Briefing on Mid-Decade Census Bureau Race and Ethnic Research Plans

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Race and Hispanic Origin Question(s)

- 2010 Census Alternative Questionnaire Experiment Research (AQE)
- Outreach and stakeholder engagement
- Mid-decade research and testing plans
- Timeline for making decisions
2010 AQE Design Strategies

Separate questions

8. Is Person 1 of Hispanic, Latino, or Spanish origin?
   - 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 origin, for example, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on.

9. What is Person 1’s race? Mark one or more boxes.
   - White
   - Black, African Am., or Negro
   - American Indian or Alaska Native — Print name of enrolled or principal tribe.
   - Asian Indian
   - Chinese
   - Filipino
   - Other Asian — Print race, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on.
   - Japanese
   - Korean
   - Guamanian or Chamorro
   - Other Pacific Islander — Print race, for example, Fijian, Tongan, and so on.
   - Native Hawaiian
   - Samoan
   - Some other race — Print race.

Combined question

8. What is Person 1’s race or origin? Mark one or more boxes AND write in the specific race(s) or origin(s).
   - White — Print origin(s), for example, German, Irish, Lebanese, Egyptian, and so on.
   - Black, African Am., or Negro — Print origin(s), for example, African American, Haitian, Nigerian, and so on.
   - Hispanic, Latino, or Spanish origin — Print origin(s), for example, Mexican, Mexican Am., Puerto Rican, Cuban, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on.
   - American Indian or Alaska Native — Print name of enrolled or principal tribe(s), for example, Navajo, Mayan, Tlingit, and so on.
   - Asian — Print origin(s), for example, Asian Indian, Chinese, Filipino, Japanese, Korean, Vietnamese, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on.
   - Guamanian or Chamorro
   - Samoan
   - Some other race or origin — Print race(s) or origin(s).
2010 AQE Main Findings

Results for the Combined Question

- Did not change Hispanic, Black, AIAN, Asian, NHPI
- “Some Other Race” and “White” reduced
- Yielded lower item non-response rates
- Increased detailed reporting for most groups, but decreased reporting for others
- Reflects better self-identity, per reinterview
- Fair, equitable treatment for all, per focus groups
Engagement and Discussion With Stakeholders and Advisors

- Census Bureau National Advisory Committee
- OMB Federal Interagency Committee
- Myriad racial and ethnic communities, organizations, and leaders
- Academic scholars and expert researchers
Goals for Mid-Decade
Race and Hispanic Origin Research

Four 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
**NOTE:** Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.

**8. Is this person of Hispanic, Latino, or Spanish origin?** Mark ☐ one or more boxes AND print the specific origin(s).

- ☐ 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 origin(s), for example, Dominican, Salvadoran, Guatemalan, Colombian, Panamanian, Ecuadorian, etc.

**9. What is this person’s race?** Mark ☐ one or more boxes AND print the specific race(s) and/or origin(s).

- ☐ White – Print origin(s), for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.
- ☐ Black or African Am. – Print origin(s), for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Ghanaian, etc.
- ☐ American Indian or Alaska Native – Print name of enrolled or principal tribe, for example, Navajo Nation, Blackfeet Tribe, Muscogee (Creek) Nation, Mayan, Doyon, Native Village of Barrow Inupiat Traditional Government, etc.
- ☐ Chinese
- ☐ Vietnamese
- ☐ Native Hawaiian
- ☐ Filipino
- ☐ Korean
- ☐ Samoan
- ☐ Asian Indian
- ☐ Japanese
- ☐ Guamanian or Chamorro
- ☐ Other Asian – Print origin(s), for example, Pakistani, Cambodian, Hmong, Thai, Laotian, Bangladeshi, etc.
- ☐ Other Pacific Islander – Print origin(s), for example, Tongan, Fijian, Palauan, Marshallese, Tahitian, Pugua New Guinean, etc.
- ☐ Some other race – Print race(s) and/or origin(s).
Dimension 2: “MENA” Category

What is your race or ethnicity? Mark all boxes that apply AND print your specific ethnicities in the spaces below. Note, you may report more than one group.

