

Update on 2015 National Content Test Race/Ethnicity Analysis Report

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U.S. Census Bureau**

**Spring Meeting with
Census Scientific Advisory Committee**

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2015 NCT Report on Race & Ethnicity

2015 National Content Test Race and Ethnicity Analysis Report

A New Design for the 21st Century

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Version 1.0

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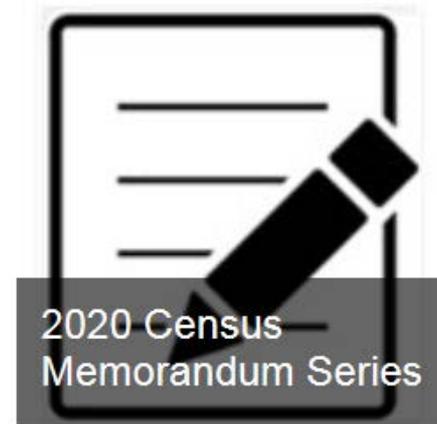
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**2015 National Content Test
Race & Ethnicity Analysis Report**

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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.

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.

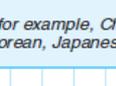
- White** – Print, for example, German, Irish, English, Italian, Polish, French, etc. 

- 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 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?

Instructions and Terminology

Summary of Findings

Instruction Wording:

“Mark all boxes that apply...” (paper)

“Select all boxes that apply...” (online)

“...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

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.

| | | |
|----------------------------------|---------------------------------|----------------------------------|
| <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 AMERICAN – 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 – 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.

| | | |
|-----------------------------------|-----------------------------------|-----------------------------------|
| <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 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

NCT Outreach & Engagement

The Leadership Conference

NATIONAL COUNCIL OF ASIAN PACIFIC AMERICANS (NCAPA)

UNITED STATES CONGRESS

ASIAN AMERICANS ADVANCING JUSTICE

ASA

NALEO Educational Fund

CBC CONGRESSIONAL BLACK CAUCUS

AAPOR

THE NATIONAL Coalition on Black Civic Participation

CONGRESSIONAL ASIAN PACIFIC AMERICANS CAUCUS (CAPAC)

Institute of Caribbean Studies

OFFICE OF HAWAIIAN AFFAIRS (OHA)

NATIONAL ASSOCIATION FOR THE ADVANCEMENT OF COLORED PEOPLE (NAACP) FOUNDED 1909

Census Scientific Advisory Committee

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

NATIONAL CONGRESS OF AMERICAN INDIANS

NILP NATIONAL INSTITUTE FOR LATINO POLICY

ADC

CONGRESSIONAL HISPANIC CAUCUS INSTITUTE, INC. (CHCI)

Arab American Institute

ESKIMO INDIAN ALEUT (FUN)

APIAHF ASIAN & PACIFIC ISLANDER AMERICAN HEALTH FORUM

PAAIA Public Affairs Alliance of Iranian Americans

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 CSAC

- 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 particular scientific, academic, or professional organizations?