



Update on Race and Ethnic Research Plans for 2015 National Content Test

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Goals for Mid-Decade Race and Hispanic Origin Research

Four 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

Dimension 1: Separate vs. Combined

→ 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?

Mark one or more boxes AND print origins.

- 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, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.

9. What is Person 1's race? Mark one or more boxes AND print origins.

- White – Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.
- Black or African Am. – Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somalian, etc.
- American Indian or Alaska Native – Print 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 Vietnamese Native Hawaiian
- Filipino Korean Samoan
- Asian Indian Japanese Chamorro
- Other Asian – Print, for example, Pakistani, Cambodian, Hmong, etc.
- Other Pacific Islander – Print, for example, Tongan, Marshallese, etc.
- Some other race – Print race or origin

8. What is Person 1's race or origin? Mark one or more boxes AND print origins.

- White – Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.
- Hispanic, Latino, or Spanish origin – Print, for example, Mexican or Mexican American, Puerto Rican, Cuban, Salvadoran, Dominican, Colombian, etc.
- Black or African Am. – Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somalian, etc.
- Asian – Print, for example, Chinese, Filipino, Asian Indian, Vietnamese, Korean, Japanese, etc.
- American Indian or Alaska Native – Print 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.
- Native Hawaiian or Other Pacific Islander – Print, for example, Native Hawaiian, Samoan, Chamorro, Tongan, Fijian, Marshallese, etc.
- Some other race or origin – Print race or origin

Dimension 2: “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. ↴*

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

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. ↴*

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 ↴*



Dimension 2: “MENA” Category

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

Dimension 3: Instructions and Terms

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?

Dimension 3: Instructions and Terms

American Indian or Alaska Native Instruction Wording:

- *Print name of enrolled or principal tribe, for example...*

- American Indian or Alaska Native** – *Print 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. ↴*

- *Print, for example...*

- 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. ↴*

Design Rationale for Detailed Groups

- Census Bureau collects and tabulates detailed, disaggregated data for many detailed groups
- Analysis of decennial census and American Community Survey data shows that for most major U.S. Office of Management and Budget (OMB) categories, a handful of groups comprise vast majority of respective population
- Include six examples to reflect diversity of category's OMB definition

Design Rationale for Detailed Groups

- About four of every five respondents would see themselves in examples or detailed checkboxes
- The Census Bureau identified largest groups in the United States that represent the different geographic regions referenced in each of the OMB race and ethnic group definitions
- Balance and equity – present groups in population size order (largest to smallest)
- 2015 NCT research will determine which approach is best for collecting race and ethnic data

Dimension 4: Web-Based Designs

Initial Screen for Race and Ethnicity

Which categories describe Person 1?
Select all boxes that apply. Note, you may select more than one group. [\(Help\)](#)

White
For example, German, Irish, English, Italian, Polish, French, etc.

Hispanic, Latino, or Spanish origin
For example, Mexican or Mexican American, Puerto Rican, Cuban, Salvadoran, Dominican, Colombian, etc.

Black or African Am.
For example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somalian, etc.

Asian
For example, Chinese, Filipino, Asian Indian, Vietnamese, Korean, Japanese, etc.

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

Middle Eastern or North African
For example, Lebanese, Iranian, Egyptian, Syrian, Moroccan, Algerian, etc.

Native Hawaiian or Other Pacific Islander
For example, Native Hawaiian, Samoan, Chamorro, Tongan, Fijian, Marshallese, etc.

Some other race, ethnicity, or origin

Dimension 4: Web-Based Designs

Subsequent Screens for Detailed Responses

Screen for Hispanic or Latino

Select all boxes that apply and/or enter details in the space below. [\(Help\)](#)

HISPANIC, LATINO, OR SPANISH

Mexican or Mexican American

Puerto Rican

Cuban

Salvadoran

Dominican

Colombian

Enter details below (for example, Guatemalan, Spaniard, Ecuadorian, etc.)

Guatemalan, Peruvian

Screen for Asian

Select all boxes that apply and/or enter details in the space below. [\(Help\)](#)

ASIAN

Chinese

Filipino

Asian Indian

Vietnamese

Korean

Japanese

Enter details below (for example, Pakistani, Cambodian, Hmong, etc.)

