

2015 National Content Test Research Findings for Improving Data on Race/Ethnicity

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U.S. Census Bureau**

**Virtual Meeting with National Advisory Committee
on Racial, Ethnic, and Other Populations**

April 5, 2017

2015 NCT Report on Race & Ethnicity

2015 National Content Test Race and Ethnicity Analysis Report

A New Design for the 21st Century

Issued 02/28/2017

Version 1.0

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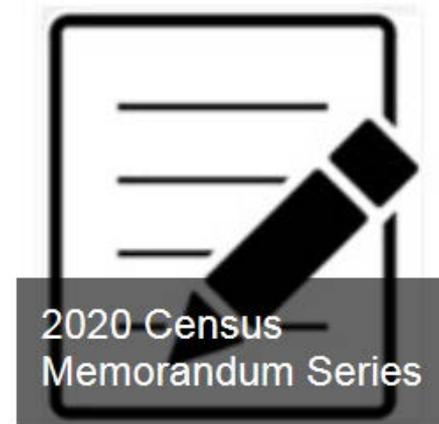
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**2015 National Content Test
Race & Ethnicity Analysis Report**

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U.S. CENSUS BUREAU

Video on 2015 NCT Report

Press Kit: 2015 National Content Test

February 28, 2017



Presentation

-  Overview of 2015 National Content Test Analysis Report on Race and Ethnicity [2.3 MB]
-  Remarks on Video for 2015 NCT Race and Ethnicity Analysis Report [<1.0 MB]



<https://census.gov/newsroom/press-kits/2017/nct.html>

Goals for 2015 NCT 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

Exploring Question Format for Race and Ethnicity

Question Format

Separate Questions

→ 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.

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.
- Black or African Am. – Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, 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.
- | | | |
|---|--|--|
| <input type="checkbox"/> Chinese | <input type="checkbox"/> Vietnamese | <input type="checkbox"/> Native Hawaiian |
| <input type="checkbox"/> Filipino | <input type="checkbox"/> Korean | <input type="checkbox"/> Samoan |
| <input type="checkbox"/> Asian Indian | <input type="checkbox"/> Japanese | <input type="checkbox"/> Chamorro |
| <input type="checkbox"/> Other Asian – Print, for example, Pakistani, Cambodian, Hmong, etc. <input style="width: 100px;" type="text"/> | <input type="checkbox"/> Other Pacific Islander – Print, for example, Tongan, Fijian, Marshallese, etc. <input style="width: 100px;" type="text"/> | |
- Middle Eastern or North African – Print, for example, Lebanese, Iranian, Egyptian, Syrian, Moroccan, Algerian, etc.
- Some other race – Print race or ethnicity.

Combined Question with Write-Ins

8. What is Person 1's race or origin?
Mark all boxes that apply AND print origins 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 or origin – Print race or origin.

Combined Question with 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.

<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 – 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"/> Somali

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

<input type="checkbox"/> American Indian	<input type="checkbox"/> Alaska Native	<input type="checkbox"/> 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.

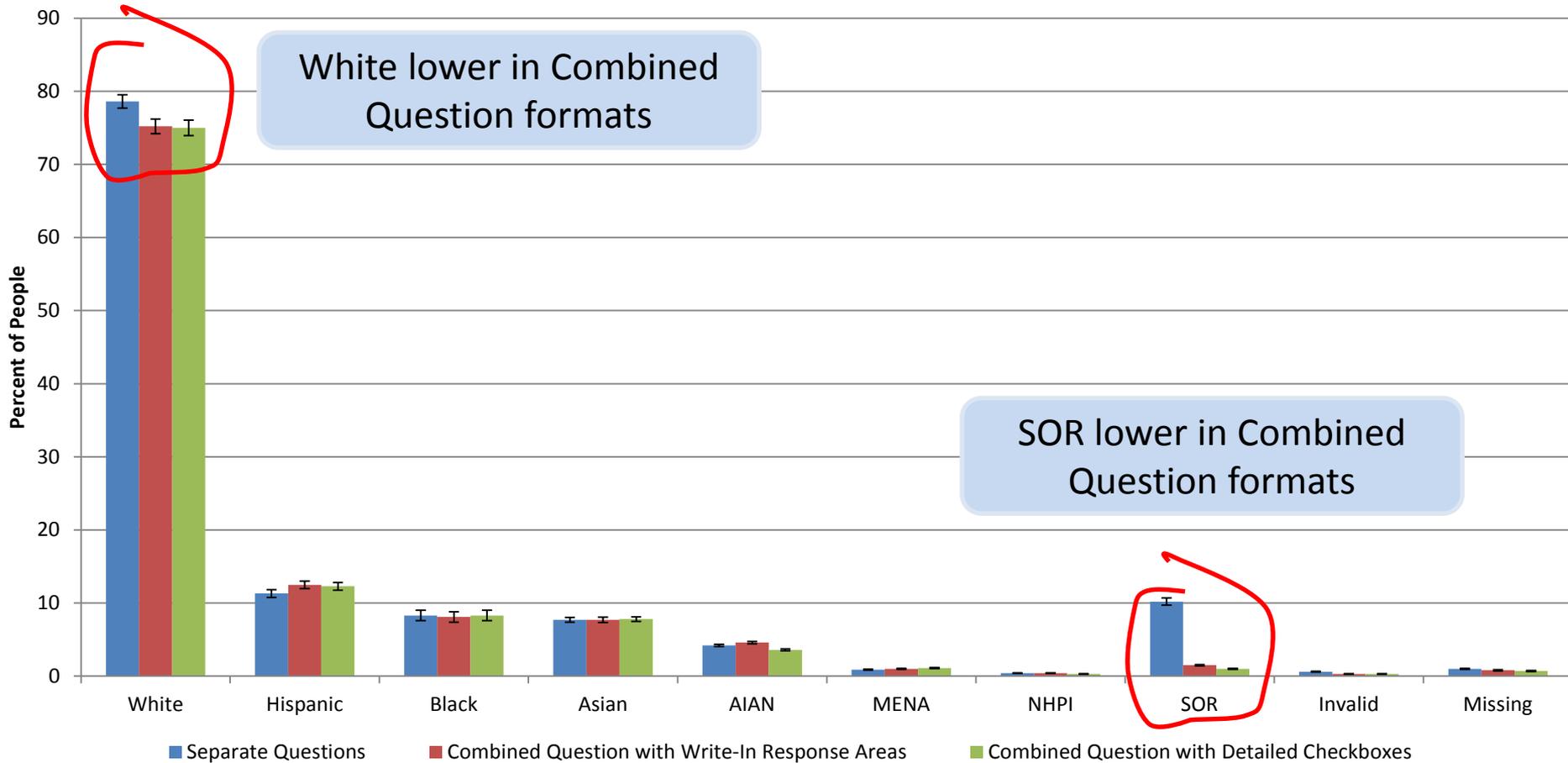
<input type="checkbox"/> Lebanese	<input type="checkbox"/> Iranian	<input type="checkbox"/> Egyptian
<input type="checkbox"/> Syrian	<input type="checkbox"/> Moroccan	<input type="checkbox"/> Algerian

 Print, for example, Israeli, Iraqi, Tunisian, etc.
- NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER – Provide details below.

