Update on the Census
2015 National Content Test
Race and Ethnic Research Plan

Nicholas A. Jones
Director, Race & Ethnic Research and Outreach
Population Division • U.S. Census Bureau

Briefing for National Conference of State Legislatures
December 9, 2015 • Washington, DC
Race and Hispanic Origin Research

• Outreach and stakeholder engagement
• Federal Register Notice public comments
• Mid-decade research and testing plans
• Timeline for making decisions
2020 Census: Where Are We Today?

In the next census, we will be trying to reach an increasingly diverse and growing population of around 330 million people in more than 140 million housing units.

The Census Bureau is conducting research in order to inform key design decisions by the end of FY 2015.
Engagement and Discussion With Stakeholders and Advisors

- Census Bureau National Advisory Committee
- OMB Federal Interagency Working Group
- Myriad racial and ethnic communities, organizations, and leaders
- Academic scholars and expert researchers
Public Comments on the 2015 NCT Federal Register Notice (FRN)

- Notice for public comment published in the *Federal Register* on December 2, 2014
- Census Bureau alerted members of National Advisory Committee and hundreds of other stakeholders, advisors, and community leaders to the release of the FRN
- Shared message during public briefings
- Helped elicit public comments on 2015 NCT research plans
Federal Register Notice on 2015 NCT

- Presented overall objectives for the 2015 NCT
- Described major research dimensions for 2020 Census content (race and ethnicity, relationship, and within-household coverage)
- Requested public feedback on research plans
- All comments were reviewed and addressed in submission of 2015 NCT testing plans for U.S. Office of Management and Budget (OMB)
- Responses to comments will be made public
Public Comments on 2015 NCT FRN

4,550 submissions

13,116 comments

58 topics
### Public Comments on 2015 NCT FRN

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<th>Major Topic Areas for Public Comments</th>
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Note: Percentages do not add to 100.0 due to rounding.
Comments on Testing a Middle Eastern or North African Category

Received 4,509 submissions related to testing a “Middle Eastern or North African” (MENA) category

Submissions included 12,293 comments, covering 11 topics

• 4,473 comments expressed strong support for testing MENA; 15 comments did not support testing MENA

• 3,727 comments expressed strong disagreement with the classification of MENA as “White”

• 3,301 comments advised that MENA is racially diverse

• 737 comments on which countries or ethnic groups to include or exclude as MENA
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Comments on Testing for Race and Ethnicity Questions

Received 40 submissions related to race and ethnicity testing

Submissions included 265 comments, covering 22 topics

- Concern disaggregated data for Native Hawaiians and Other Pacific Islanders (NHPI) will not be published (101 comments)

- Retention of detailed Asian and NHPI checkboxes; quality of data for detailed Hispanic groups (102 comments)

- Support for combined question approach (33 comments)
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Additional topics within submissions

• Support for testing same-sex relationship categories (11 comments)
• Test within-household coverage beyond the Internet (80 comments)
• Develop strong mobile platform (81 comments)
• Oversample various small populations (82 comments)
Comments on language assistance

• Provide language assistance in multiple languages (84 comments)
• Include specific Asian languages (80 comments)
• Ensure there are high-quality translations (80 comments)
Overview of the 2015 NCT

• Test took place from late Summer to late Fall of 2015
• Use a large nationally representative sample, including Puerto Rico
• Evaluate and compare different census content, including race and Hispanic origin, relationship, and within-household coverage
• Refine estimates of national self response and Internet response rates and continue testing different contact strategies for optimizing self response
• Conduct content reinterview that includes a subsample of respondents, to measure accuracy of race/origin and coverage
Update on Race and Ethnic Research Plans for 2015 National Content Test
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
Dimension 1: Separate Race & Hispanic Origin vs. Combined Race & Hispanic Origin

- Separate Hispanic Origin Question
- Separate Race Question
- Combined Race and Hispanic Origin Question

8. Is Person 1 of Hispanic, Latino, or Spanish origin? Mark [X] one or more boxes AND print origin(s).
   - No, not of Hispanic, Latino, or Spanish origin
   - Yes, Mexican, Mexican Amer., Chicano
   - Yes, Puerto Rican
   - Yes, Cuban
   - Yes, another Hispanic, Latino, or Spanish origin – Print, for example, Salvadorian, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc. [X]

