

2015 National Content Test Preliminary Results on Race and Ethnicity

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**Presentation for Census National Advisory Committee
on Racial, Ethnic, and Other Populations**

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2015 National Content Test (NCT) Goals for Race & Ethnicity Research

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

Preliminary Results by Question Format

Separate Questions

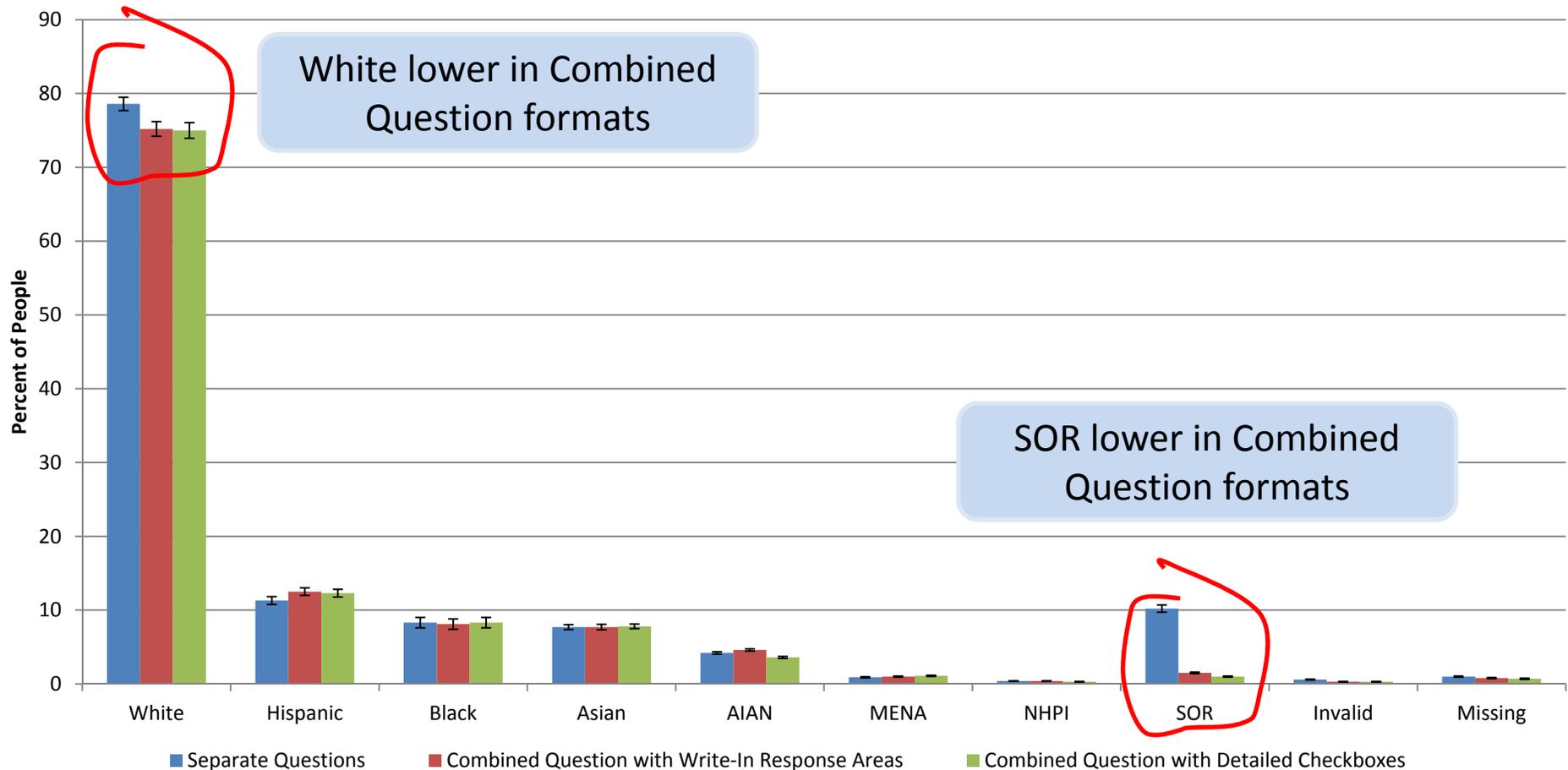
vs.