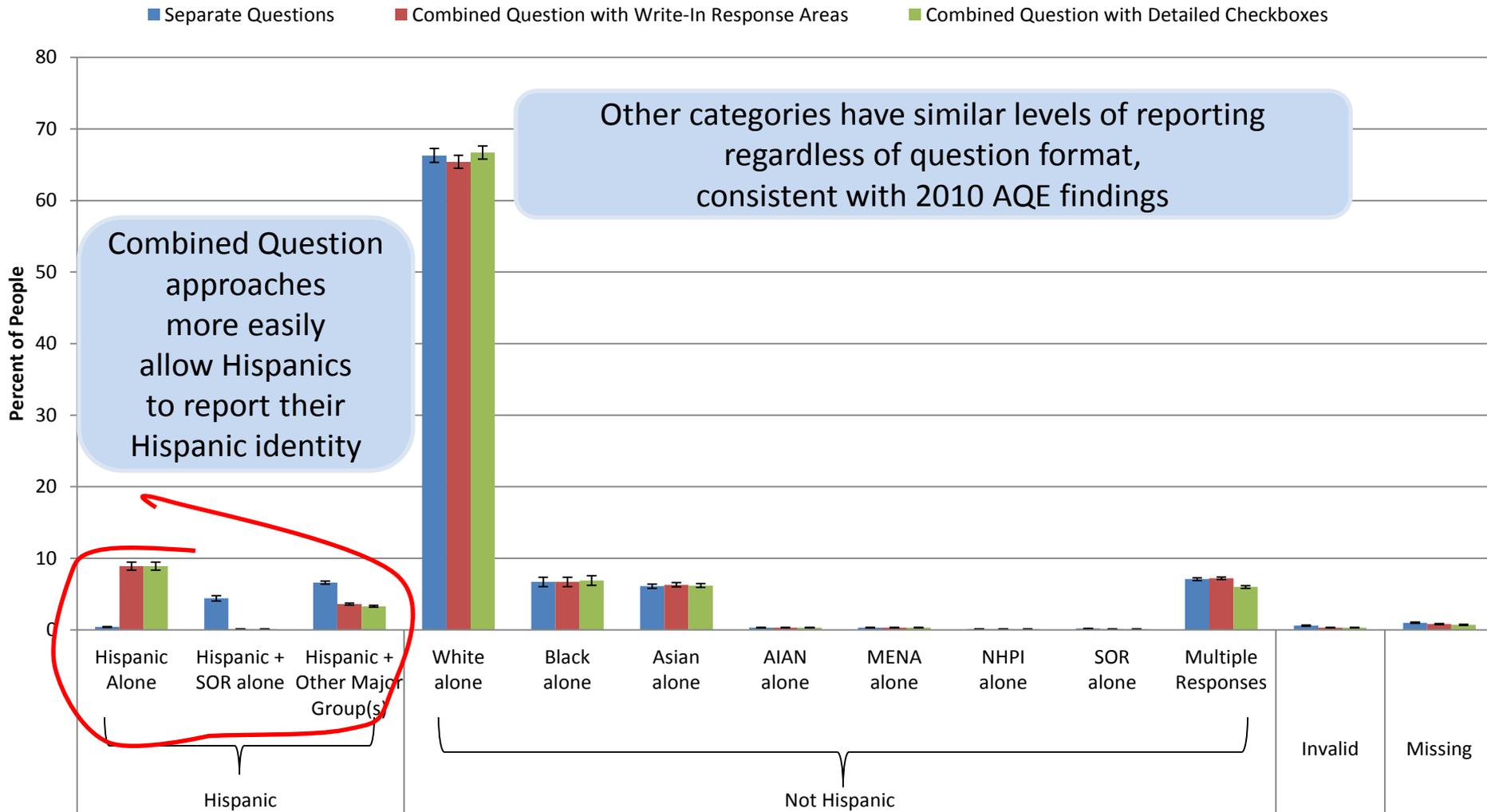
<input type="checkbox"/> Native Hawaiian	<input type="checkbox"/> Samoan	<input type="checkbox"/> Chamorro
<input type="checkbox"/> Tongan	<input type="checkbox"/> Fijian	<input type="checkbox"/> Marshallese

 Print, for example, Palauan, Tahitian, Chuukese, etc.
- SOME OTHER RACE, ETHNICITY, OR ORIGIN – Print below.

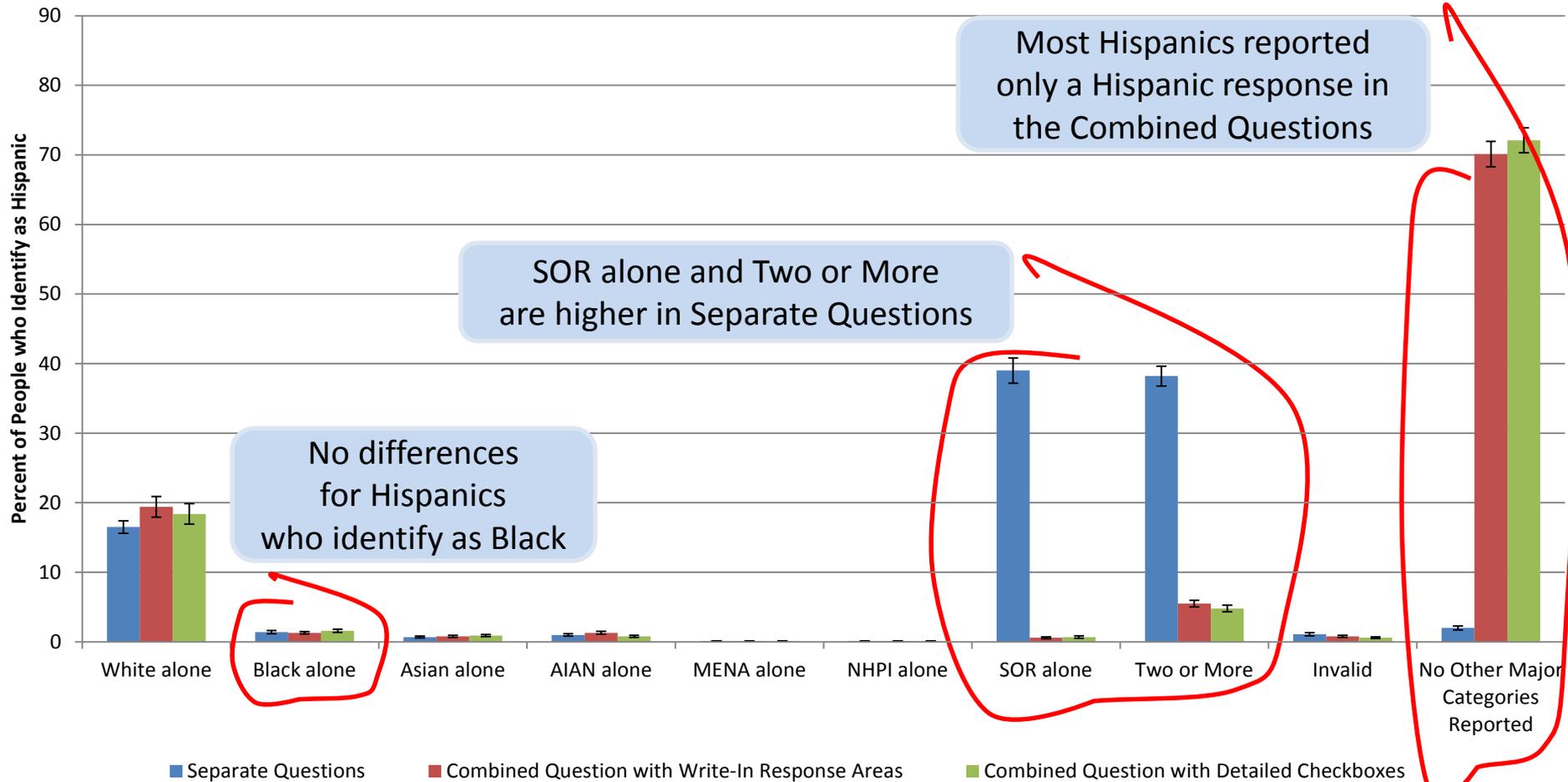
Race/Ethnicity Distributions by Question Format (Percent Alone or in Combination)