Bangladeshi, Hmong

Optimizing Detailed AIAN Reporting and Data for Disaggregated Groups

- How best to elicit detailed American Indian, Alaska Native, and Central or South American responses?
- Collecting and tabulating data for over a thousand unique, relatively small groups
- Design approaches with structural features such as major category label, representative examples, detailed checkboxes, and/or dedicated write-in area

Optimizing Detailed AIAN Reporting in Paper-Based Designs

Major conceptual components of AIAN population

Three checkboxes

+ Six detailed examples

+ Dedicated write-in area

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. ↴

Largest detailed tribes, villages, indigenous groups

Six checkboxes

+ Three detailed examples

+ Dedicated write-in area

AMERICAN INDIAN OR ALASKA NATIVE – *Provide details below.*

Navajo Nation Blackfeet Tribe Mayan

Aztec Native Village of Barrow Inupiat Nome Eskimo Community

Print, for example, Muscogee (Creek) Nation, Taino, Orutsararmuit Native Village, etc. ↴

Cognitive Research on Detailed Checkboxes

- Cognitive testing for 2015 NCT will focus on design variations with multiple detailed checkboxes, examples, and write-in spaces for “American Indian,” “Alaska Native,” and “Central or South American Indian” responses

Dimension 4: Web-Based Designs

Initial Screen for Race and Ethnicity

Which categories describe Person 1?
Select all boxes that apply. Note, you may select more than one group. [\(Help\)](#)

White
For example, German, Irish, English, Italian, Polish, French, etc.

Hispanic, Latino, or Spanish origin
For example, Mexican or Mexican American, Puerto Rican, Cuban, Salvadoran, Dominican, Colombian, etc.

Black or African Am.
For example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somalian, etc.

Asian
For example, Chinese, Filipino, Asian Indian, Vietnamese, Korean, Japanese, etc.

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

Middle Eastern or North African
For example, Lebanese, Iranian, Egyptian, Syrian, Moroccan, Algerian, etc.

Native Hawaiian or Other Pacific Islander
For example, Native Hawaiian, Samoan, Chamorro, Tongan, Fijian, Marshallese, etc.

Some other race, ethnicity, or origin

Dimension 4: Web-Based Designs

Subsequent Screens for Detailed Responses

Screen for American Indian or Alaska Native

Enter details in the spaces below. [\(Help\)](#)

AMERICAN INDIAN

Enter below, for example, Navajo Nation, Blackfeet Tribe, Muscogee (Creek) Nation, etc.

ALASKA NATIVE

Enter below, for example, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, Orutsararmuit Native Village, etc.

CENTRAL OR SOUTH AMERICAN INDIAN

Enter below, for example, Mayan, Aztec, Taino, etc.

Modified Designs for Paper

- Much more limited in paper-based designs
- Exception to paper design requirements for 2015 NCT enabled us to experiment with detailed checkbox designs
- Developed modification with multiple-detailed checkboxes for all groups

Modified Designs for Paper

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. ?

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

- Mexican or
Mexican American Puerto Rican Cuban
 Salvadoran Dominican Colombian

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

BLACK OR AFRICAN AM. – Provide details below.

- African American Jamaican Haitian
 Nigerian Ethiopian Somali

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

ASIAN – Provide details below.

- Chinese Filipino Asian Indian
 Vietnamese Korean Japanese

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

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. ?

MIDDLE EASTERN OR NORTH AFRICAN – Provide details below.

- Lebanese Iranian Egyptian
 Syrian Moroccan Algerian

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

NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER
– Provide details below.

- Native Hawaiian Samoan Chamorro
 Tongan Fijian Marshallese

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

SOME OTHER RACE, ETHNICITY, OR ORIGIN – Print below. ?

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.*

- | | | |
|----------------------------------|---------------------------------|----------------------------------|
| <input type="checkbox"/> German | <input type="checkbox"/> Irish | <input type="checkbox"/> English |
| <input type="checkbox"/> Italian | <input type="checkbox"/> Polish | <input type="checkbox"/> French |

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

HISPANIC, LATINO, OR SPANISH ORIGIN – *Provide details below.*

- | | | |
|--|---------------------------------------|------------------------------------|
| <input type="checkbox"/> Mexican or Mexican American | <input type="checkbox"/> Puerto Rican | <input type="checkbox"/> Cuban |
| <input type="checkbox"/> Salvadoran | <input type="checkbox"/> Dominican | <input type="checkbox"/> Colombian |

