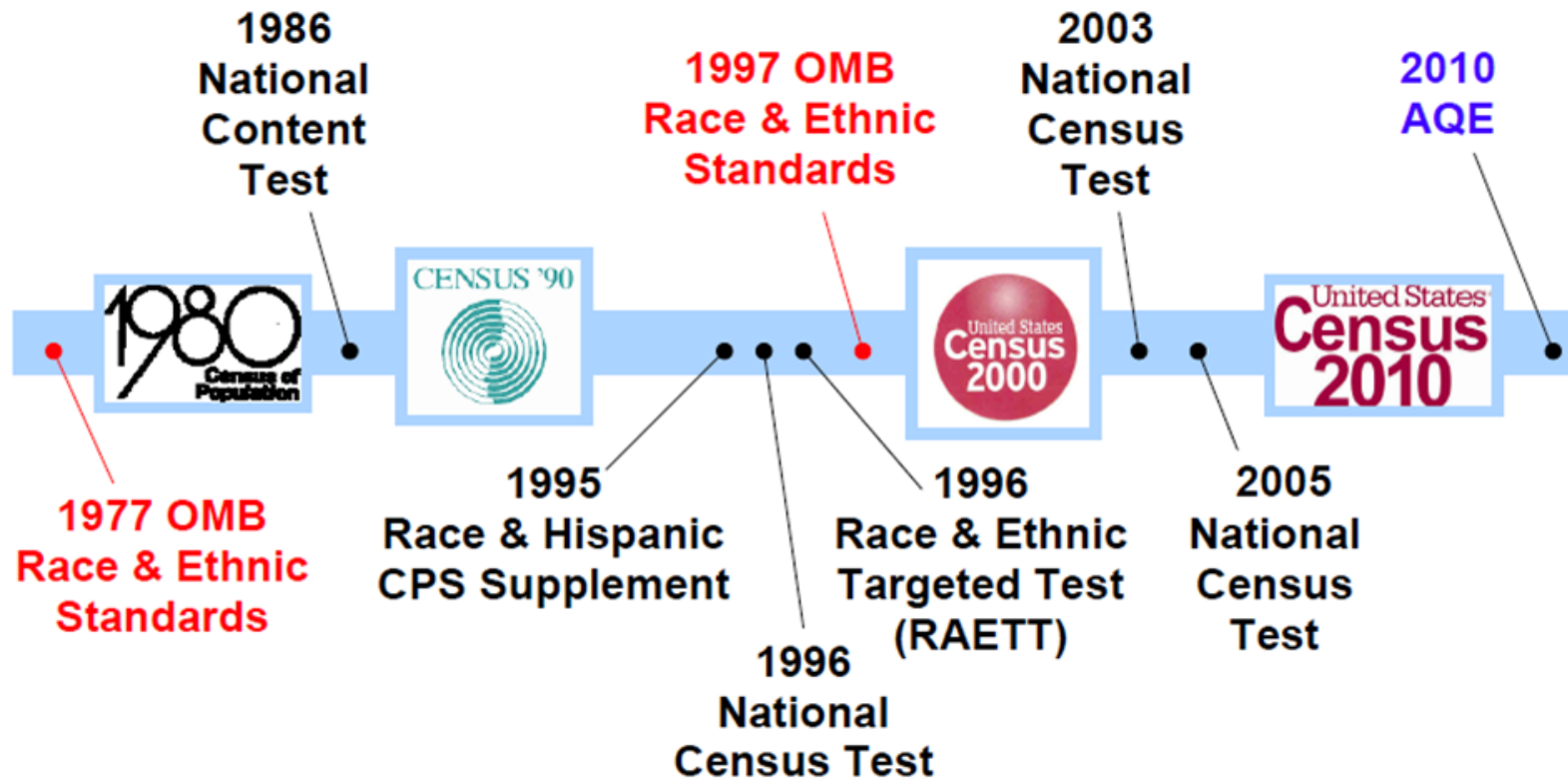
- Background
- Overview of 2015 National Content Test
- Race and Ethnicity Study Plan
- Where we are now?
- Outreach to advisory groups and stakeholders

# Concerns with Current Questions

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- Growing number of groups find the race and Hispanic origin questions confusing
- Increasing responses of “Some Other Race”
- Campaigns and lobbying of the U.S. Census Bureau and the U.S. Congress for changes to the race and Hispanic origin questions
- Led to the 2010 Census Race and Hispanic Origin Alternative Questionnaire Experiment (AQE)

# Background on Race/Ethnicity Research



Note: OMB = U.S. Office of Management and Budget; CPS = Current Population Survey

# 2010 Alternative Questionnaire Experiment (AQE) Research Designs

## Separate questions

→ NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.