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

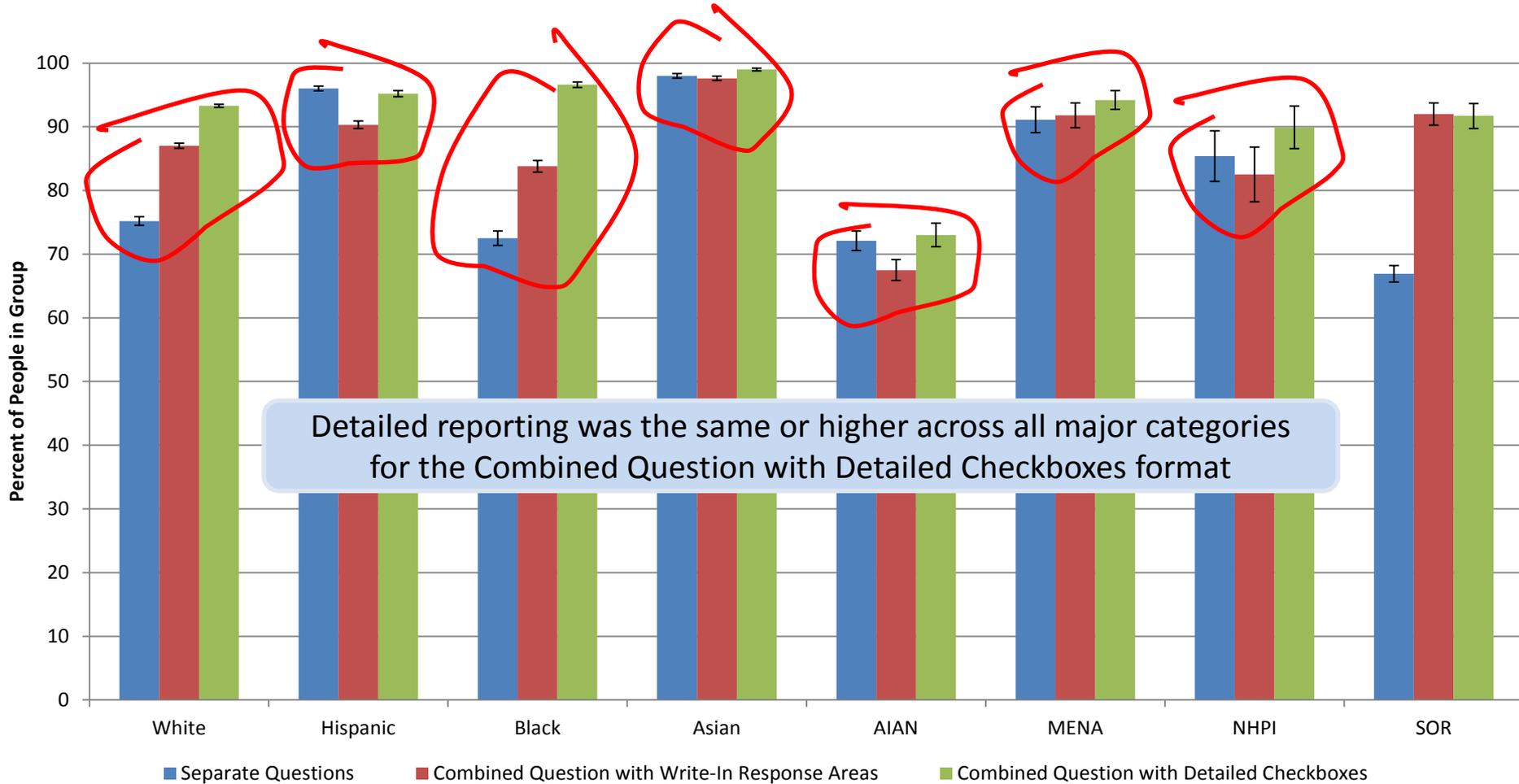


Percent Distribution of Race for Hispanic Respondents by Question Format

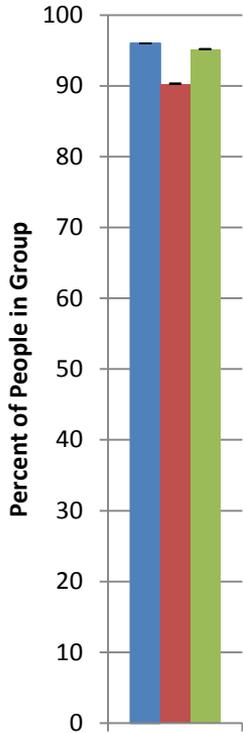


Detailed Reporting for Major Race/Ethnicity Groups by Question Format

(Percent Alone or in Combination)



Detailed Hispanic Responses



Detailed Hispanic Responses

HISPANIC, LATINO, OR SPANISH – Provide details below.

Mexican or Mexican American
 Puerto Rican
 Cuban
 Salvadoran
 Dominican
 Colombian

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

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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, ethnicity, or origin

What are NAME's specific Hispanic, Latino, or Spanish categories? — Select all boxes that apply and/or enter categories in the space 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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Combined Question with 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. >

HISPANIC, LATINO, OR SPANISH – Provide details below.

