

2020 Census Content Updates

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Content Updates

Subjects and Questions Planned for the 2020 Census and ACS

Title 13 requires that Census deliver to Congress:

- Subjects proposed for the decennial census program by March 31, 2017
- Questions proposed for the decennial census program by March 31, 2018

The Census Bureau will submit the subjects and questions included on the 2020 Census and the ACS jointly.

Working with our federal counterparts, we have engaged in a robust process to validate existing content and determine new content needs.

- 2020 Decision Memo (No. 2016.05) about submission development posted 4/29/16
- Letters to federal agencies requesting updates to uses on 4/29/16
- Incorporating agency updates into draft documentation.

Submissions will be delivered to Congress, and posted on ***census.gov***.

Content Updates

Recap of 2020 Census Content Research

2015 National Content Test: Primary mid-decade opportunity to test questionnaire content prior to making decisions about the 2020 content

Race and Ethnicity

- Separate questions vs. combined question
- Middle Eastern or North African category
- Instruction wording and question terminology
- Web-based questionnaire designs

Relationship

- 2010 vs. new relationship response categories

Within-Household Coverage

- Rules-based vs. question-based approaches

2015 National Content Test

Preliminary Results on Race and Ethnicity

2015 National Content Test

- Census Day of September 1, 2015
- Used large, nationally representative sample of 1.2 million addresses, including Puerto Rico
- Evaluate and compare different census content
- Refine estimates of national self-response and Internet response rates and continue testing different contact strategies for optimizing self-response
- Content reinterview with subsample of 2015 National Content Test respondents, to measure accuracy
- Overall response rate was 51.9 percent

2015 National Content Test

Goals for Race and 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

2015 National Content Test

Question Format

Separate

→ 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. z

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. z

Black or African Am. – Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc. z

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. z

<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. z	<input type="checkbox"/> Other Pacific Islander – Print, for example, Tongan, Fijian, Marshallese, etc. z	

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

Some other race – Print race or ethnicity. z

Combined w/ 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. z

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

Black or African Am. – Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc. z

Asian – Print, for example, Chinese, Filipino, Asian Indian, Vietnamese, Korean, Japanese, etc. z

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. z

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

Native Hawaiian or Other Pacific Islander – Print, for example, Native Hawaiian, Samoan, Chamorro, Tongan, Fijian, Marshallese, etc. z

Some other race or origin – Print race or origin. z

Combined w/ Checkboxes

8. Which categories describes 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. z

HISPANIC, LATINO, OR SPANISH – Provide details below.
 Mexican or Mexican American Puerto Rican Cuban
 Salvadoran Dominican Colombian
 Print, for example, Guatemalan, Spaniard, Ecuadorian, etc. z

BLACK OR AFRICAN AM. – Provide details below.
 African American Jamaican Haitian
 Nigerian Ethiopian Somali
 Print, for example, Ghanaian, South African, Barbadian, etc. z

ASIAN – Provide details below.
 Chinese Filipino Asian Indian
 Vietnamese Korean Japanese
 Print, for example, Pakistani, Cambodian, Hmong, etc. z

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. z

MIDDLE EASTERN OR NORTH AFRICAN – Provide details below.
 Lebanese Iranian Egyptian
 Syrian Moroccan Algerian
 Print, for example, Israeli, Iraqi, Tunisian, etc. z

NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER – Provide details below.
 Native Hawaiian Samoan Chamorro
 Tongan Fijian Marshallese
 Print, for example, Palauan, Tahitian, Chuukese, etc. z

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

2015 National Content Test Web-Based Designs

Separate Question for Hispanic Origin

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2015 National Content Test

[Instructions](#) [FAQs](#) [Save and Log Out](#)

Is NAME of Hispanic, Latino, or Spanish origin?
Select one or more boxes AND enter origins.

(Help)

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

OMB No.: 0537-0985 Approval Expires: 6/30/2018

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Separate Question for Race

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Census Bureau

2015 National Content Test

[Instructions](#) [FAQs](#) [Save and Log Out](#)

What is NAME's race? (Help)
Select one or more boxes AND enter origins.

White
Enter, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.

Black or African Am.
Enter, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.

American Indian or Alaska Native
Enter 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

Filipino

Asian Indian

Vietnamese

Korean

Japanese

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

Native Hawaiian

Samoan

Chamorro

Other Pacific Islander
Enter, for example, Tongan, Fijian, Marshallese, etc.

Some other race or origin
Enter race or origin

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2015 National Content Test Web-Based Designs

Combined Question for Race and Ethnicity with Write-in Areas

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Census
Bureau

2015 National Content Test

Instructions FAQs Save and Log Out

What is NAME's race or origin? (Help)
Select all boxes that apply.
Note, you may report more than one group.

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

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

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 B...

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

Some other race or origin

Previous Next

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2015 National Content Test

Instructions FAQs Save and Log Out

Next, we will collect detailed information for each race or origin 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 or origin

What are NAME's White origins? — Enter, for example, German, Irish, English, Italian group. (Help)

Previous Next

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2015 National Content Test

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 or origin

What are NAME's Asian origins? — Enter, for example, Chinese, Filipino, Asian Indian, Vietnamese, Korean, Japanese, etc. Note, you may report more than one group. (Help)

Previous Next

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Accessibility Privacy Security

2015 National Content Test

Web-Based Designs

Combined Question for Race and Ethnicity with Detailed Checkboxes and Write-in Areas

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2015 National Content Test

Instructions FAQs Save and Log Out

Which categories describe NAME? (Help)
Select all boxes that apply.
Note, you may report more than one group.

- White
For example, German, Irish, English, Italian, Polish, French, etc.
- Hispanic, Latino, or Spanish
For example, Mexican or Mexican American, Puerto Rican, Cuban, Salvadoran
- Black or African Am.
For example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali
- Asian
For example, Chinese, Filipino, Asian Indian, Vietnamese, Korean, Japanese
- American Indian or Alaska Native
For example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of
- 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
- Some other race, ethnicity, or origin

Previous Next

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2015 National Content Test

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 that apply 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.

Previous Next

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Bureau

2015 National Content Test

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.

Previous Next

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2015 National Content Test

Instructions and Terminology

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”

What is Person 1’s race or origin?

What is Person 1’s race or ethnicity?

- No terms – “categories”

Which categories describe Person 1?