- **White** – Print specific ethnicities, for example, German, Irish, English, Italian, Polish, French, etc.
- **Hispanic, Latino, or Spanish origin** – Print specific ethnicities, for example, Mexican or Mexican American, Puerto Rican, Cuban, Dominican, Salvadoran, Colombian, etc.
- **Black or African Am.** – Print specific ethnicities, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Ghanaian, etc.
- **Asian** – Print specific ethnicities, for example, Chinese, Filipino, Asian Indian, Vietnamese, Korean, Japanese, etc.
- **American Indian or Alaska Native** – Print specific ethnicities, for example, Navajo Nation, Blackfeet Tribe, Muscogee (Creek) Nation, Mayan, Doyon, Native Village of Barrow Inupiat Traditional Government, etc.
- **Middle Eastern or North African** – Print specific ethnicities, for example, Lebanese, Iranian, Egyptian, Syrian, Moroccan, Algerian, etc.
- **Native Hawaiian or Other Pacific Islander** – Print specific ethnicities, for example, Native Hawaiian, Samoan, Guamanian or Chamorro, Tongan, Fijian, Marshallese, etc.
- **Some other race or ethnicity** – Print specific race(s) and/or ethnicities.
Dimension 2: “MENA” Category

- Middle Eastern or North African – Print specific ethnicities, for example, Lebanese, Iranian, Egyptian, Syrian, Moroccan, Algerian, etc.
Dimension 3: Instructions and Terms

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”
- Which categories describe you?
Dimension 4: Web-Based Designs

Initial Screen for Race and Ethnicity

What is JOHN A DOE’s race or origin? Select one or more boxes AND enter the specific race(s) or origin(s). (Help)

- White – For example, German, Irish, English, Italian, Lebanese, Egyptian, and so on.
- **Hispanic, Latino, or Spanish origin** – For example, Mexican or Mexican American, Puerto Rican, Cuban, Dominican, Salvadoran, Colombian, and so on.
- **Black or African Am.** – For example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, and so on.
- **Asian** – For example, Chinese, Filipino, Asian Indian, Vietnamese, Korean, Japanese and so on.

- American Indian or Alaska Native – For example, Navajo Nation, Blackfeet Tribe, Muscogee (Creek) Nation, Mayan, Doyon, Native Village of Barrow Inupiat Traditional Government, and so on.

- **Native Hawaiian or Other Pacific Islander** – For example, Native Hawaiian, Samoan, Guamanian or Chamorro, Tongan, Fijian, Marshallese, and so on.

- Some other race or origin
### Dimension 4: Web-Based Designs

#### Subsequent Screens for Detailed Responses

**Screen for Hispanic, Latino, or Spanish**
- Select all boxes that apply and/or enter detailed ethnicities in the space below.
- **HISPANIC, LATINO, OR SPANISH**
  - [ ] Mexican or Mexican American
  - [ ] Puerto Rican
  - [ ] Cuban
  - [ ] Dominican
  - [ ] Salvadoran
  - [ ] Colombian
  - *Enter other ethnicities below (for example, Spaniard, Honduran, Ecuadorian, etc.)*

**Screen for Black or African Am.**
- Select all boxes that apply and/or enter detailed ethnicities in the space below.
- **BLACK OR AFRICAN AM.**
  - [ ] African American
  - [ ] Jamaican
  - [ ] Haitian
  - [ ] Nigerian
  - [ ] Ethiopian
  - [ ] Ghanaian
  - *Enter other ethnicities below (for example, South African, Barbadian, Liberian, etc.)*

**Screen for Asian**
- Select all boxes that apply and/or enter detailed ethnicities in the space below.
- **ASIAN**
  - [ ] Chinese
  - [ ] Filipino
  - [ ] Asian Indian
  - [ ] Vietnamese
  - [ ] Korean
  - [ ] Japanese
  - *Enter other ethnicities below (for example, Pakistani, Cambodian, Hmong, etc.)*
Timeline for Making Decisions

- **2014**: Announce Plans for 2015 National Content Test (NCT)
- **2015**: Conduct 2015 NCT
  - Federal Register Notice
  - Analyze Results from 2015 NCT
- **2016**: Make Recommendations to OMB
  - 2020 Census Topics Due to Congress
- **2017**: Final 2020 Census Wording Due to Congress
- **2018**: Finalize Processing Plans for 2020 Census
- **2019**: Conduct 2020 Census
- **2020**: Ongoing Outreach & Dialogue with Stakeholders, Communities, and OMB About Plans, Research, and Results

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QUESTIONS?

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