Combined Question with Write-In Response Areas

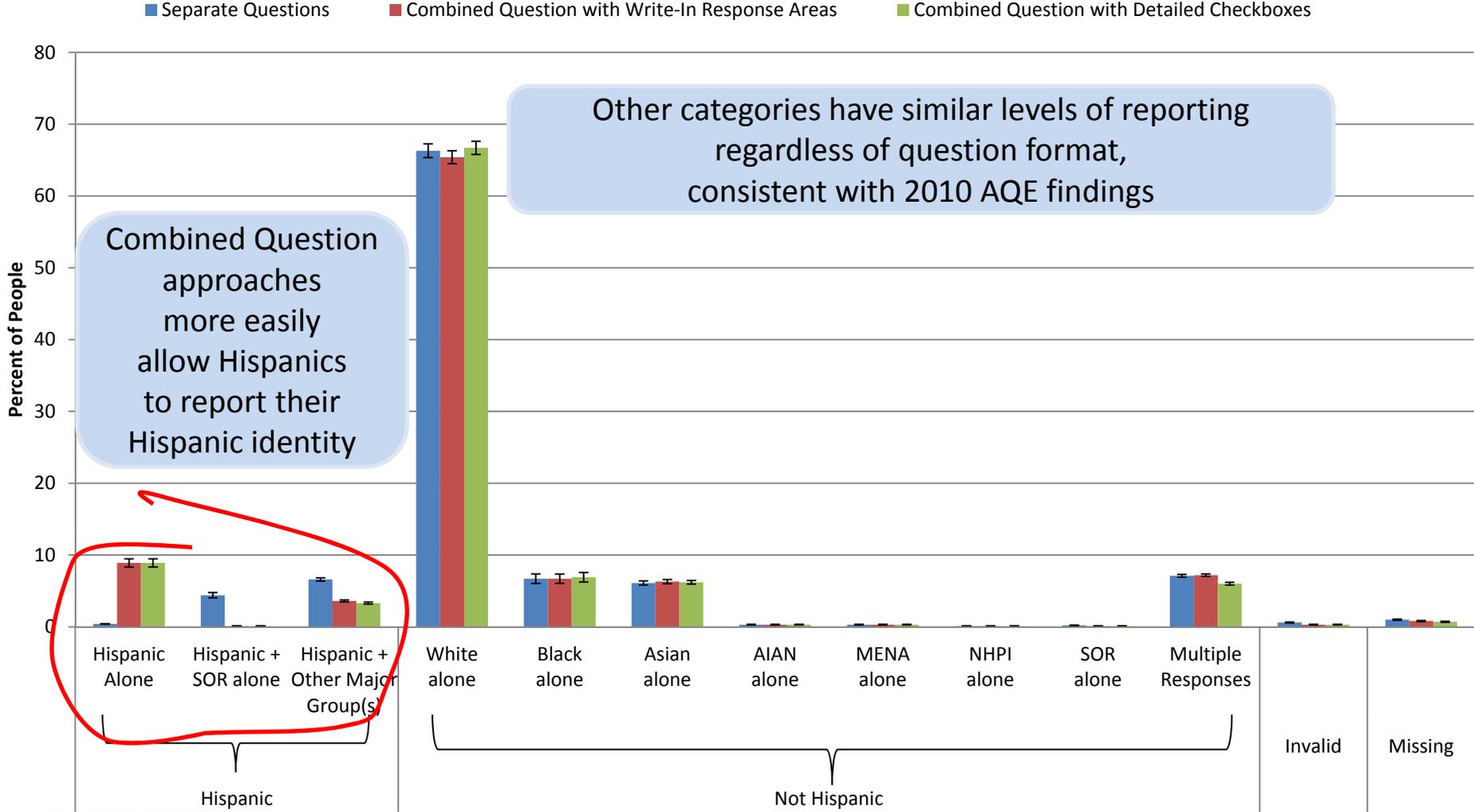
vs.