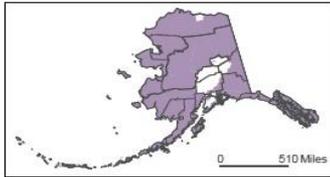
2015 National Content Test

Sample Design

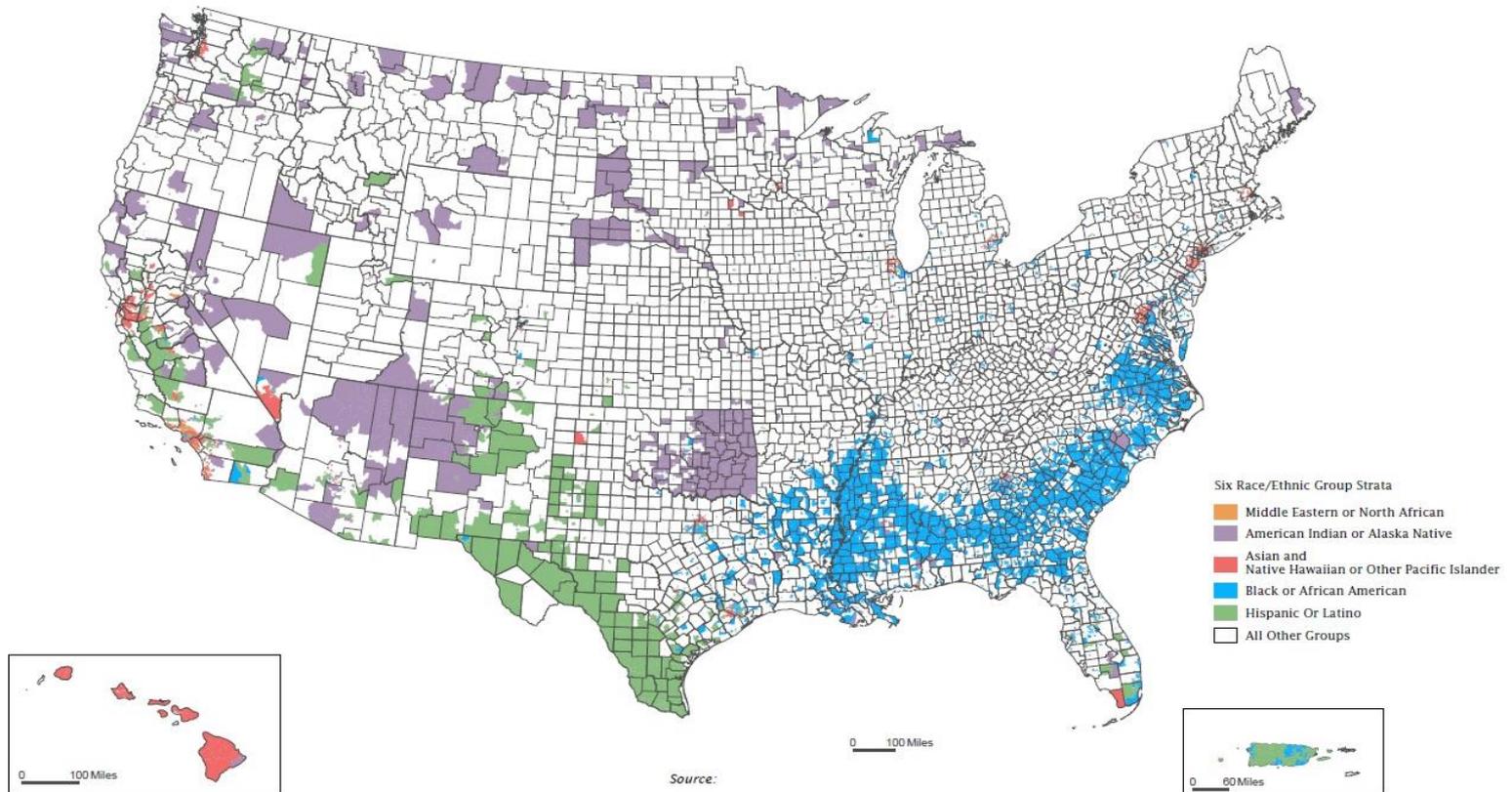
- Middle Eastern and North African tract has at least (\geq) **10 percent** of the population who identified as Middle Eastern and North African
- American Indian or Alaska Native (AIAN) \geq **10 percent**
- Asian / Native Hawaiian or Other Pacific Islander (NHPI) \geq **15 percent**
- Black or African American \geq **25 percent**
- Hispanic or Latino \geq **45 percent**
- All Other