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

BLACK OR AFRICAN AM. – *Provide details below.*

- | | | |
|---|------------------------------------|-----------------------------------|
| <input type="checkbox"/> African American | <input type="checkbox"/> Jamaican | <input type="checkbox"/> Haitian |
| <input type="checkbox"/> Nigerian | <input type="checkbox"/> Ethiopian | <input type="checkbox"/> Somalian |

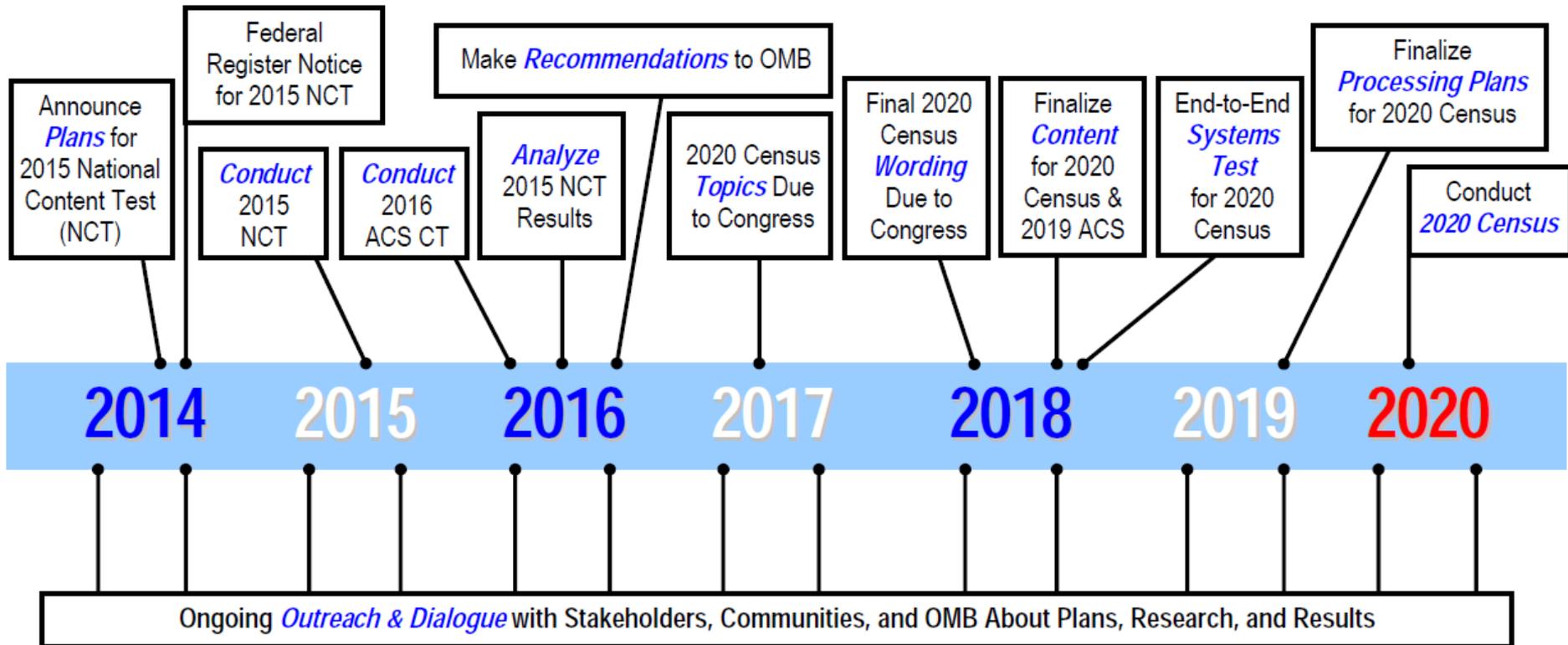
Print, for example, Ghanaian, South African, Barbadian, etc. ↴

ASIAN – *Provide details below.*

- | | | |
|-------------------------------------|-----------------------------------|---------------------------------------|
| <input type="checkbox"/> Chinese | <input type="checkbox"/> Filipino | <input type="checkbox"/> Asian Indian |
| <input type="checkbox"/> Vietnamese | <input type="checkbox"/> Korean | <input type="checkbox"/> Japanese |

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

Timeline for Making Decisions



QUESTIONS?

1. Do you have any thoughts on the modifications we have made to incorporate multiple-detailed checkboxes into one of the paper-based question designs?
2. Do you have any comments on the design rationale (checkboxes and write-in areas) for eliciting detailed responses for American Indians and Alaska Natives?
3. Do you have questions about the next steps for the 2015 NCT research plans?