Mexican or Mexican American
 Puerto Rican
 Cuban
 Salvadoran
 Dominican
 Colombian

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

BLACK OR AFRICAN AMERICAN – 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. >

Detailed Hispanic Responses

- ✓ Three NEW Hispanic checkboxes (six total)
- ✓ Capturing up to six write-in responses per line

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

Mexican or Mexican American
 Puerto Rican
 Cuban
 Salvadoran
 Dominican
 Colombian

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

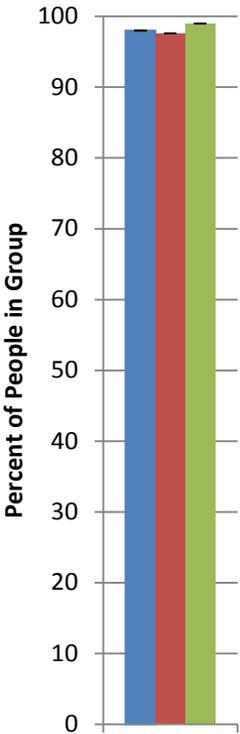
--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Selected Detailed Hispanic Groups

Argentinean
Bolivian
Chilean
Colombian
Costa Rican
Cuban
Dominican
Ecuadorian
Guatemalan
Honduran
Mexican
Nicaraguan
Panamanian
Paraguayan
Peruvian
Puerto Rican
Salvadoran
Spaniard
Spanish
Uruguayan
Venezuelan

- The category “Hispanic, Latino, or Spanish” includes all individuals who identify with one or more nationalities or ethnic groups originating in Mexico, Puerto Rico, Cuba, Central and South American, and other Spanish cultures.
- Examples of these groups include, but are not limited to, Mexican or Mexican American, Puerto Rican, Cuban, Salvadoran, Dominican, and Colombian.
- The category also includes groups such as Guatemalan, Honduran, Spaniard, Ecuadorian, Peruvian, Venezuelan, etc.

Detailed Asian Responses



Detailed Asian Responses

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.

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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, ethnicity, or origin

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

<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

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

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Combined Question with 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.

<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 – 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, Ecuatorian, 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"/> Somali

Print, for example, Chinese, 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. >

AMERICAN INDIAN OR ALASKA NATIVE – Provide details below.

<input type="checkbox"/> American Indian	<input type="checkbox"/> Alaska Native	<input type="checkbox"/> 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.

<input type="checkbox"/> Lebanese	<input type="checkbox"/> Iranian	<input type="checkbox"/> Egyptian
<input type="checkbox"/> Syrian	<input type="checkbox"/> Moroccan	<input type="checkbox"/> Algerian

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

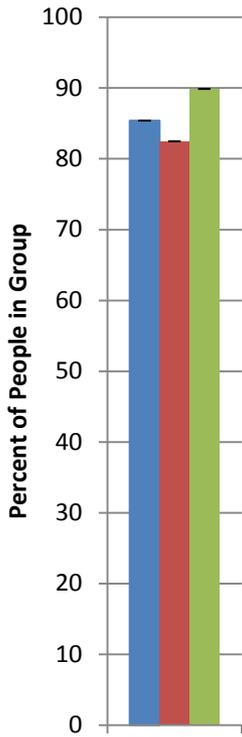
NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER – Provide details below.

<input type="checkbox"/> Native Hawaiian	<input type="checkbox"/> Samoan	<input type="checkbox"/> Chamorro
<input type="checkbox"/> Tongan	<input type="checkbox"/> Fijian	<input type="checkbox"/> Marshallese

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

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

Detailed NHPI Responses



Detailed NHPI Responses

NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER – Provide details below.

- | | | |
|--|---------------------------------|--------------------------------------|
| <input type="checkbox"/> Native Hawaiian | <input type="checkbox"/> Samoan | <input type="checkbox"/> Chamorro |
| <input type="checkbox"/> Tongan | <input type="checkbox"/> Fijian | <input type="checkbox"/> Marshallese |

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

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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, ethnicity, or origin

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

Native Hawaiian
 Samoan
 Chamorro
 Tongan
 Fijian
 Marshallese

Enter, for example, Palauan, Tahitian, Chuukese, etc.

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Combined Question with 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. >

HISPANIC, LATINO, OR SPANISH – 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. >

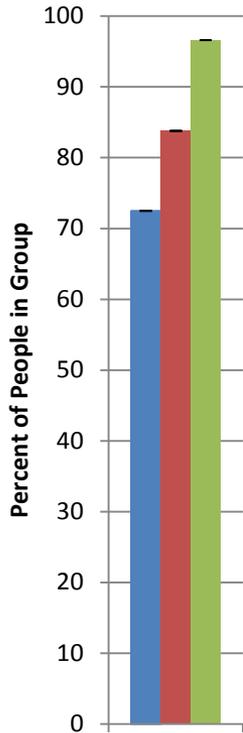
NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER – Provide details below.

Native Hawaiian Samoan Chamorro
 Tongan Fijian Marshallese

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

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

Detailed Black Responses



Detailed Black Responses

BLACK OR AFRICAN AMERICAN – Provide details below.

African American Jamaican Haitian
 Nigerian Ethiopian Somali

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

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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, 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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Combined Question with 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. >

HISPANIC, LATINO, OR SPANISH – Provide details below.

Mexican or Mexican American Puerto Rican Cuban
 Salvadoran Dominican Colombian

Print, for example, Guatemalan, Spanish, 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. >

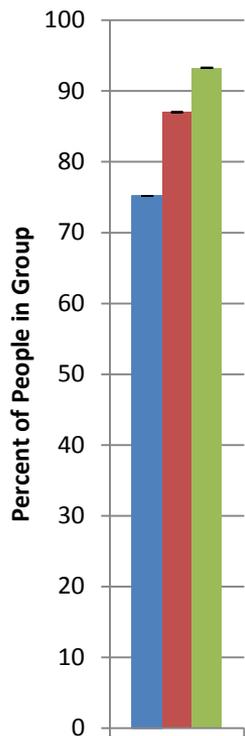
NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER – Provide details below.

Native Hawaiian Samoan Chamorro
 Tongan Fijian Marshallese

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

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

Detailed White Responses



Detailed White Responses

WHITE – Provide details below.

German Irish English
 Italian Polish French

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

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Next, we will collect detailed information for each category selected.

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 White categories? — Select all boxes that apply and enter categories in the space below. Note, you may report more than one group. (Help)

German
 Irish
 English
 Italian
 Polish
 French

Enter, for example, Scottish, Norwegian, Dutch, etc.