2015 National Content Test

Map of Race and Ethnicity Strata

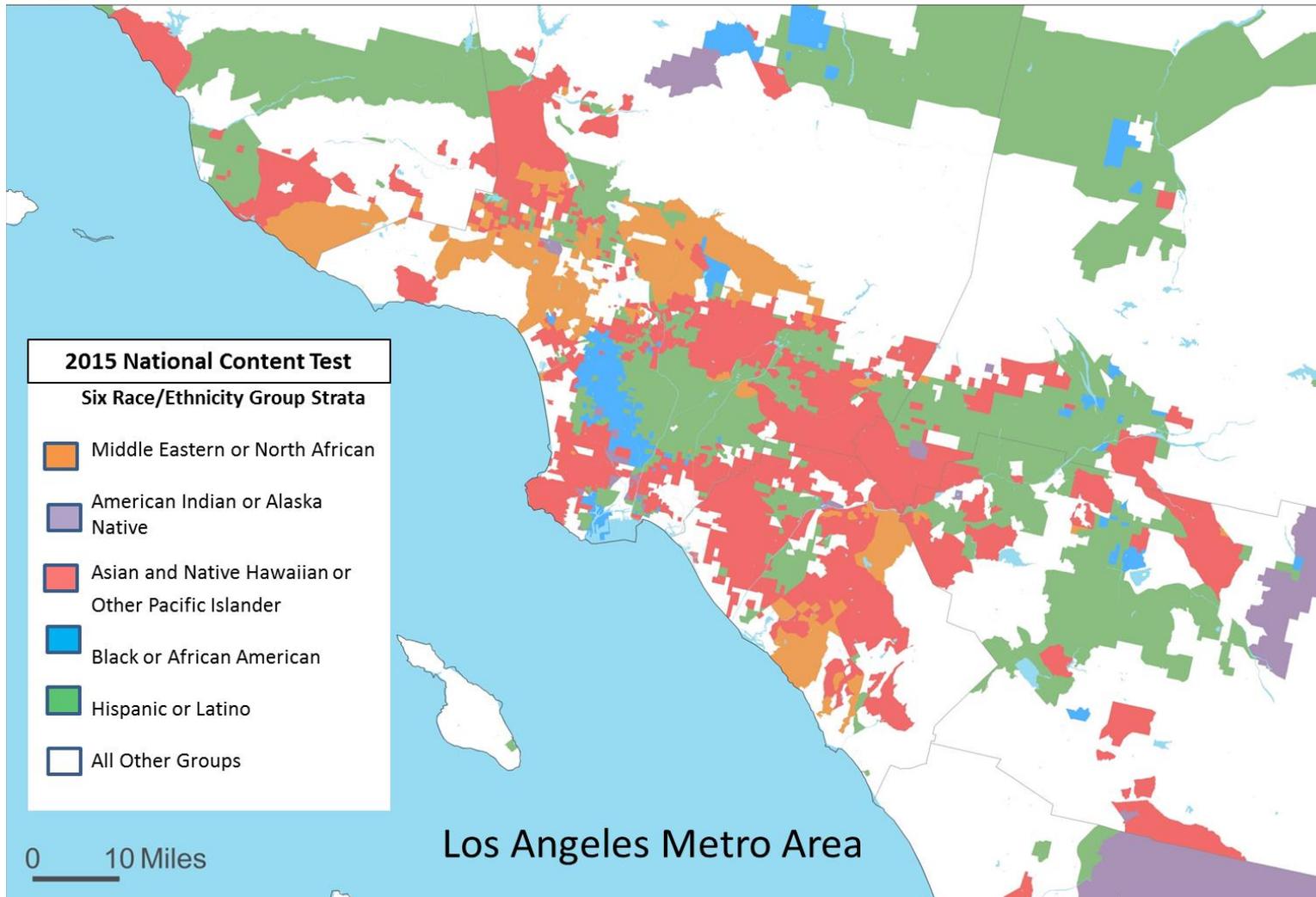


Appendix E. Census Tract-Level Allocation of 2015 NCT Sample for Six Race/Ethnic Group Strata



2015 National Content Test

Map of Los Angeles Metro Area Strata



2015 National Content Test

Reinterview

- About one-in-eight respondents from the initial survey were selected to participate in the reinterview by phone
- Assessed the relative accuracy of the different question designs
- Probed more extensively into the racial/ethnic background of respondents
- Ascertained respondents' "true" racial/ethnic identity for comparison to their initial responses

2015 National Content Test

Analysis Methodology

- Responses with no ID were excluded since such respondents all received the same content
- Weights
 - Adjusted for non-equal sampling probabilities and nonresponse based on the sampling strata
 - Replicate weights were created and used for variance estimation
- Editing and coding of the race/ethnicity responses
- Analysis of reinterview responses based on people who were able to be matched between reinterview roster and self-response roster

Previous Research Findings

2010 AQE – Race Reporting among Hispanics in the 2010 Census

Separate
Hispanic
Origin
Question

→ 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, Somali, 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.

- | | | |
|--|-------------------------------------|--|
| <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 type="text"/> | | |
| <input type="checkbox"/> Other Pacific Islander – Print, for example, Tongan, Fijian, Marshallese, etc. <input type="text"/> | | |

- Some other race – Print race or origin.

MEXICAN

Separate
Race
Question

Vast majority of Hispanics **answer** the separate question on “Hispanic origin” ...

...but most Hispanics **struggle to answer** the separate question on “race”

Many Hispanics **skip** the separate question on race altogether (13 percent of Hispanics in 2010 Census)

Or **repeat what they reported** for the Hispanic origin question (30 percent of Hispanics in 2010 Census)

Some Hispanics also report another category (e.g., White; Black; etc.), but it often **does not accurately reflect** how they self-identify (2010 AQE)

Previous Research Findings

2010 AQE – Race Reporting among Hispanics in the 2010 Census

Hispanics are able to more easily *answer* the combined question on race/ethnicity

Vast majority self-identify as *Hispanic* (only)

Combined questions *more accurately reflects self-identity* for Hispanics who also report another category (e.g., White; Black; etc.)

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.

DOMINICAN

Black or African Am. – Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.

DOMINICAN

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.

Combined Race and Hispanic Origin Question

2015 National Content Test

Preliminary Results by Question Format

Separate Questions

vs.

Combined Question with Write-In Response Areas

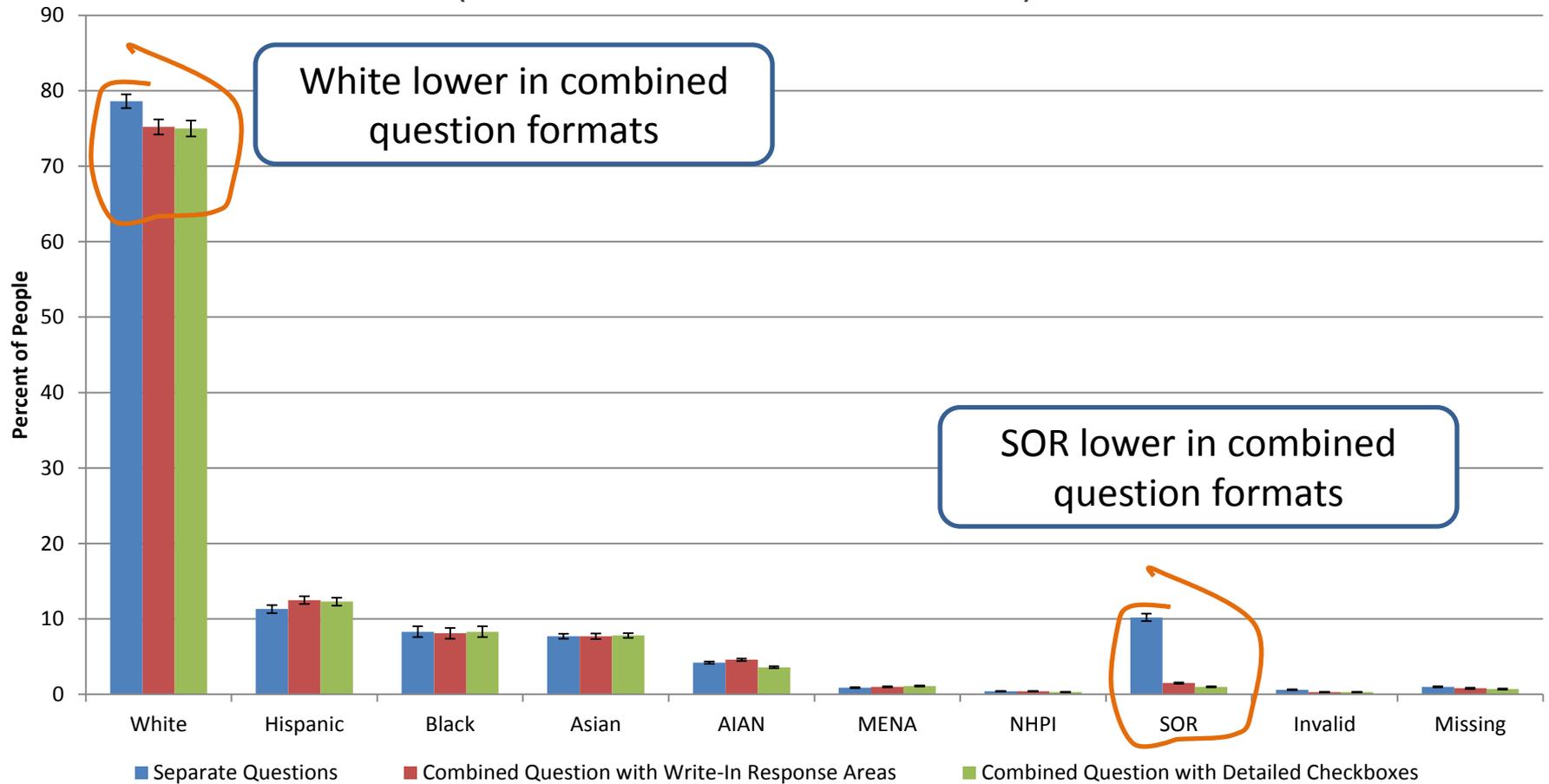
vs.