Combined Question with Detailed Checkboxes

Race/Ethnicity Distributions by Question Format (Percent Alone or in Combination)

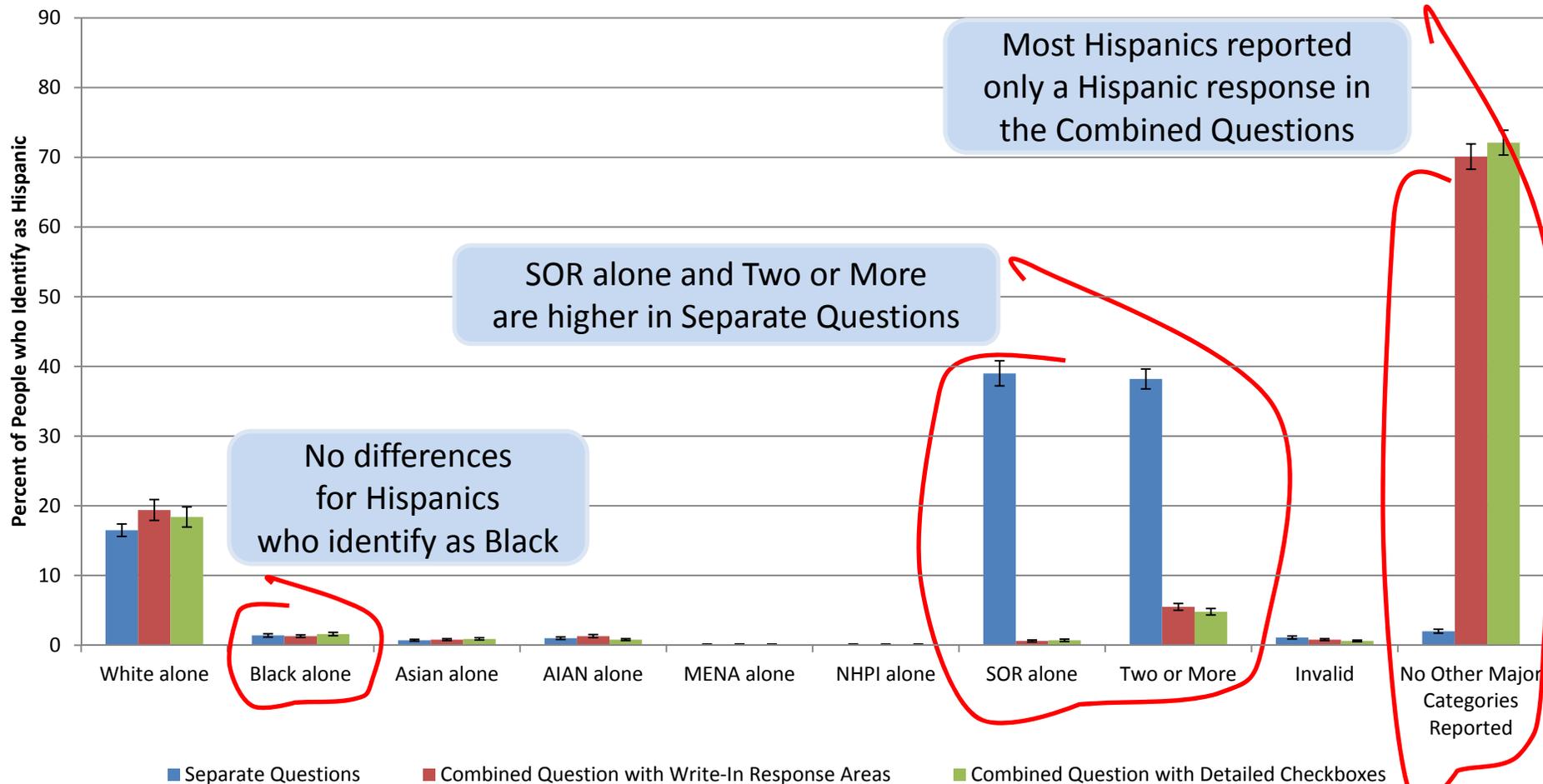


Percent Distribution of Hispanic Responses and Non-Hispanic Responses by Question Format