9. What is Person 1’s race? Mark [X] one or more boxes AND print origin(s).
   - White – Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc. [X]
   - Black or African Am. – Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc. [X]
   - Asian – Print, for example, Chinese, Filipino, Asian Indian, Vietnamese, Korean, Japanese, etc. [X]
   - American Indian or Alaska Native – Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfoot Tribe, Mayan, Aztec, Native Village of Barrow Inupiaq Traditional Government, Nome Eskimo Community, etc. [X]
   - American Indian or Alaska Native – Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfoot Tribe, Mayan, Aztec, Native Village of Barrow Inupiaq Traditional Government, Nome Eskimo Community, etc. [X]
   - Chinese
   - Filipino
   - Asian Indian
   - Japanese
   - Other Asian – Print, for example, Pakistani, Cambodian, Hmong, etc. [X]
   - Vietnamese
   - Korean
   - Chamorro
   - Samoan
   - Other Pacific Islander – Print, for example, Tongan, Fijian, Marshallese, etc. [X]
   - Some other race – Print race or origin. [X]

NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.
Dimension 2: “MENA” Category
Design Rationale for Detailed Groups

- Include six examples to reflect diversity of category’s OMB definition
- The Census Bureau identified largest groups in the United States that represent the different geographic regions referenced in each of the OMB race and ethnic group definitions
- Balance and equity -- present groups in population size order (largest to smallest)
- 2015 NCT research will determine which approach is best for collecting race and ethnic data
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

- 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, Dominican, Colombian, etc.
- Black or African Am.
  - For example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.
- 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 Barrow Inupiat Traditional Government, Nome Eskimo Community, etc.
- 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, etc.
- Some other race, ethnicity, or origin

Back  Next
Dimension 4: Web-Based Designs

Subsequent Screens for Detailed Responses

**Screen for Hispanic, Latino, or Spanish**

Select all boxes that apply and/or enter details in the space below. Note, you may report more than one group.

- [ ] Mexican or Mexican American
- [ ] Puerto Rican
- [ ] Cuban
- [ ] Salvadoran
- [ ] Dominican
- [ ] Colombian

Enter details below, for example, Guatemalan, Spaniard, Ecuadorian, etc.

Guatemalan, Peruvian

**Screen for Black or African Am.**

Select all boxes that apply and/or enter details in the space below. Note, you may report more than one group.

- [ ] African American
- [ ] Jamaican
- [ ] Haitian
- [ ] Nigerian
- [ ] Ethiopian
- [ ] Somali

Enter details below, for example, Ghanaian, South African, Barbadian, etc.

Liberian, Barbadian

**Screen for Asian**

Select all boxes that apply and/or enter details in the space below. Note, you may report more than one group.

- [ ] Chinese
- [ ] Filipino
- [ ] Asian Indian
- [ ] Vietnamese
- [ ] Korean
- [ ] Japanese

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

Bangladeshi, Hmong
Modified Designs for Paper

- Much more limited in paper-based designs
- Exception to paper design requirements for 2015 NCT enabled us to experiment with detailed checkbox designs
- Developed modification with multiple-detailed checkboxes for all groups
Modified Designs for Paper

8. Which categories describe Person X? 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 Origin** – Provide details below:
  - Mexican or Mexican American
  - Puerto Rican
  - Cuban
  - Salvadoran
  - Dominican
  - Colombian
  - Print, for example, Guatemalan, Spanish, Ecuadorian, etc.

- **Black or African American** – Provide details below:
  - African American
  - Jamaican
  - Haitian
  - Nigerian
  - Ethiopian
  - Somalian
  - 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 Guatapeap, 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
  - Marhsallese
  - Print, for example, Palauan, Tahitian, Chukchee, etc.

- **Some Other Race, Ethnicity, or Origin** – Print below.

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United States Census Bureau
U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov
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 ORIGIN – 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
  - Somalian
  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.
Timeline for Making Decisions

- **2014**: Announce Plans for 2015 National Content Test (NCT)
- **2015**: Conduct 2015 NCT
- **2015**: Federal Register Notice for 2015 NCT
- **2016**: Conduct 2016 ACS CTS
- **2016**: Analyze 2015 NCT Results
- **2016**: Make Recommendations to OMB
- **2017**: 2020 Census Topics Due to Congress
- **2017**: Final 2020 Census Wording Due to Congress
- **2018**: Finalize Content for 2020 Census & 2019 ACS
- **2018**: End-to-End Systems Test for 2020 Census
- **2019**: Finalize Processing Plans for 2020 Census
- **2020**: Conduct 2020 Census

Ongoing Outreach & Dialogue with Stakeholders, Communities, and OMB About Plans, Research, and Results
Summary

• Reviewed responses to public comments
• U.S. Office of Management and Budget approved plans for 2015 NCT
• Continuing to meet with stakeholders and advisors
• Building strong foundation for the 2020 Census
COMMENTS OR QUESTIONS?

Nicholas A. Jones
Director, Race & Ethnic Research & Outreach
Population Division • U.S. Census Bureau

301.763.2440
nicholas.a.jones@census.gov