Combined Question with Detailed Checkboxes

2015 National Content Test

Race/Ethnicity Distributions by Question Format

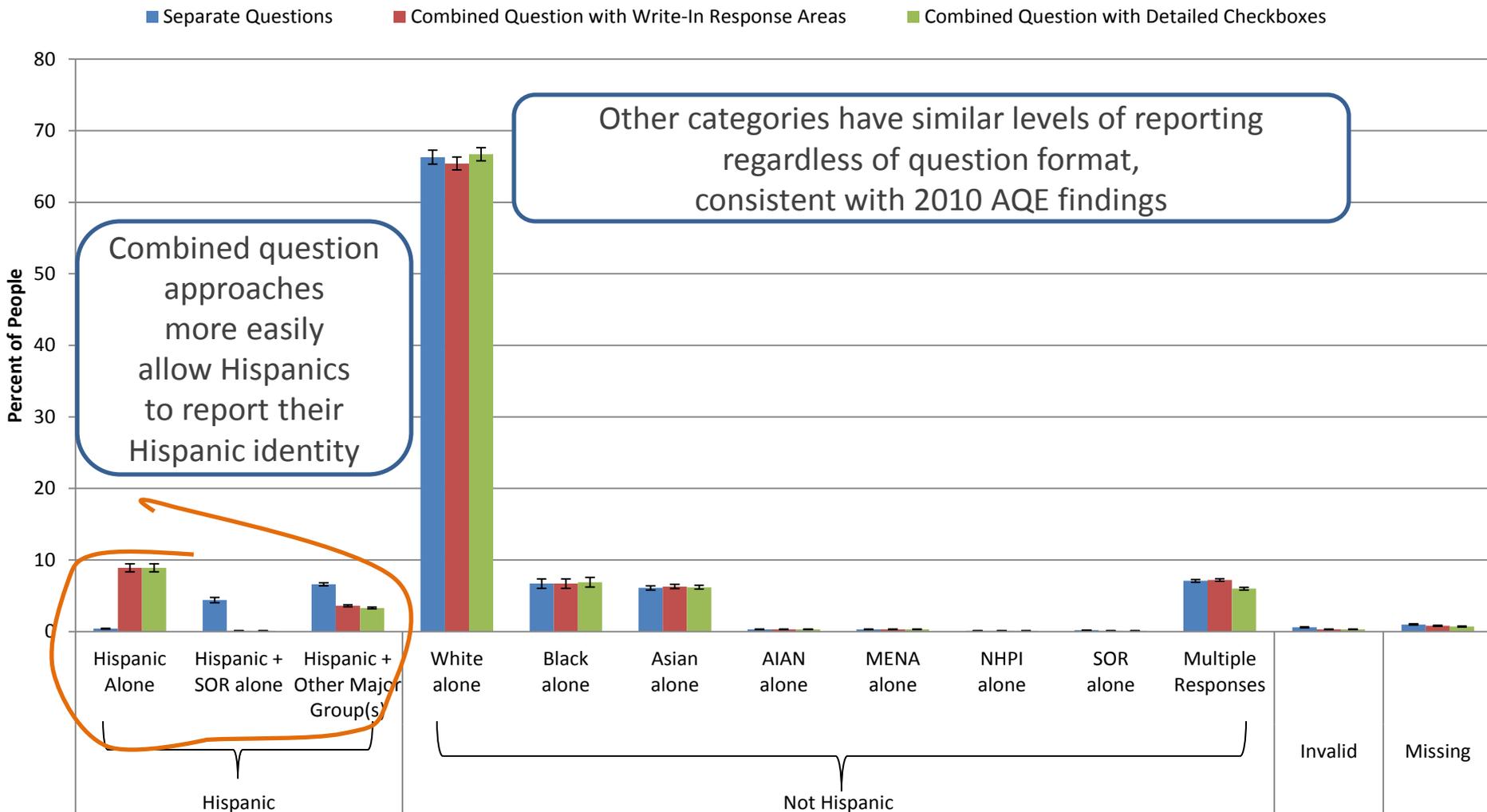
(Percent Alone or in Combination)