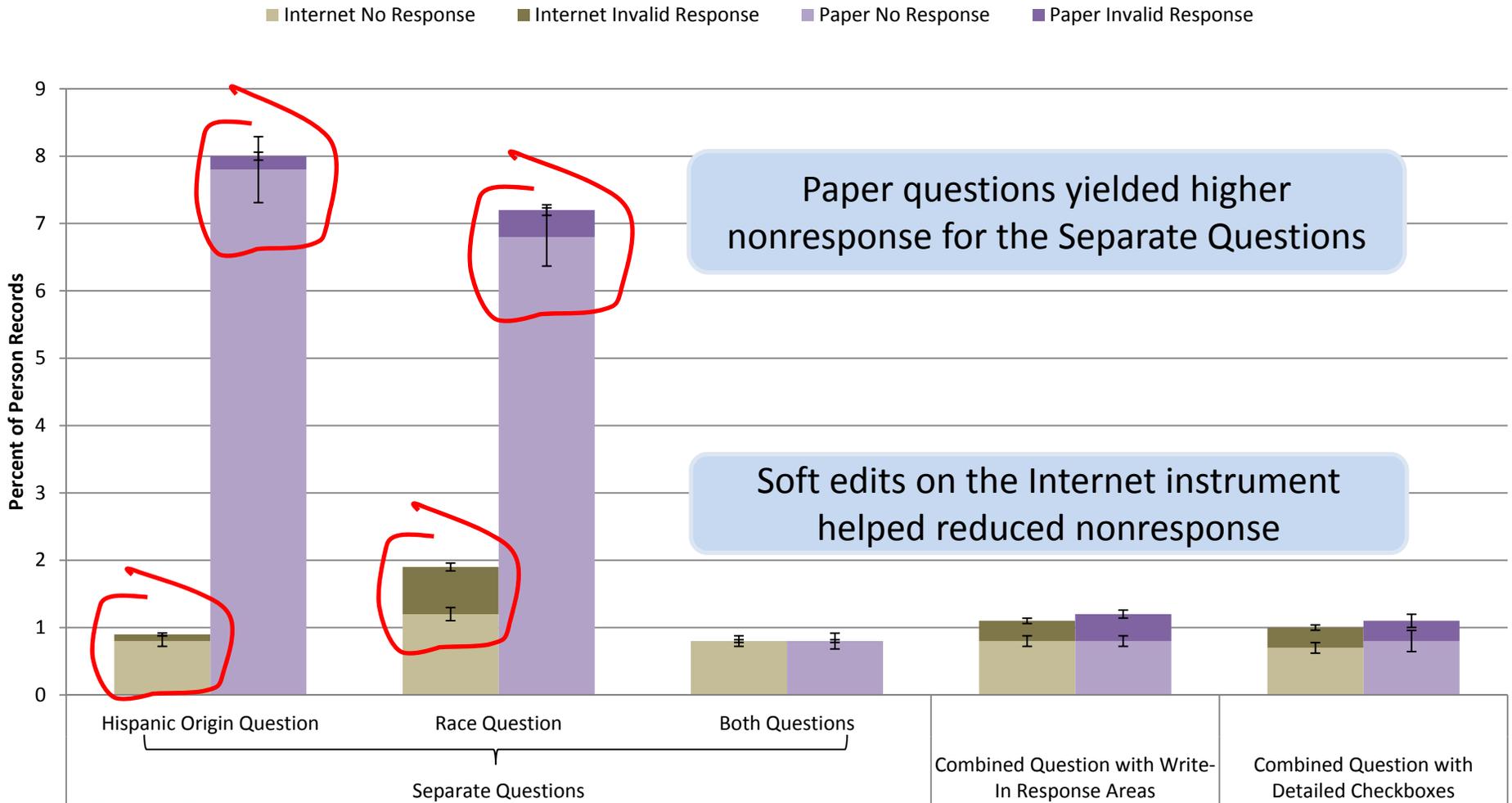


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Percent Distribution of Race for Hispanic Respondents by Question Format