### 8. Is Person 1 of Hispanic, Latino, or Spanish origin?

- No, not of Hispanic, Latino, or Spanish origin
- Yes, Mexican, Mexican Am., Chicano
- Yes, Puerto Rican
- Yes, Cuban
- Yes, another Hispanic, Latino, or Spanish origin — *Print origin, for example, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on.* ↴

### 9. What is Person 1's race? Mark one or more boxes.

- White
- Black, African Am., or Negro
- American Indian or Alaska Native — *Print name of enrolled or principal tribe.* ↴

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Asian Indian   | <input type="checkbox"/> Japanese  | <input type="checkbox"/> Native Hawaiian       |
| <input type="checkbox"/> Chinese  | <input type="checkbox"/> Korean  | <input type="checkbox"/> Guamanian or Chamorro |
| <input type="checkbox"/> Filipino   | <input type="checkbox"/> Vietnamese  | <input type="checkbox"/> Samoan                |
| <input type="checkbox"/> Other Asian — <i>Print race, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on.</i> ↴ | <input type="checkbox"/> Other Pacific Islander — <i>Print race, for example, Fijian, Tongan, and so on.</i> ↴ |  |

- Some other race — *Print race.* ↴

## Combined question

### 8. What is Person 1's race or origin? Mark one or more boxes AND write in the specific race(s) or origin(s).

- White — *Print origin(s), for example, German, Irish, Lebanese, Egyptian, and so on.* ↴

- Black, African Am., or Negro — *Print origin(s), for example, African American, Haitian, Nigerian, and so on.* ↴

- Hispanic, Latino, or Spanish origin — *Print origin(s), for example, Mexican, Mexican Am., Puerto Rican, Cuban, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on.* ↴

- American Indian or Alaska Native — *Print name of enrolled or principal tribe(s), for example, Navajo, Mayan, Tlingit, and so on.* ↴

- Asian — *Print origin(s), for example, Asian Indian, Chinese, Filipino, Japanese, Korean, Vietnamese, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on.* ↴

- Native Hawaiian or Other Pacific Islander — *Print origin(s), for example, Native Hawaiian, Guamanian or Chamorro, Samoan, Fijian, Tongan, and so on.* ↴

- Some other race or origin — *Print race(s) or origin(s).* ↴

# 2010 AQE Main Research Findings

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## Results for the Combined Question

- Did ***not*** reduce Hispanic, Black, AIAN, Asian, NHPI
- “Some Other Race” and “White” reduced
- Yielded lower item non-response rates
- Increased detailed reporting for most groups, but decreased reporting for others
- Reflects better self-identity, per reinterview
- Fair, equitable treatment for all, per focus groups

# 2015 National Content Test (NCT)

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- Census Day of September 1, 2015
- Used large, nationally representative sample of 1.2 million addresses, including Puerto Rico
- Evaluate and compare different census content
- Refine estimates of national self-response and Internet response rates and continue testing different contact strategies for optimizing self-response
- Content reinterview with subsample of NCT respondents, to measure accuracy
- Will inform recommendations for race/ethnicity content for the 2020 Census

# Methodology

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- Thoroughly explains NCT research dimensions, scope, and objectives
- Documents how sample design was developed; provides illustration of how oversampling of major groups was allocated across the country
- Provides overview of NCT initial survey and reinterview evaluation
- Discusses data processing, coding, and editing operations



# Goals for 2015 NCT Race/Ethnicity Research

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## Key Dimensions to Explore

- Separate questions vs. combined question
- “Middle Eastern or North African” (MENA) category
- Instruction wording and terminology
- Web-based designs to improve question understanding and optimize reporting of detailed racial and ethnic groups

# Research Questions and Decision Criteria

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- Research questions, data tables, and decision criteria were developed for each of the NCT research dimensions
- Our hypotheses are presented as research questions (a priori), along with table shells and explanations of what will be analyzed
- Decision criteria present how the results will be evaluated to make recommendations

# Question Format

## Separate

→ NOTE: Please answer BOTH Question 8 about Hispanic ethnicity and Question 9 about race. For this census, Hispanic ethnicities are not races.