Source: 2015 NCT, Internet responses

2015 National Content Test

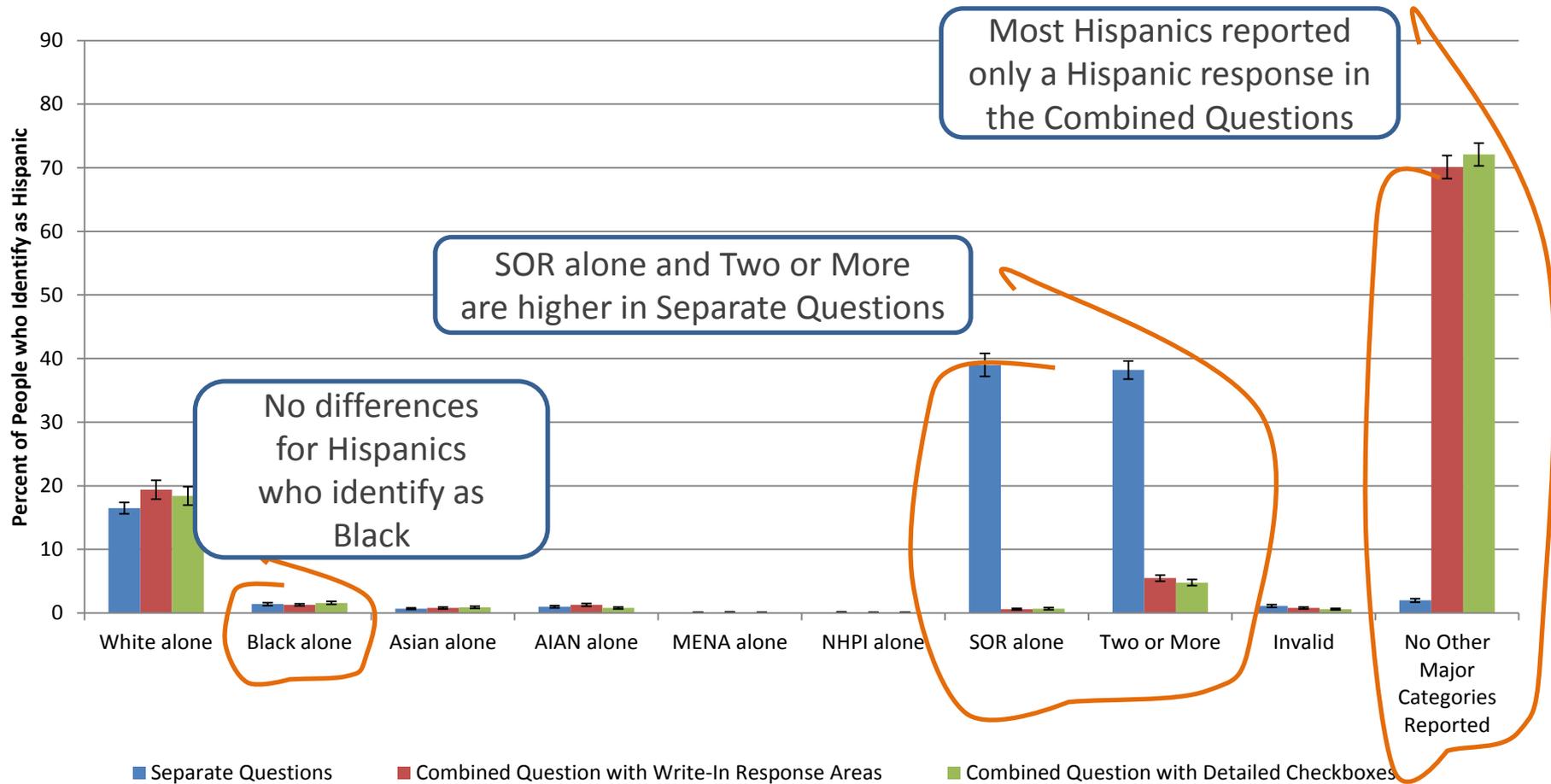
Percent Distribution of Hispanic Responses and Non-Hispanic Responses by Question



Source: 2015 NCT, Internet responses
 United States™
Census
 Bureau
 U.S. Department of Commerce
 Economics and Statistics Administration
 U.S. CENSUS BUREAU
 census.gov

2015 National Content Test

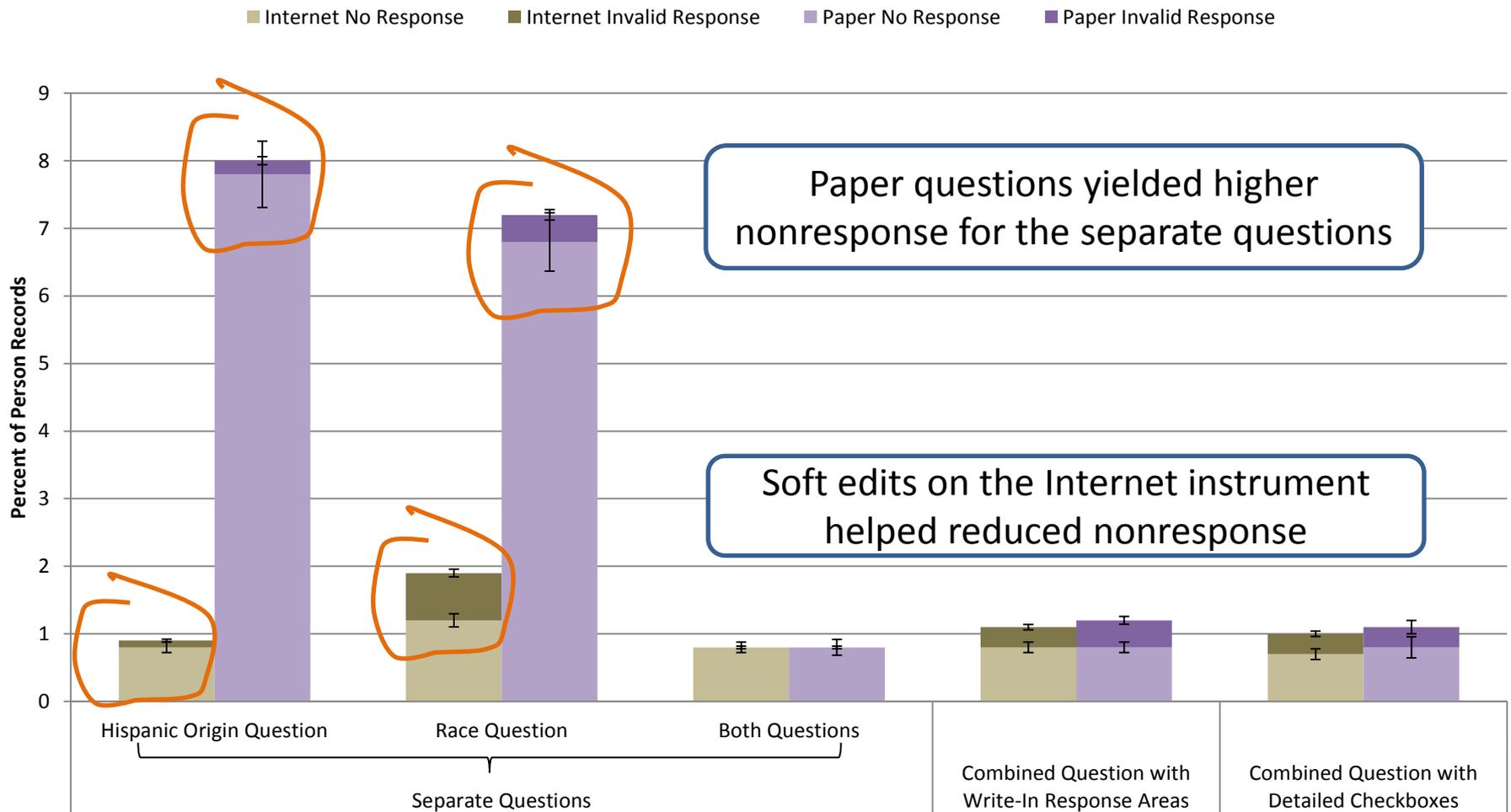
Percent Distribution of Race for Hispanic Respondents by Question Format