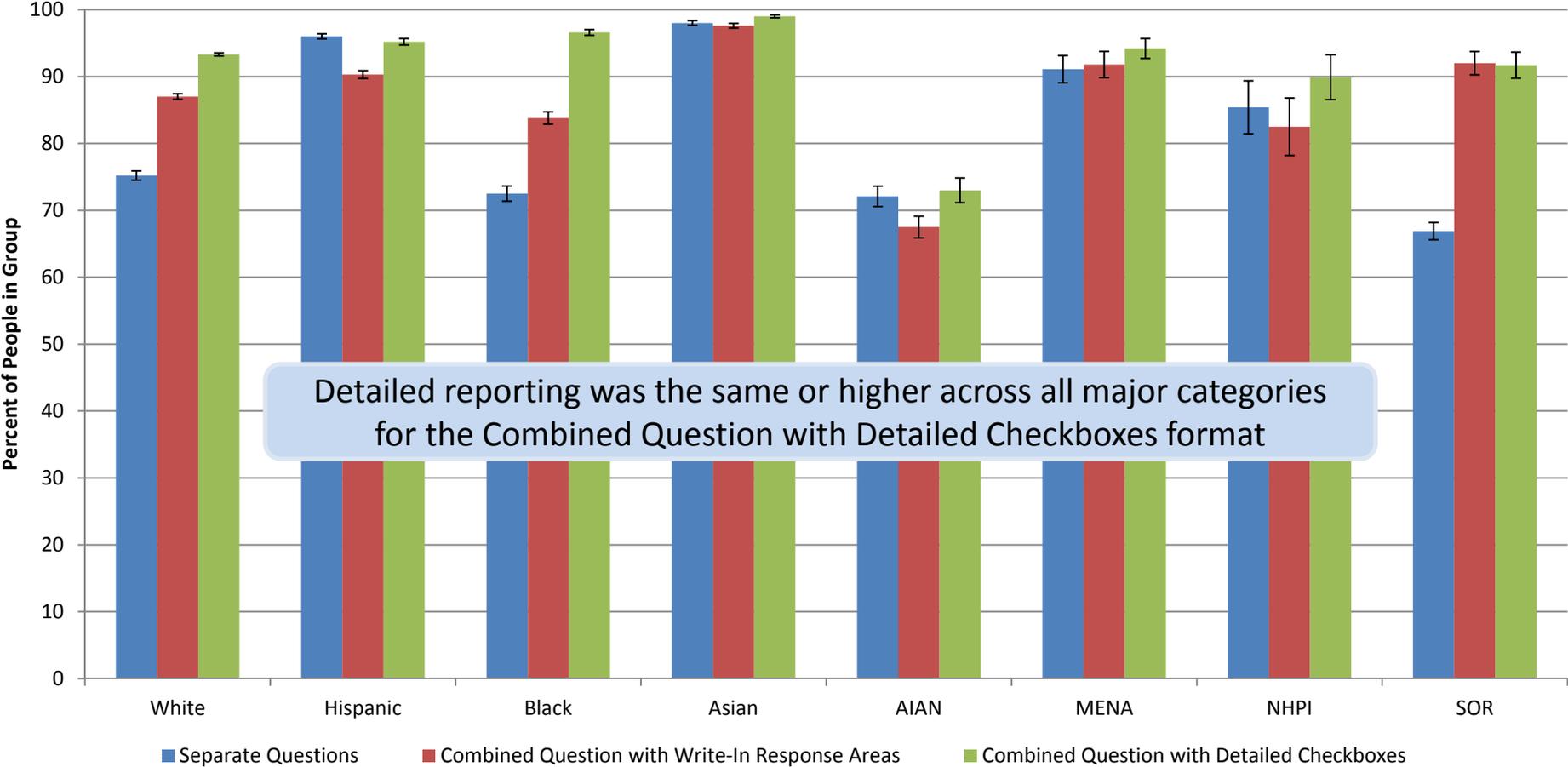


Percent of Item Nonresponse by Question Format



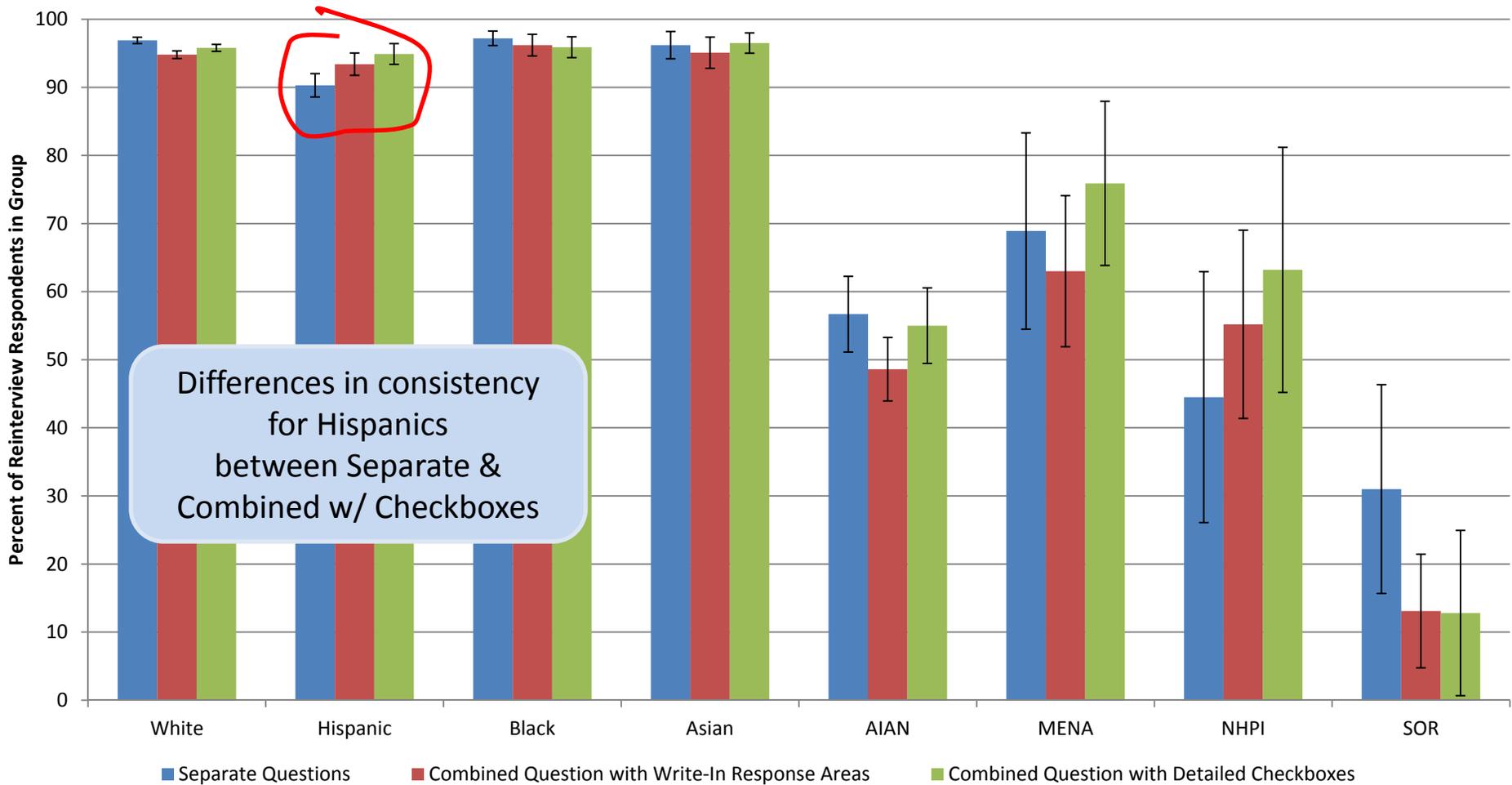
Detailed Reporting for Major Race/Ethnicity Groups by Question Format

(Percent Alone or in Combination)



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Consistency of Reinterview and Self-Response by Race/Ethnicity Group by Question Format (Percent Alone or in Combination)



Question Format

Summary of Preliminary Findings

The combined question with detailed checkboxes design appears to elicit higher quality data on race and ethnicity; this is in keeping with the results of 2010 AQE

- No changes to distribution for major groups
- Decreased Some Other Race reporting
- Lower item nonresponse for the combined race/ethnicity question than for the separate race question
- Same or higher level of detailed reporting
- Higher overall consistency for Hispanics