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Combined Question with 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. >

HISPANIC, LATINO, OR SPANISH – 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. >

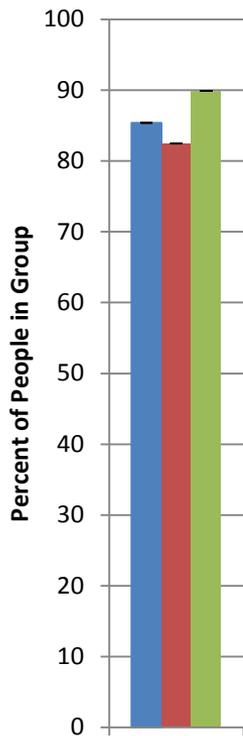
NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER – Provide details below.

Native Hawaiian Samoan Chamorro
 Tongan Fijian Marshallese

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

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

Detailed MENA Responses



Detailed MENA Responses

MIDDLE EASTERN OR NORTH AFRICAN – Provide details below.

Lebanese Iranian Egyptian
 Syrian Moroccan Algerian

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

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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, ethnicity, or origin

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

Lebanese
 Iranian
 Egyptian
 Syrian
 Moroccan
 Algerian

Enter, for example, Israeli, Iraqi, Tunisian, etc.

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Combined Question with 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.

HISPANIC, LATINO, OR SPANISH – 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.

Multiple Responses

8. What is Person 1's race or ethnicity?
 Mark all boxes that apply AND print ethnicities 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 – Provide details below.

Mexican or Mexican American Puerto Rican Cuban
 Salvadoran Dominican Colombian

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

BLACK OR AFRICAN AMERICAN – 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 – Print, for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Tlingit, etc.

SEMINOLE

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.

CHUUKESE

SOME OTHER RACE OR ETHNICITY – Print details.

White and Hispanic
White and Black
White and Asian
White and AIAN
White and MENA
White and NHPI
White and SOR
White and Hispanic and Black
...

...
Black and Asian
Black and AIAN
Black and MENA
Black and NHPI
Black and SOR
Black and Asian and AIAN
Black and Asian and MENA
...

...
Hispanic and Black
Hispanic and Asian
Hispanic and AIAN
Hispanic and MENA
Hispanic and NHPI
Hispanic and SOR
Hispanic and Black and Asian
...

...
Asian and AIAN
Asian and MENA
Asian and NHPI
Asian and SOR
Asian and AIAN and MENA
...
... etc. (repeat for all combinations)

Question Format

Summary of 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

Testing a Middle Eastern or North African Category

Middle Eastern or North African (MENA) Category

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, Somali, 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. ↴

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

Mark all boxes that apply **AND** print origins 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 or origin** – Print race or origin. ↴

MENA Classification

- Researched MENA classifications from 15 government, academic, and non-governmental organizations
- Nationalities in more than half of classifications researched are included in the Census Working Classification

Detailed Groups for MENA Analysis

NCT Working Classification of MENA Category

- **Includes 19 nationalities**

Algerian, Bahraini, Egyptian, Emirati, Iraqi, Iranian, Israeli, Jordanian, Kuwaiti, Lebanese, Libyan, Moroccan, Omani, Palestinian, Qatari, Saudi Arabian, Syrian, Tunisian, Yemeni

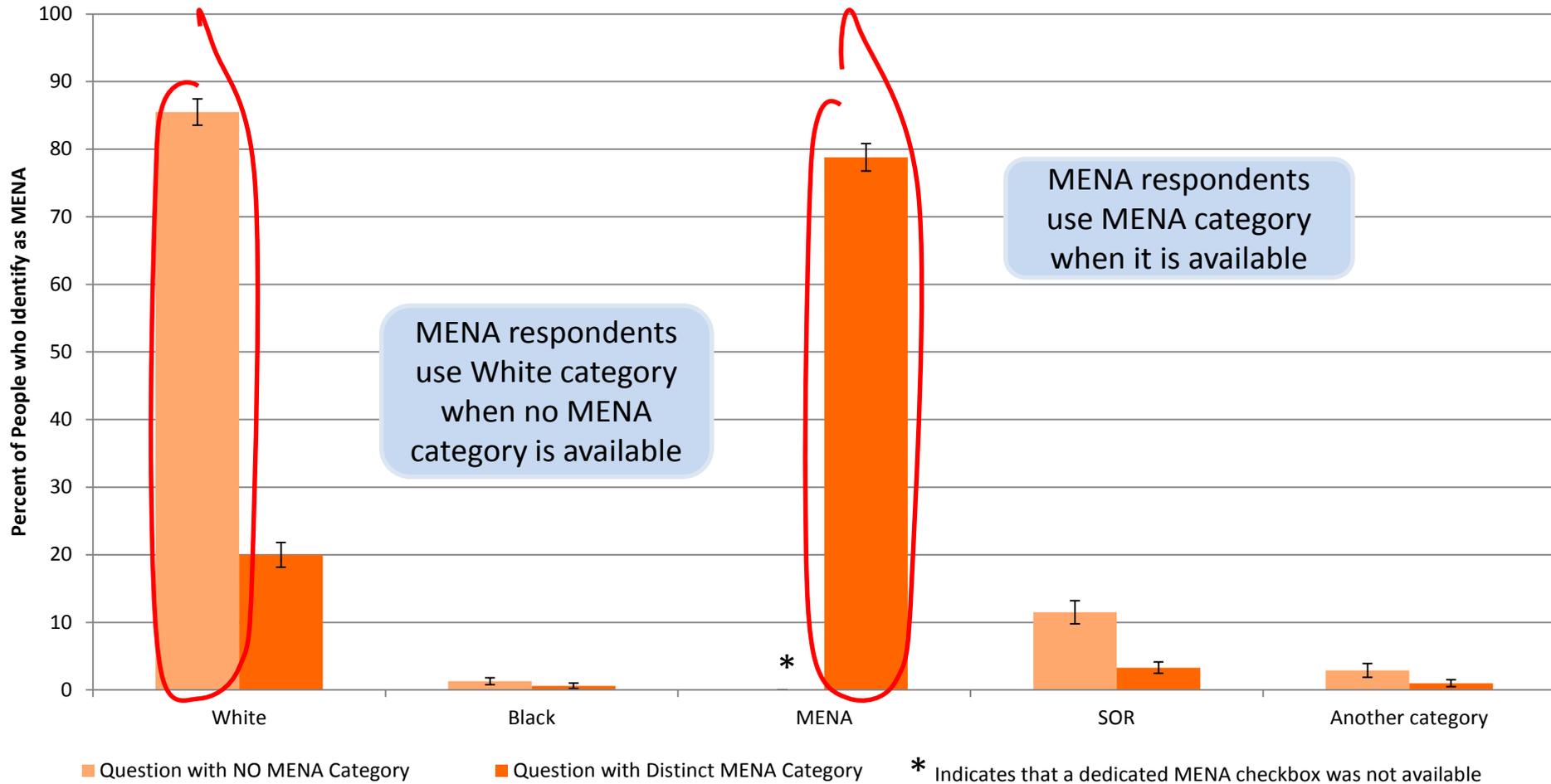
- **Includes 11 ethnicities and pan-ethnic terms**