Source: 2015 NCT, Internet responses

2015 National Content Test

Percent of Item Nonresponse by Question Format

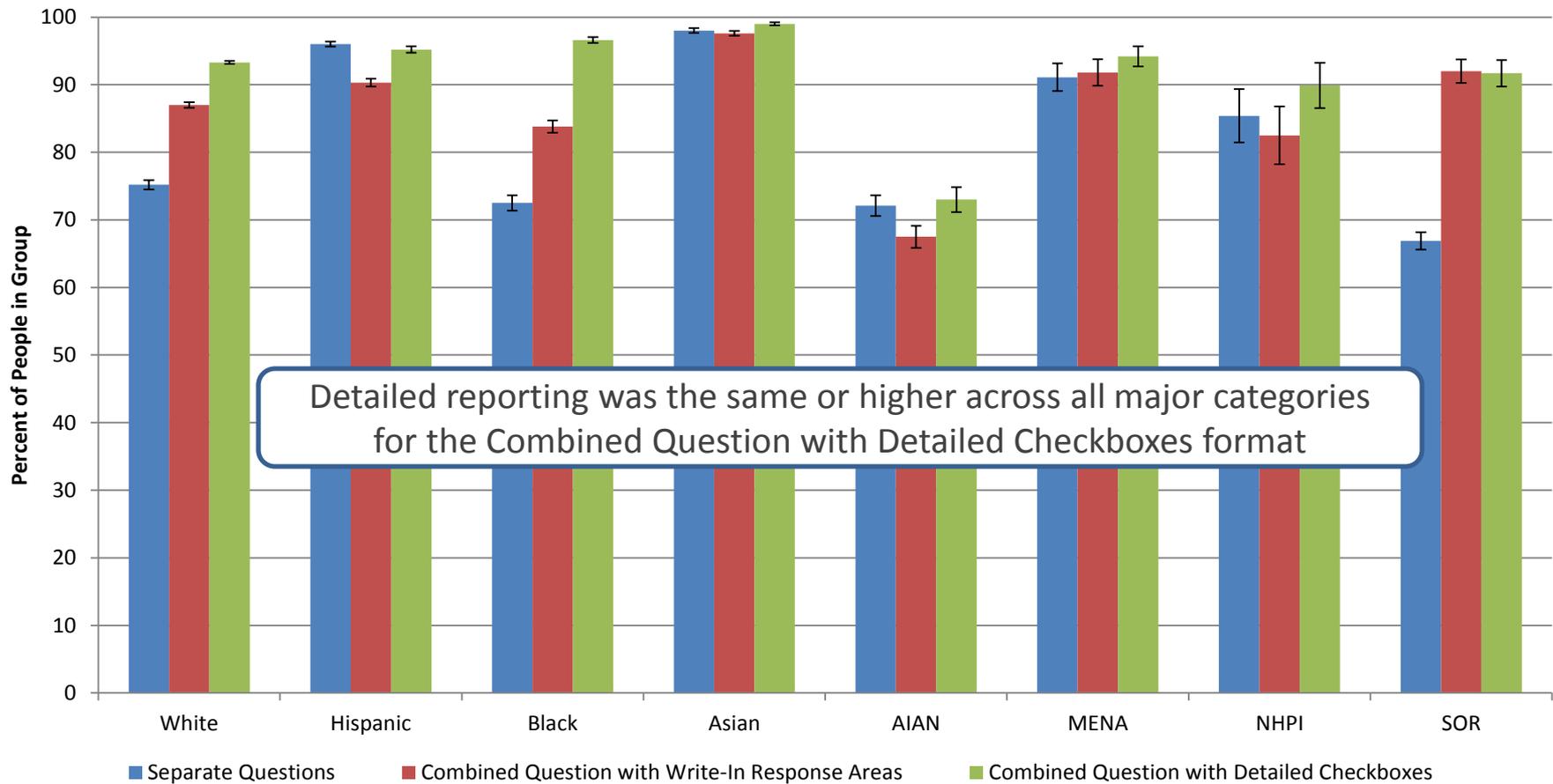


Source: 2015 NCT, Internet and paper responses

2015 National Content Test

Detailed Reporting for Major Race/Ethnicity by Question Format

(Percent Alone or in Combination)