Preliminary Recommendation for Census Bureau Director

**Use the Combined Question
with Detailed Checkboxes Design
for 2018 End-to-End Census Test**

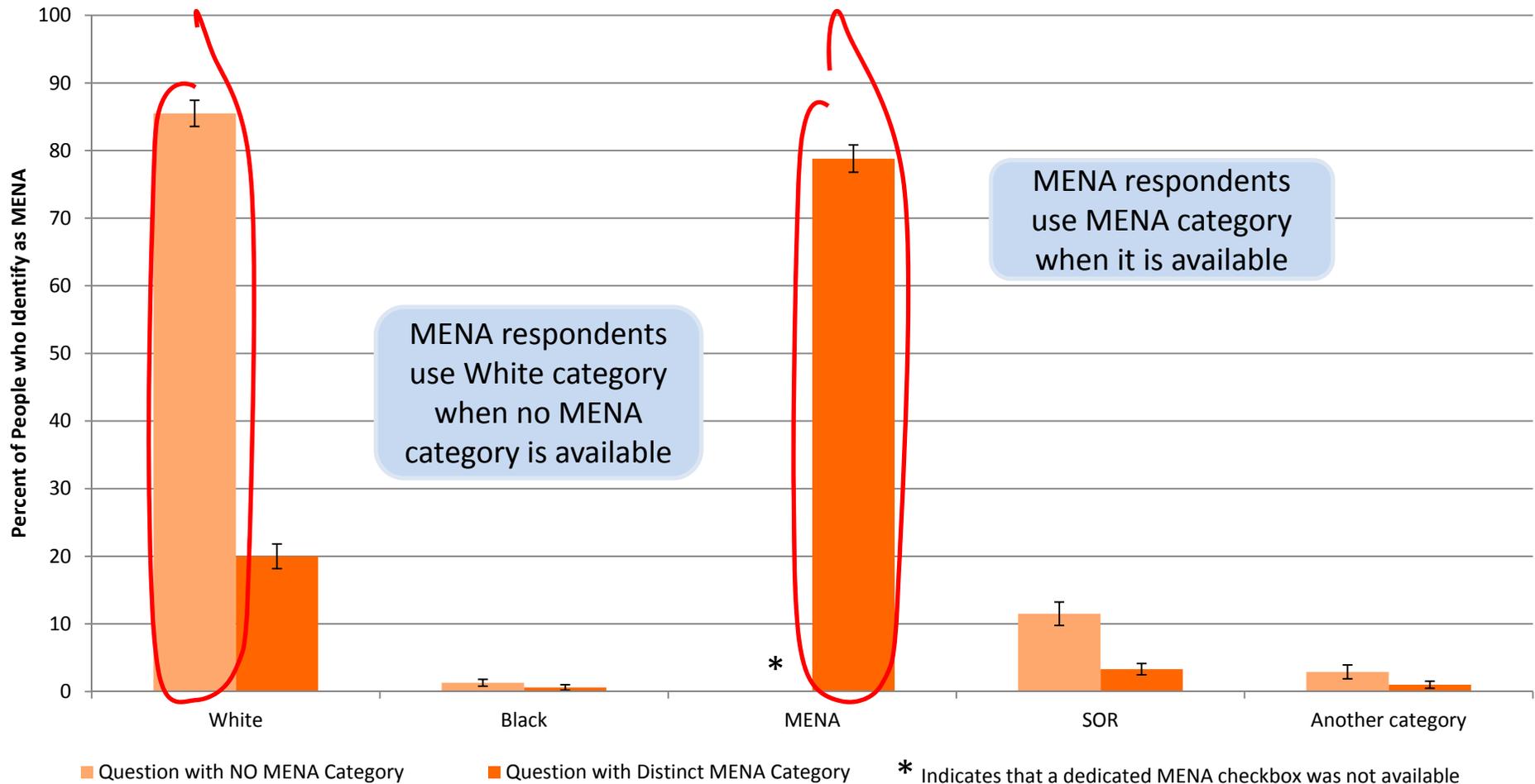
Preliminary Results by Inclusion of MENA Category

No Distinct MENA Category

vs.

Including a Distinct MENA Category

Where MENA Responses are Reported by Presence of MENA Category (Percent Alone or in Combination)



Inclusion of MENA Category – Summary of Preliminary Findings

The use of a distinct Middle Eastern or North African category appears to elicit higher quality data for people who would identify with MENA

- People who identify as MENA use the MENA category when it is available
- People who are MENA have trouble identifying as only MENA when no category is available

Preliminary Recommendation for Census Bureau Director

**Include a dedicated response category
“Middle Eastern or North African” (MENA)
for 2018 End-to-End Census Test**

Instructions and Terminology

- **Continue evaluating results regarding *instructions***

“Mark [**X**] one or more boxes”

vs.

“Mark all boxes that apply”

- **Continue evaluating results regarding *terminology***

“race/origin” vs. “race/ethnicity”

vs. no terms – “categories”

Summary of Preliminary Recommendations for 2018 End-to-End Census Test

- **Use combined question with detailed checkboxes design**
- **Include dedicated MENA response category**
- **Instructions and Terminology – analyzing further**

Questions for NAC Members

- 1) What are your thoughts on the NCT results and recommendation to use a combined race/ethnicity question?**
- 2) What are your thoughts on the NCT results and recommendation to use a “Middle Eastern or North African” response category?**