



# Qualitative Research Results on Race and Ethnic Origin

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# Overview

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- American Indian and Alaska Native focus groups for the 2015 National Content Test
- 2016 American Community Survey Content Test cognitive interviews

# American Indian and Alaska Native (AIAN) Qualitative Research Results

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# Background on AIAN Focus Groups

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- 2014 National Advisory Committee meetings encouraged research to test different instructions for the AIAN write-in area
- New 2014 research explored how different segments of the AIAN population understand and respond to different instruction wording
- Purpose of 2014 qualitative research was to inform plans and question designs for the 2015 NCT

# 2014 AIAN Focus Groups Locations and Respondents

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- Conducted a total of eight focus groups
- Four cities (two focus groups per site)

**Anchorage** – Alaska Native respondents  
(collaborated with Alaska Federation of Natives)

**Atlanta** – American Indian respondents with tribal identity  
(collaborated with National Congress of American Indians)

**Los Angeles** – Urban Indian respondents who identify as American Indian, but not with a tribe

**Denver** – Indigenous Central and South American Indian respondents who may or may not identify with AIAN category

# Number of Participants by Location

AIAN Community	Location (Focus Group)	Participants	Cumulative
Alaska Natives	Anchorage (group 1)	8	8
	Anchorage (group 2)	5	13
American Indians	Atlanta (group 1)	7	20
	Atlanta (group 2)	8	28
Urban Indians	Los Angeles (group 1)	8	36
	Los Angeles (group 2)	8	44
Central & South American Indians	Denver (group 1)	8	52
	Denver (group 2)	8	60

# 2014 AIAN Research Panels

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## Wording for race/ethnicity question

- Five panels asked, “**What is your race or origin?**”
- One panel asked, “**Which categories describe you?**”

## Wording for instructions with AIAN write-in area

- Print name of **enrolled or principal tribe(s)**, for example...
- Print name(s) of **enrolled or affiliated tribes(s)**, for example...
- Print name(s) of **affiliated tribe(s)**, for example...
- Print name(s) of **tribe(s) or village(s)**, for example...
- Print **specific origin(s)**, for example...
- Print, for example...

# Results of 2014 AIAN Research

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- Participants were confused by use of different terms and concepts (e.g., “enrolled”, “affiliated,” “villages,” “race,” “origin,” “tribe,” etc.)
- Overwhelming sentiment from AIAN focus group participants = **want to be treated equally** with other race/ethnic groups
- Felt equal with other race/ethnic groups by not having different terminology (i.e., enrolled, affiliated, villages, etc.)
- Majority of AIAN participants preferred “*Print, for example...*” instruction wording

# AIAN Instructions for Write-in Area

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- *Print name of enrolled or principal tribe(s), 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. ↴*

# Future AIAN Consultations

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- Developing preliminary plans to test a separate question on tribal enrollment
- Feedback during tribal consultations this Fall
  - Separate tribal enrollment question
  - Using “Print, for example...” for AIAN populations
  - 2020 Census coding and classification plans for AIAN populations
  - Design of questionnaires and forms

# 2016 American Community Survey (ACS) Content Test Cognitive Interviewing Research

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# 2016 ACS Content Test

## Cognitive Interviewing Research

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**The ACS conducted cognitive interviewing research for all content that is being tested in the 2016 ACS Content Test (CT)**

- Two rounds of cognitive interviews:
  - Round 1 (June, July, August 2014)
  - Round 2 (October, November 2014)
- Conducted in English and Spanish

# 2016 ACS CT

## Cognitive Interviewing Methodology

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- Round 1 (June, July, August 2014)
  - 60 interviews (41 English, 19 Spanish)
  - Explored the separate and combined race and Hispanic origin questions
  - 3 modes (Paper, Computer Assisted Telephone Interviewing, Computer Assisted Personal Interviewing)
- Round 2 (October, November 2014)
  - 41 interviews (20 English, 21 Spanish)
  - Further explored the combined question
  - 3 modes (Paper, CATI, CAPI)

# Goals for ACS CT Cognitive Interviews for Race and Origin

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## Research Dimensions

- Separate questions vs. combined question
- Addition of the Middle Eastern or North African (MENA) category
- List of examples for each group
- Instruction wording

# 2016 ACS CT

## Round 1 Results

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- Most respondents stated a clear preference for the combined question
- Respondents continued to struggle with the terms/concepts of “race” and “origin”
- Hispanic respondents thought having the race question after the Hispanic origin question was redundant
- MENA respondents preferred the combined question and found themselves easily
- Having “*and so on*” was thought to be redundant with “*for example*”

# 2016 ACS CT

## Round 1 Recommendations

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- Continue testing the combined question that included MENA
- Remove “*and so on*” from list of examples because of redundancy with the beginning of the instruction “*for example,...*”
- Due to confusion over the terms “race” and “origin”, use a more neutral wording
  - “Which categories describe {Person 1}?”

# 2016 ACS CT

## Round 2 Results

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- Multiracial respondents selected more than one category; understood revised instructions
- MENA respondents liked the addition of new Middle Eastern or North African category
- Removing “*and so on*” from instructions led to the example list being interpreted as finite

# 2016 ACS CT

## Round 2 Recommendations

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- Change terminology at the end of example lists; will use “*etc.*” to elicit detailed reporting
- Continue to use the terminology of “categories” instead of “race” or “origin” since this did not confuse respondents
- Use “*Print, for example...*” instructions
- Continue with use of Middle Eastern or North African category in experimental designs

# 2016 ACS CT

## Provides Important Opportunities

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The 2016 ACS CT will provide the opportunity to operationally test race/ethnic questions:

- Computer-assisted interviewing modes
- Coding operations
- Ability to analyze socioeconomic characteristics
- Explore tabulation ideas for future data products

# QUESTIONS?

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1. Do you have comments on our plan to test “*Print name of enrolled or principal tribe, for example...*” and “*Print, for example...*” in the 2015 National Content Test?
2. Do you have suggestions for the AIAN tribal consultations?
3. Do you have any suggestions on what else we can evaluate from the American Community Survey Content Test?