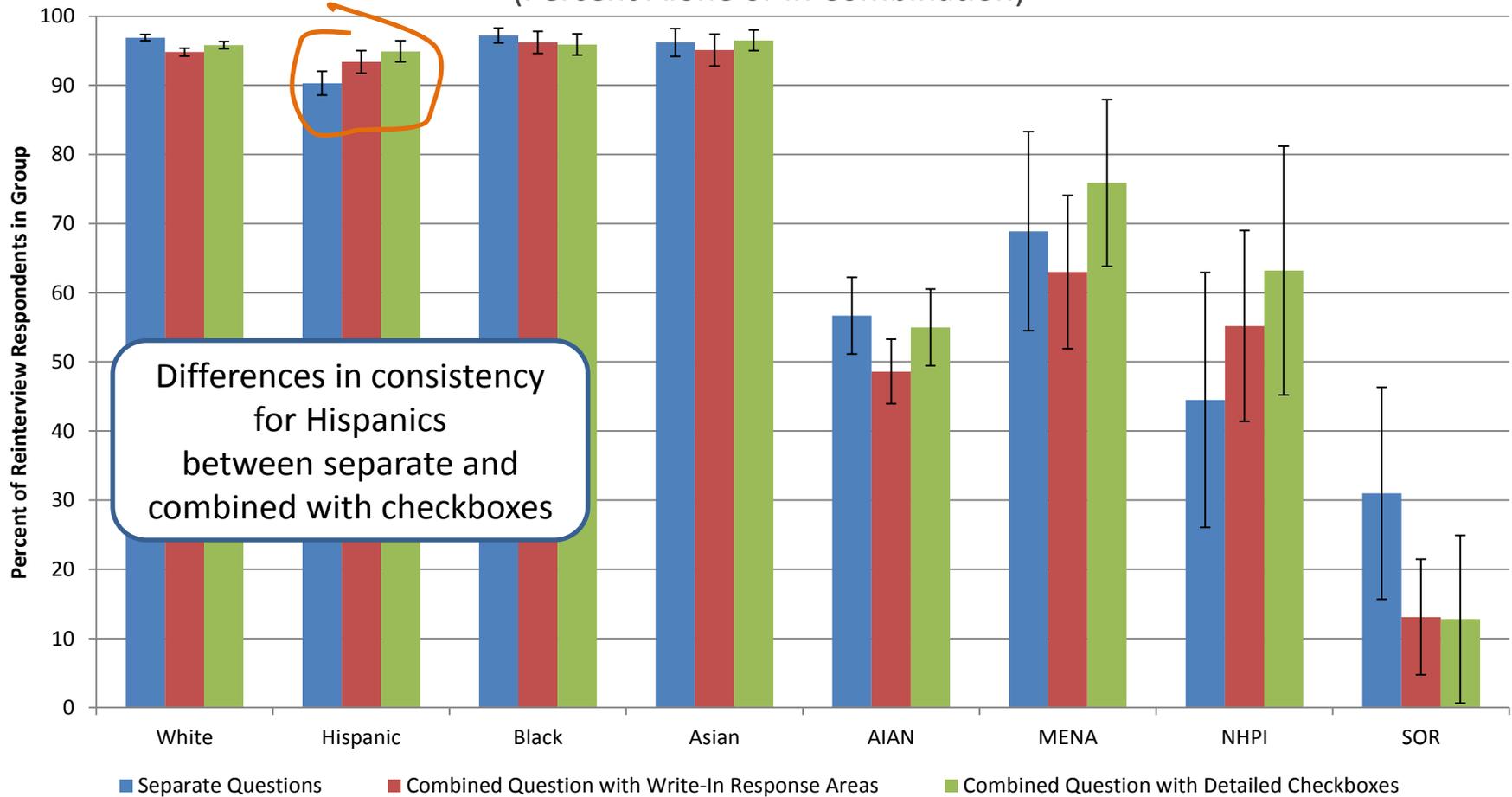


Source: 2015 NCT, Internet responses

2015 National Content Test

Detailed Reporting for Major Race/Ethnicity by Question Format

(Percent Alone or in Combination)



Source: 2015 NCT

2015 National Content Test

Question Format: Summary of Preliminary Findings

The combined question format appears to elicit higher quality data on race and ethnicity; this is in keeping with the results of the 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 the 2018 End-to-End Census Test

The image displays three screenshots of the 2015 National Content Test interface, illustrating a combined question with detailed checkboxes design. Each screenshot shows a header with the United States Census Bureau logo and the title "2015 National Content Test".

Left Screenshot: Shows the question "Which categories describe NAME? (Help)". Below the question are several checkboxes with corresponding labels and examples: "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", and "Some other race, ethnicity, or origin". There are "Previous" and "Next" buttons at the bottom.

Middle Screenshot: Shows the question "You said that NAME is:" followed by a list of selected categories: "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", and "Some other race, ethnicity, or origin". Below this is a section titled "What are NAME's specific Hispanic, Latino, or Spanish below. Note, you may report more than one group. (Help)" with checkboxes for "Mexican or Mexican American", "Puerto Rican", "Cuban", "Salvadoran", "Dominican", and "Colombian". There is a text input field for "Enter, for example, Guatemalan, Spaniard, Ecuadorian, etc." and "Previous" and "Next" buttons.

Right Screenshot: Shows the question "You said that NAME is:" followed by the same list of selected categories as the middle screenshot. Below this is a section titled "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)" with checkboxes for "African American", "Jamaican", "Haitian", "Nigerian", "Ethiopian", and "Somali". There is a text input field for "Enter, for example, Ghanaian, South African, Barbadian, etc." and "Previous" and "Next" buttons. At the top right of this screenshot are links for "Instructions", "FAQs", and "Save and Log Out".

2015 National Content Test

Preliminary Results by Inclusion of the Middle Eastern and North African (MENA) Category

No Distinct MENA Category

vs.

Including a Distinct MENA Category

Middle Eastern and North African 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
- Census Working Classification of MENA includes:
 - 19 nationalities (e.g., Egyptian, Lebanese, Israeli, etc.)
 - 11 ethnicities and pan-ethnic terms (e.g., Kurdish, Arab, “Middle Eastern,” etc.)