**8. Is Person 1 Hispanic, Latino, or Spanish?**  
Mark all boxes that apply AND print ethnicities in the spaces below.  
Note, you may report more than one group.

- No, not Hispanic, Latino, or Spanish
- Yes, Mexican, Mexican Am., Chicano
- Yes, Puerto Rican
- Yes, Cuban
- Yes, another Hispanic, Latino, or Spanish ethnicity – Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc. z

**9. What is Person 1's race?**  
Mark all boxes that apply AND print ethnicities in the spaces below.  
Note, you may report more than one group.

- White – Print, for example, German, Irish, English, Italian, Polish, French, etc. z
- Black or African Am. – Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc. z
- American Indian or Alaska Native – Print, for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc. z

- Chinese
- Vietnamese
- Native Hawaiian
- Filipino
- Korean
- Samoan
- Asian Indian
- Japanese
- Chamorro
- Other Asian – Print, for example, Pakistani, Cambodian, Hmong, etc. z
- Other Pacific Islander – Print, for example, Tongan, Fijian, Marshallese, etc. z

- Middle Eastern or North African – Print, for example, Lebanese, Iranian, Egyptian, Syrian, Moroccan, Algerian, etc. z
- Some other race – Print race or ethnicity. z







## Combined w/ Write-Ins

**8. What is Person 1's race or origin?**

Mark all boxes that apply AND print details in the spaces below.  
Note, you may report more than one group.

- White – Print, for example, German, Irish, English, Italian, Polish, French, etc. z

- Hispanic, Latino, or Spanish origin – Print, for example, Mexican or Mexican American, Puerto Rican, Cuban, Salvadoran, Dominican, Colombian, etc. z

- Black or African Am. – Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc. z

- Asian – Print, for example, Chinese, Filipino, Asian Indian, Vietnamese, Korean, Japanese, etc. z

- American Indian or Alaska Native – Print, for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc. z

- Middle Eastern or North African – Print, for example, Lebanese, Iranian, Egyptian, Syrian, Moroccan, Algerian, etc. z

- Native Hawaiian or Other Pacific Islander – Print, for example, Native Hawaiian, Samoan, Chamorro, Tongan, Fijian, Marshallese, etc. z

- Some other race or origin – Print race or origin. z

## Combined w/ Checkboxes

**8. Which categories describe Person 1?**

Mark all boxes that apply AND print details in the spaces below.  
Note, you may report more than one group.

- WHITE – Provide details below.

- German  Irish  English
- Italian  Polish  French

Print, for example, Scottish, Norwegian, Dutch, etc. z

- HISPANIC, LATINO, OR SPANISH – Provide details below.

- Mexican or Mexican American  Puerto Rican  Cuban
- Salvadoran  Dominican  Colombian

Print, for example, Guatemalan, Spaniard, Ecuadorian, etc. z

- BLACK OR AFRICAN AM. – Provide details below.

- African American  Jamaican  Haitian
- Nigerian  Ethiopian  Somali

Print, for example, Ghanaian, South African, Barbadian, etc. z

- ASIAN – Provide details below.

- Chinese  Filipino  Asian Indian
- Vietnamese  Korean  Japanese

Print, for example, Pakistani, Cambodian, Hmong, etc. z

- AMERICAN INDIAN OR ALASKA NATIVE – Provide details below.

- American Indian  Alaska Native  Central or South American Indian

Print, for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat, Nome Eskimo Community, etc. z

- MIDDLE EASTERN OR NORTH AFRICAN – Provide details below.

- Lebanese  Iranian  Egyptian
- Syrian  Moroccan  Algerian

Print, for example, Israeli, Iraqi, Tunisian, etc. z

- NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER – Provide details below.

- Native Hawaiian  Samoan  Chamorro
- Tongan  Fijian  Marshallese

Print, for example, Palauan, Tahitian, Chuukese, etc. z

- SOME OTHER RACE, ETHNICITY, OR ORIGIN – Print below. z

# Web-Based Designs

## Separate Question for Hispanic Origin

AN OFFICIAL WEBSITE OF THE UNITED STATES GOVERNMENT

United States Census Bureau 2015 National Content Test

Instructions FAQs Save and Log Out

**Is NAME of Hispanic, Latino, or Spanish origin?**  
Select one or more boxes AND enter origins.  
(Help)

No, not of Hispanic, Latino, or Spanish origin

Yes, Mexican, Mexican Am., Chicano

Yes, Puerto Rican

Yes, Cuban

Yes, another Hispanic, Latino, or Spanish origin  
Enter, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.