Arab or Arabic, Amazigh or Berber, Assyrian, Bedouin, Chaldean, Druze, Kurdish, Middle Eastern, North African, Syriac

NCT Oversample for MENA also included

Afghan, Armenian, Azerbaijani, Cypriot, Djiboutian, Georgian, Mauritanian, Somali, South Sudanese, Sudanese, Turkish, Turkish Cypriot

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

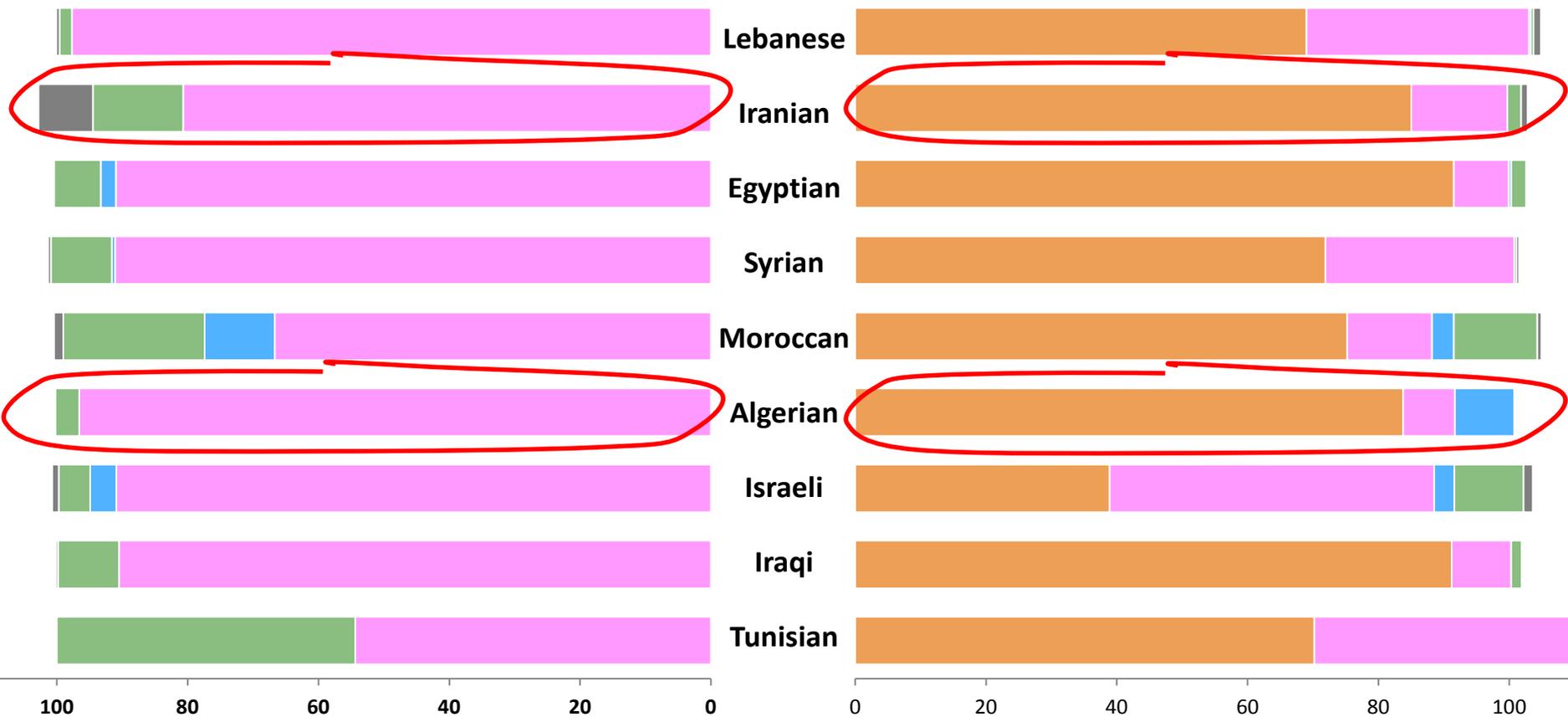


Detailed Reporting for Groups in the MENA Working Classification by Presence of MENA Category

(Percent Alone or in Combination)