2015 National Content Test Coding of MENA Responses

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. ↴

IRAQI

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. ↴

EGYPTIAN

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. ↴

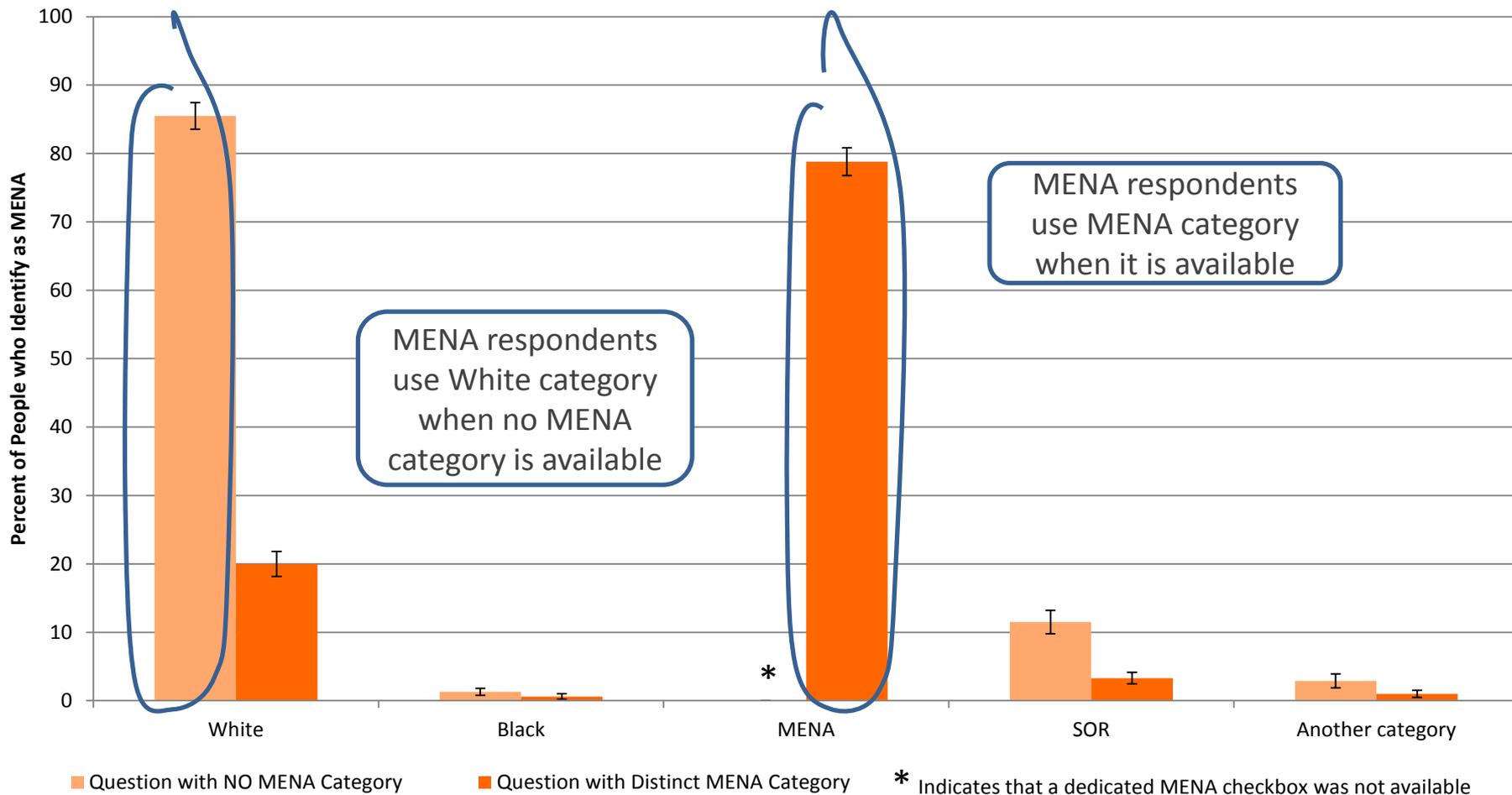
IRAQI, EGYPTIAN

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. ↴

2015 National Content Test

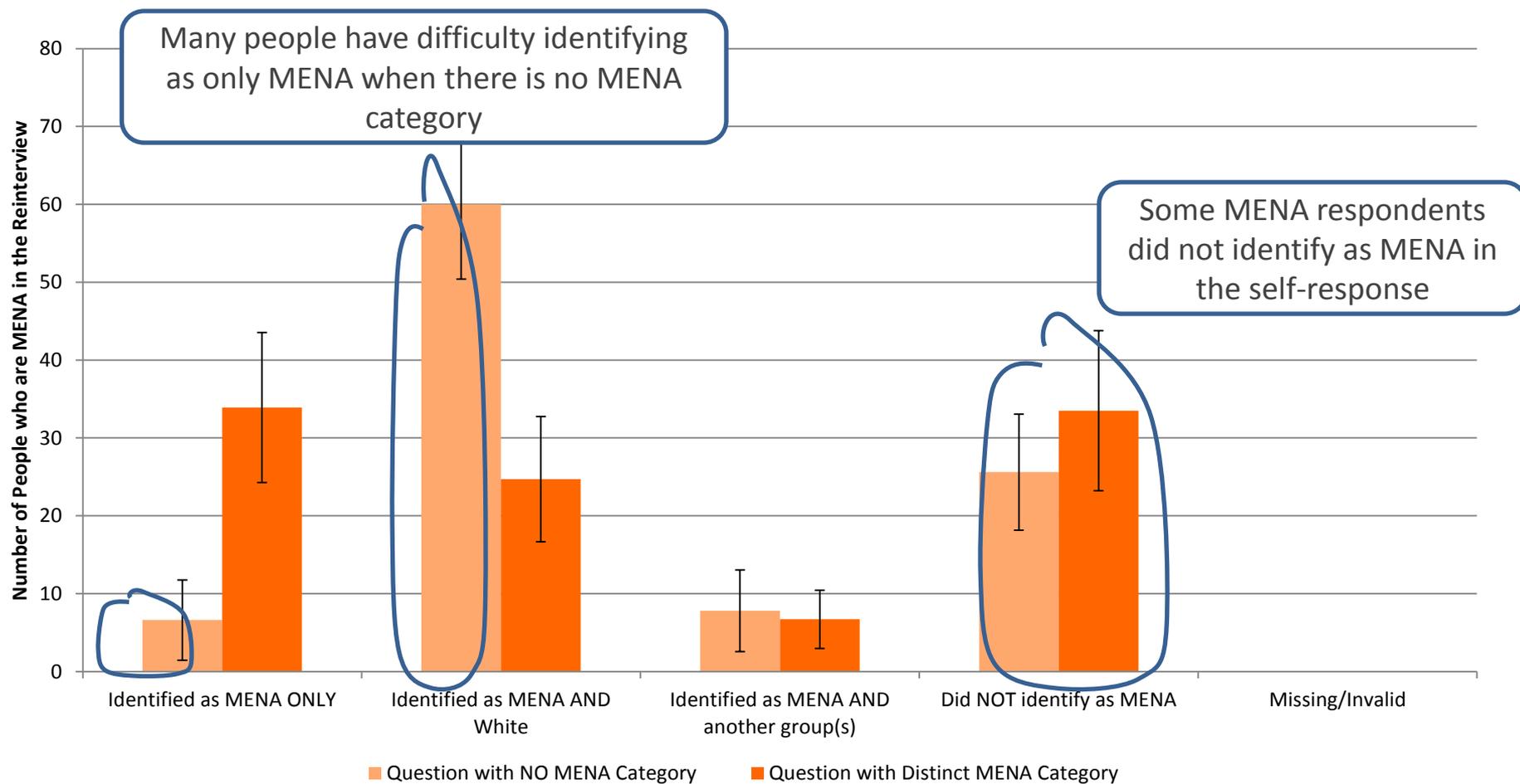
Where MENA Responses are Reported by Presence of MENA Category



Source: 2015 NCT

2015 National Content Test

Self-Response Reporting Patterns of MENA Reinterview Population by Presence of MENA Category



Source: 2015 NCT

2015 National Content Test

Inclusion of the 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 the 2018 End-to-End Census Test

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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* Note: This is one of the designs tested in the 2015 NCT. Future qualitative explorations and research with the 2017 Census Test will examine alternative options for MENA checkboxes and examples, including the use of an “Israeli” checkbox to emphasize the diversity of the Middle Eastern and North African population.

Explore MENA Designs in 2017 Census Test and Qualitative Research

Test alternative examples and detailed checkboxes to represent the broad diversity of the Middle Eastern and North African population

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"/> Israeli

Print, for example, Algerian, Iraqi, Kurdish, etc.

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* Note: This design is proposed for testing in future qualitative explorations and the 2017 Census Test, to emphasize the diversity of the Middle Eastern and North African population.

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 the 2018 End-to-End Census Test

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