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## Separate Question for Race

AN OFFICIAL WEBSITE OF THE UNITED STATES GOVERNMENT

United States Census Bureau 2015 National Content Test

Instructions FAQs Save and Log Out

**What is NAME's race? (Help)**  
Select one or more boxes AND enter origins.

White  
Enter, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.

Black or African Am.  
Enter, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.

American Indian or Alaska Native  
Enter name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc.

Chinese

Filipino

Asian Indian

Vietnamese

Korean

Japanese

Other Asian  
Enter, for example, Pakistani, Cambodian, Hmong, etc.

Native Hawaiian

Samoan

Chamorro

Other Pacific Islander  
Enter, for example, Tongan, Fijian, Marshallese, etc.

Some other race or origin  
Enter race or origin

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# Web-Based Designs

## Combined Question for Race and Ethnicity with Write-in Areas



**What is NAME's race or origin? (Help)**  
Select all boxes that apply.  
Note, you may report more than one group.

- White  
For example, German, Irish, English, Italian, Polish, Fre
- Hispanic, Latino, or Spanish origin  
For example, Mexican or Mexican American, Puerto Ri
- Black or African Am.  
For example, African American, Jamaican, Haitian, Nig
- Asian  
For example, Chinese, Filipino, Asian Indian, Vietname
- American Indian or Alaska Native  
For example, Navajo Nation, Blackfeet Tribe, Mayan, A
- Middle Eastern or North African  
For example, Lebanese, Iranian, Egyptian, Syrian, Mor
- Native Hawaiian or Other Pacific Islander  
For example, Native Hawaiian, Samoan, Chamorro, To
- Some other race or origin

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**Next, we will collect detailed information for each race or**

**You said that NAME is:**  
White  
Hispanic, Latino, or Spanish  
Black or African Am.  
Asian  
American Indian or Alaska Native  
Middle Eastern or North African  
Native Hawaiian or Other Pacific Islander  
Some other race or origin

**What are NAME's White origins? — Enter, for example, Ge**  
group. (Help)

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**Instructions** **FAQs** **Save and Log Out**

**You said that NAME is:**  
White  
Hispanic, Latino, or Spanish  
Black or African Am.  
Asian  
American Indian or Alaska Native  
Middle Eastern or North African  
Native Hawaiian or Other Pacific Islander  
Some other race or origin

**What are NAME's Asian origins? — Enter, for example, Chinese, Filipino, Asian Indian, Vietnamese, Korean, Japanese, etc. Note, you may report more than one group. (Help)**

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# Web-Based Designs

## Combined Question for Race and Ethnicity with Detailed Checkboxes and Write-in Areas



**Which categories describe NAME? (Help)**  
Select all boxes that apply.  
Note, you may report more than one group.

- White  
For example, German, Irish, English, Italian, Polish,
- Hispanic, Latino, or Spanish  
For example, Mexican or Mexican American, Puerto
- Black or African Am.  
For example, African American, Jamaican, Haitian, I
- Asian  
For example, Chinese, Filipino, Asian Indian, Vietna
- American Indian or Alaska Native  
For example, Navajo Nation, Blackfeet Tribe, Mayar
- Middle Eastern or North African  
For example, Lebanese, Iranian, Egyptian, Syrian, I
- Native Hawaiian or Other Pacific Islander  
For example, Native Hawaiian, Samoan, Chamorro,
- Some other race, ethnicity, or origin

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**You said that NAME is:**

- White
- Hispanic, Latino, or Spanish
- Black or African Am.
- Asian
- American Indian or Alaska Native
- Middle Eastern or North African
- Native Hawaiian or Other Pacific Islander
- Some other race, ethnicity, or origin

**What are NAME's specific Hispanic, Latino, or Spanish** below. Note, you may report more than one group. (Help)

- Mexican or Mexican American
- Puerto Rican
- Cuban
- Salvadoran
- Dominican
- Colombian

Enter, for example, Guatemalan, Spaniard, Ecuadorian, etc.