No MENA Category

With MENA Category

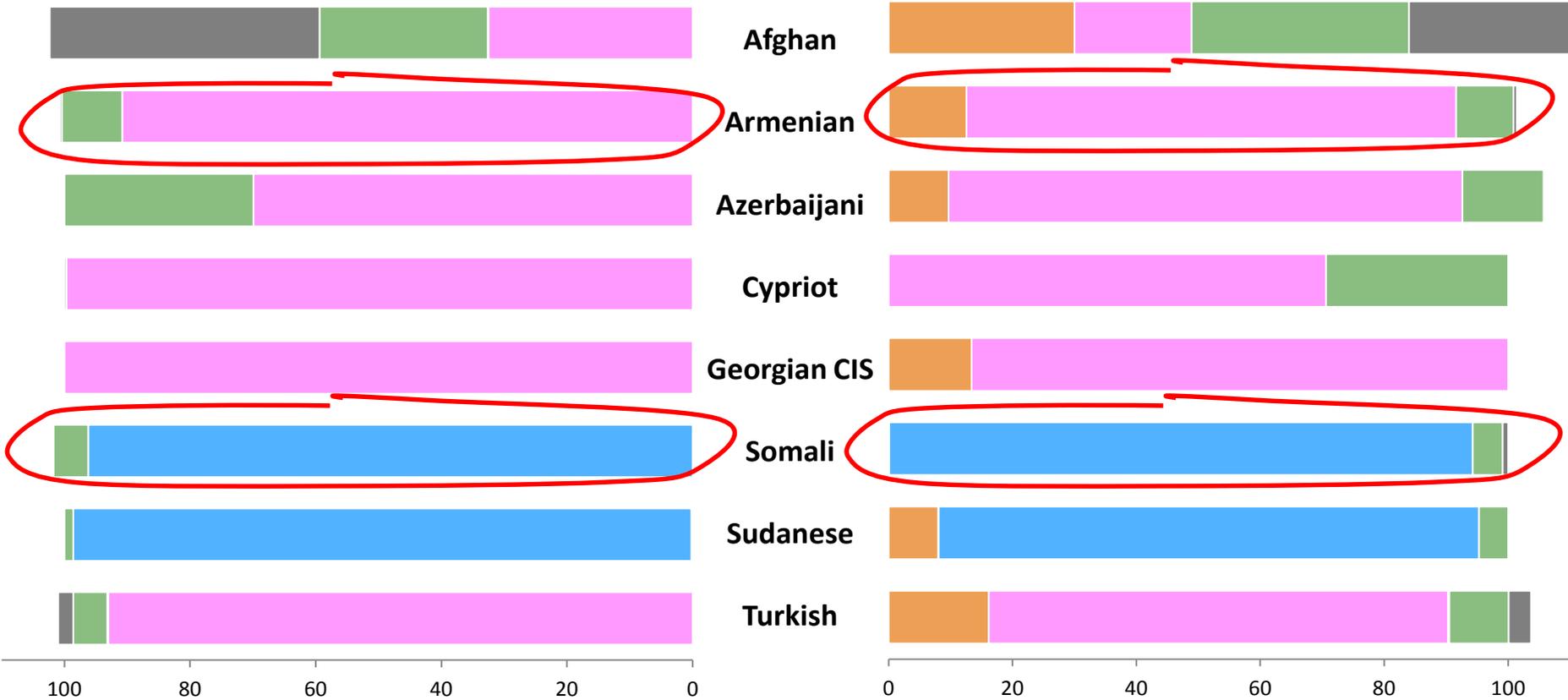


White MENA Black SOR Another Category

Detailed Reporting for Groups Not in the MENA Working Classification by Presence of MENA Category (Percent Alone or in Combination)

No MENA Category

With MENA Category



White MENA Black SOR Another Category

MENA Category

Summary of 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
- The nationalities and ethnicities in the 2015 NCT working classification of MENA identified as MENA when the category was available
- The nationalities and ethnicities in the MENA oversample did not identify as MENA when the category was available

Evaluating Alternative Instructions and Terminology

Instructions and Terminology

Instruction Wording:

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

Note, you may report more than one group.

Question Terminology:

- “Race,” “Ethnicity,” “Origin”

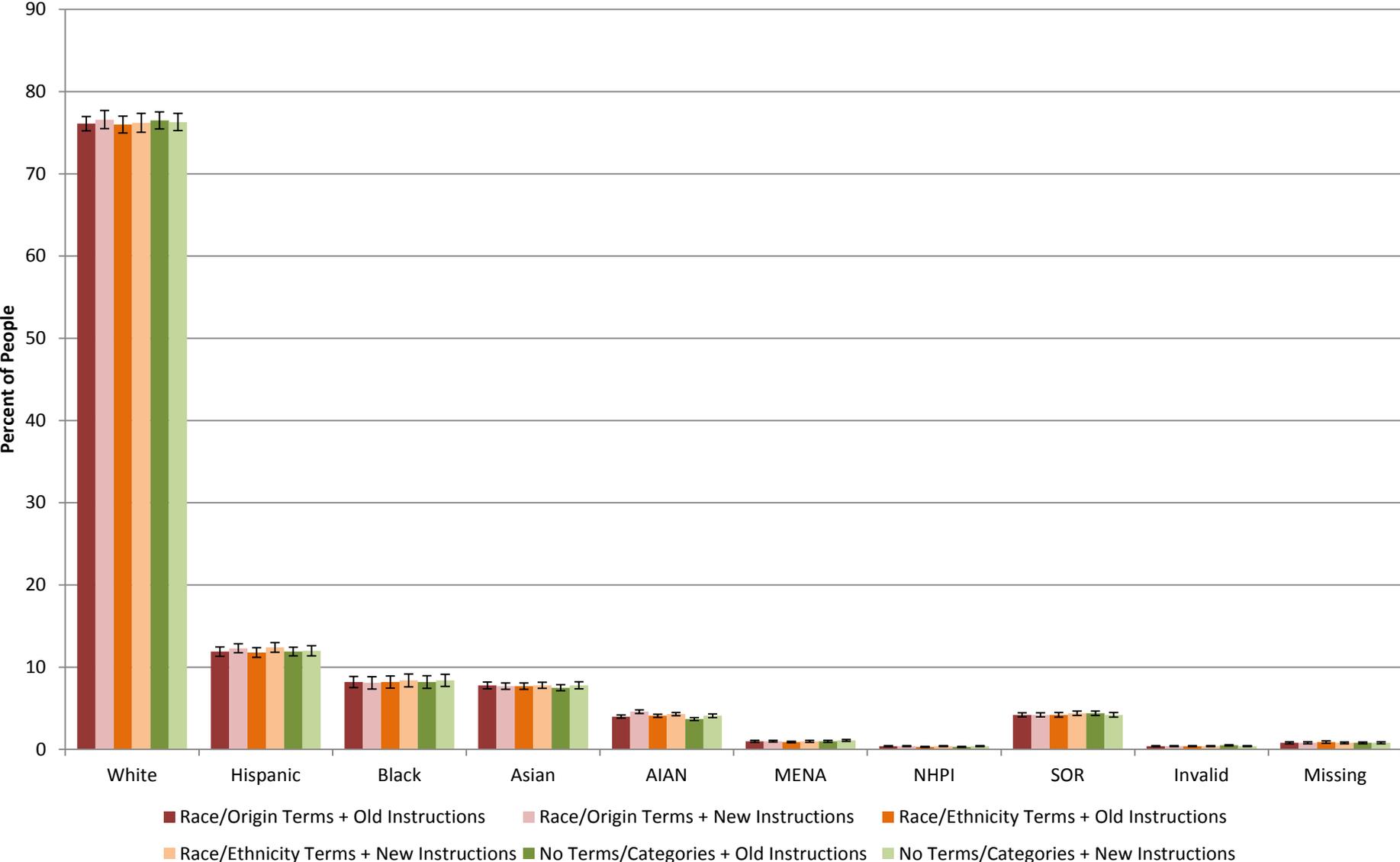
What is Person 1’s race or origin?

What is Person 1’s race or ethnicity?

- No terms = “Categories”

Which categories describe Person 1?

Race/Ethnicity Distribution by Instructions and Terminology



Qualitative Research on Question Terminology

Census Bureau's Center for Survey Measurement and RTI International conducted 40 face-to-face cognitive and usability testing interviews with Spanish-speaking respondents

¿Cuál es la raza o el origen étnico de Persona 1?

(What is Person 1's **race** or **ethnicity**?)

“had the same meaning,”

“roots,” “where you were born,” “ancestry”

¿Cuáles de estas categorías describen a Persona 1?

(Which **categories** describe Person 1?)

“hierarchal listing of options in which

the ordering of the options implied ranking”

“show a pattern of respondents linking the word ‘categoría’ to a hierarchical order or ranking, rather than to a natural list of options”

“social status or hierarchy”

Instructions and Terminology

Summary of Findings

Instruction Wording:

Select all boxes that apply ...

Note, you may report more than one group.

Question Terminology:

What is Person 1's race or ethnicity?

- The new instructions increased the rate of consistency of multiple-responses when compared to the old instructions; there was no difference in the rate of consistency for any of the other major race/ethnicity groups
- Qualitative research findings show that Race/Ethnicity terminology was better understood than Categories terminology in Spanish

Summary & Next Steps

Optimal Elements from 2015 NCT Research

8. What is Person 1's race or ethnicity?
Mark all boxes that apply AND print ethnicities 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 – Provide details below.

Mexican or Mexican American Puerto Rican Cuban
 Salvadoran Dominican Colombian

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

BLACK OR AFRICAN AMERICAN – 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 – Print, for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Tlingit, 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 OR ETHNICITY – Print details.

Question Format:
combined question
with detailed checkboxes

Middle Eastern or North African category

Instructions:
Select all boxes that apply ...
Note, you may report more than one group.

Terminology:
race or ethnicity

Potential Race/Ethnicity Tabulations for 2020 Census

Potential New Tabulation Categories for 2020 Census

Total:
Population of One Race or Ethnicity
White alone
Hispanic or Latino alone
Black or African American alone
Asian alone
American Indian or Alaska Native alone
Middle Eastern or North African alone
Native Hawaiian or Other Pacific Islander alone
Some Other Race alone
Two or More Responses

If a combined question is approved by OMB: *under review now!*

If MENA is approved as a minimum category by OMB: *under review now!*

8. What is Person 1's race or ethnicity?
 Mark all boxes that apply AND print ethnicities 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 – Provide details below.

Mexican or Mexican American Puerto Rican Cuban
 Salvadoran Dominican Colombian

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

BLACK OR AFRICAN AMERICAN – Provide details below.

African American Jamaican Haitian
 Nigerian Ethiopian Somali

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

DOMINICAN _____

ASIAN – Provide details below.

Chinese Filipino Asian Indian
 Vietnamese Korean Japanese

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

AMERICAN INDIAN OR ALASKA NATIVE – Print, for example, Navajo Nation, Blackfoot Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Tlingit, 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 OR ETHNICITY – Print details.

Potential Future Mapping: Hispanic and Black

Total:
Population of One Race or Ethnicity
White alone
Hispanic or Latino alone
Black or African American alone
Asian alone
American Indian or Alaska Native alone
Middle Eastern or North African alone
Native Hawaiian or Other Pacific Islander alone
Some Other Race alone
Two or More Responses

... White and Hispanic
 ... White and Black
 ... Hispanic and Black
 ... Black and Asian
 ...etc.

Potential Tabulations for 2020: Hispanic *and* Black

Minimum

Maximum

Multiple Responses

Total:
White alone
Hispanic alone
Black alone
Asian alone
AIAN alone
MENA alone
NHPI alone
SOR alone
Two or More Responses

Total:
<i>* Note: Adds to more than 100%</i>
White alone or in combination
Hispanic alone or in combination
Black alone or in combination
Asian alone or in combination
AIAN alone or in combination
MENA alone or in combination
NHPI alone or in combination
SOR alone or in combination

Total:
White <i>and</i> Hispanic
White <i>and</i> Black
White <i>and</i> Asian
White <i>and</i> AIAN
White <i>and</i> MENA
White <i>and</i> NHPI
White <i>and</i> SOR
Hispanic <i>and</i> Black
Hispanic <i>and</i> Asian
...
Black <i>and</i> AIAN
Black <i>and</i> MENA
... etc. (repeat for all combinations)

... **Hispanic *and* Black**

8. What is Person 1's race or ethnicity?
 Mark all boxes that apply AND print ethnicities 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.

SYRIAN

HISPANIC, LATINO, OR SPANISH – Provide details below.

Mexican or Mexican American Puerto Rican Cuban
 Salvadoran Dominican Colombian

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

BLACK OR AFRICAN AMERICAN – 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 – Print, for example, Navajo Nation, Blackfoot Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Tlingit, 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 OR ETHNICITY – Print details.

Potential Mapping: **MENA and White**

Total:
Population of One Race or Ethnicity
White alone
Hispanic or Latino alone
Black or African American alone
Asian alone
American Indian or Alaska Native alone
Middle Eastern or North African alone
Native Hawaiian or Other Pacific Islander alone
Some Other Race alone
Two or More Responses

- ... White and Hispanic
- ... Black and Asian
- ... **White and MENA**
- ... Black and MENA
- ...etc.

Potential Tabulations for 2020: MENA *and* White

Minimum

Total:
One Race or Ethnicity
White alone
Hispanic alone
Black alone
Asian alone
AIAN alone
MENA alone
NHPI alone
SOR alone
Two or More Responses

Maximum

Total:
<i>* Note: Adds to more than 100%</i>
White alone or in combination
Hispanic alone or in combination
Black alone or in combination
Asian alone or in combination
AIAN alone or in combination
MENA alone or in combination
NHPI alone or in combination
SOR alone or in combination

... **White and MENA**

NCT Outreach & Engagement

The Leadership Conference

NCAPA
NATIONAL COUNCIL OF ASIAN PACIFIC AMERICANS

UNITED STATES CONGRESS

ASIAN AMERICANS ADVANCING JUSTICE

NALFO
Educational Fund

CBC
CONGRESSIONAL BLACK CAUCUS

AAPOR

ASA
American Sociological Association

THE NATIONAL Coalition on Black Civic Participation

ASIAN PACIFIC AMERICANS CAUCUS
CONGRESSIONAL CAPAC

Institute of Caribbean Studies

NAACP
NATIONAL ASSOCIATION FOR THE ADVANCEMENT OF COLORED PEOPLE
FOUNDED 1909

Census Scientific Advisory Committee

Census National Advisory Committee on Racial, Ethnic, and Other Populations

CHCI
Congressional Hispanic Caucus Institute, Inc.

Arab American Institute

National Congress of American Indians

NiLP
NATIONAL INSTITUTE FOR LATINO POLICY

ADC
American-Arab Anti-Discrimination Committee

CHA
CHALDEAN FEDERATION OF AMERICA
FOUNDED 1981

Papa Ola Lokahi

MAVIN FOUNDATION

afrolatin@forum

PROJECT RACE
Reclassify All Children Equally

National Urban League

saalt
SOUTH ASIAN AMERICANS LEADING TOGETHER

UNITED SIKHS
Recognize the Human Race as One

United States Census Bureau

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU

Population Association of America

Timeline for 2020 Census

- Discuss 2015 NCT Research with Advisors, Stakeholders, Researchers, Public **(Spring 2017)**
- Prepare and Submit Question Design for 2018 End-to-End Census Test **(Spring - Summer 2017)**
- OMB Decides on Race/Ethnicity Standards **(Fall - Winter 2017)**
- Prepare and Submit Final Question Wording for 2020 Census **(Winter 2018 - Spring 2018)**
- Prepare for 2020 Census

Questions for NAC

- What are your thoughts on the optimal design for question format (combined question with detailed checkboxes approach)?
- What are your thoughts on the use of distinct Middle Eastern or North African category?
- Do you have any suggestions for outreach and engagement about the 2015 NCT research with specific organizations or stakeholders?

NAC MEMBERS

Feedback on NCT Research Findings

DISCUSS