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**You said that NAME is:**

- White
- Hispanic, Latino, or Spanish
- Black or African Am.
- Asian
- American Indian or Alaska Native
- Middle Eastern or North African
- Native Hawaiian or Other Pacific Islander
- Some other race, ethnicity, or origin

**What are NAME's specific Black or African Am. categories?** — Select all boxes that apply and/or enter categories in the space below. Note, you may report more than one group. (Help)

- African American
- Jamaican
- Haitian
- Nigerian
- Ethiopian
- Somali

Enter, for example, Ghanaian, South African, Barbadian, etc.

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# Separate vs. Combined

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## Research questions for making decision recommendation

Which approach yields more accurate responses, per reinterview?

What is the effect on reporting of major race/ethnic groups?

What is the effect on reporting multiple-responses?

Which approach yields more accurate multiple-responses, per reinterview?

Which yields better self-identified reporting for Hispanics, per reinterview?

Which format has lower item nonresponse rates?

What is the effect on detailed reporting, across major categories?

How do the formats affect the reporting of specific detailed groups?

What is the effect on detailed reporting in each write-in area?

How do the “race” reporting patterns for Hispanics compare across formats?

# “MENA” Category

## 8. Which categories describe Person 1?


Mark all boxes that apply **AND** print details in the spaces below.  
Note, you may report more than one group.

**White** – Print, for example, German, Irish, English, Italian, Polish, French, etc. 


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**Hispanic, Latino, or Spanish** – Print, for example, Mexican or Mexican American, Puerto Rican, Cuban, Salvadoran, Dominican, Colombian, etc. 

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**Black or African Am.** – Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc. 

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

**Asian** – Print, for example, Chinese, Filipino, Asian Indian, Vietnamese, Korean, Japanese, etc. 

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--


**American Indian or Alaska Native** – Print, for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc. 

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**Middle Eastern or North African** – Print, for example, Lebanese, Iranian, Egyptian, Syrian, Moroccan, Algerian, etc. 

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

**Native Hawaiian or Other Pacific Islander** – Print, for example, Native Hawaiian, Samoan, Chamorro, Tongan, Fijian, Marshallese, etc. 

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

**Some other race, ethnicity, or origin** – Print details. 

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--



# “MENA” Category

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## Research questions for making decision recommendation

Which approach yields more accurate reporting of White and/or MENA, per reinterview?

Which approach yields more accurate responses, per reinterview, for respondents of MENA heritage?

Where are MENA responses being reported?

Which approach yields more accurate multiple-response data, per reinterview?

What effect does including a distinct MENA category have on detailed group reporting for MENA respondents?

Which approach optimizes detailed reporting of MENA groups, per reinterview?

What effect does adding MENA have on reporting of other major groups?

What effect does including MENA have on item nonresponse?

# Instructions and Terms

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## Instruction Wording:

- *Mark [X] one or more boxes.*
- *Mark all boxes that apply...*

*Note, you may report more than one group.*

## Alternatives for Terminology:

- “Race,” “Ethnicity,” “Origin”
- Which categories describe you?

# Instructions and Terms

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## Research questions for making decision recommendation

Which instructions yield more accurate multiple-race data, per reinterview?

Which of the different terms yield more accurate multiple-race data, per reinterview?

What is the effect of instructions on reporting of major race/ethnic groups?

What is the effect of different terms on reporting of major race/ethnic groups?

What is the effect of instructions and terms on detailed group reporting?

# Where We Are Now?

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- Finalizing all data processing, including coding and editing
- Feedback and outreach
- Finalizing study plan
- Working on data analyses

# Ongoing Engagement

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- Outreach and engagement with myriad racial/ethnic communities, organizations, leaders
- Academic scholars and expert researchers
- Civil Rights community
- Congressional staffers and leaders
- Extensive public comments during from the Federal Register Notice on the 2015 NCT
- April 27 virtual meeting with stakeholder organizations to discuss research plans

# Next Steps

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- Incorporate advisors feedback; finalize Study Plan (Spring '16)
- Construct data, analyze results, develop report (Summer '16)
- Discuss research findings with OMB and Interagency Working Group on Race and Ethnic Research (Summer '16)
- Present NCT results and recommendations to public; discuss findings with advisory groups and stakeholder organizations (Summer - Fall '16)
- Submit content topics for 2020 Census to Congress (April '17)
- Submit final wording for 2020 Census to Congress (April '18)

# Thank You!