



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

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# Race and Hispanic Origin Research

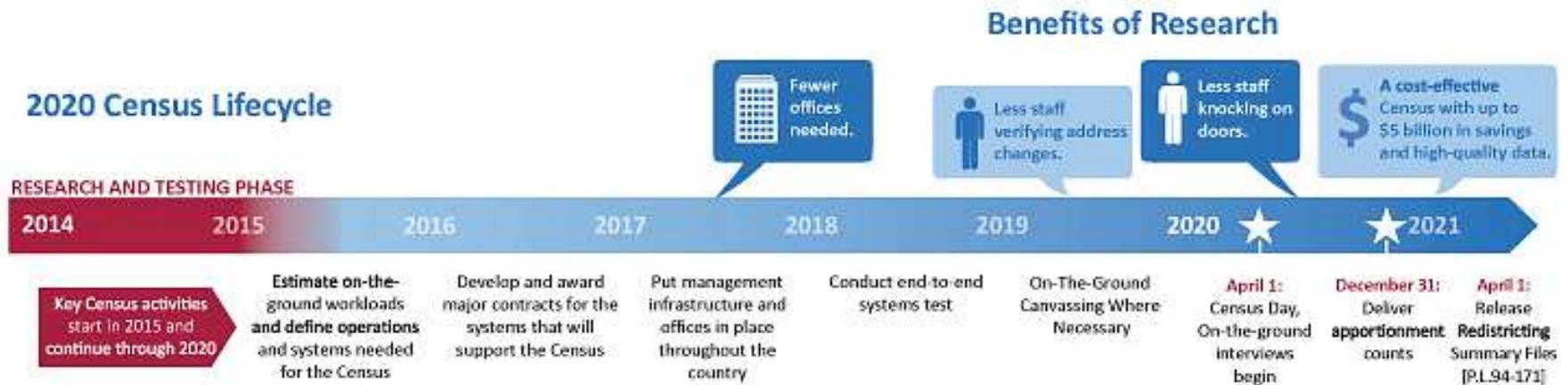
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- Outreach and stakeholder engagement
- Federal Register Notice public comments
- Mid-decade research and testing plans
- Timeline for making decisions

# 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

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- 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)

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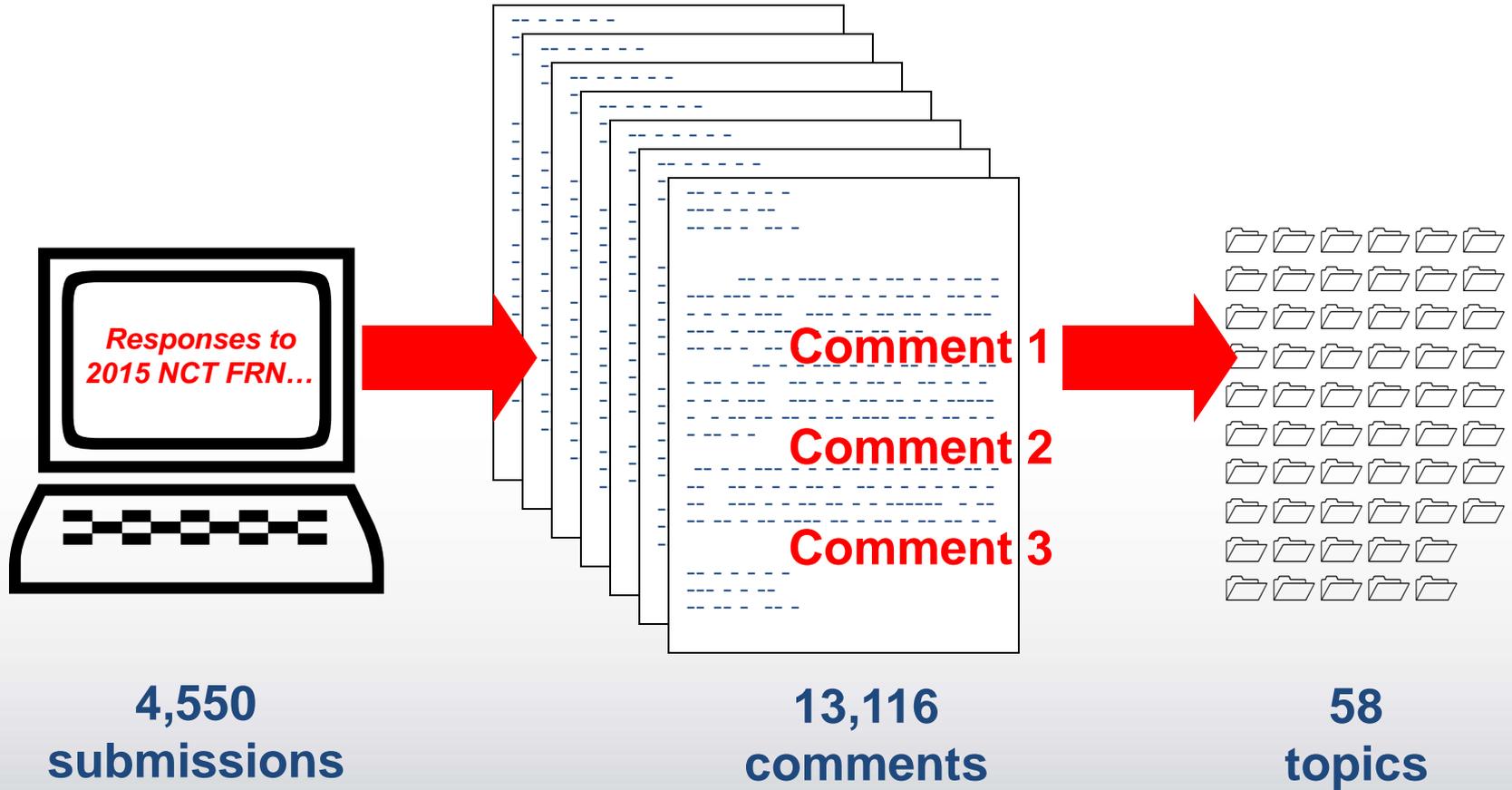
- Notice for public comment published in the *Federal Register* on December 2, 2014
- Census Bureau alerted members of National Advisory Committee and hundreds of other stakeholders, advisors, and community leaders to the release of the FRN
- Shared message during public briefings
- Helped elicit public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

# Federal Register Notice on 2015 NCT

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- 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



# Public Comments on 2015 NCT FRN

Major Topic Areas for Public Comments	Number of Comments	Percent
<b>TOTAL (from 4,550 submissions)</b>	<b>13,116</b>	<b>100.0%</b>
• Middle Eastern or North African Category	12,293	93.7%
• Race and Ethnicity	265	2.0%
• Relationship	13	0.1%
• Within-Household Coverage	96	0.7%
• Web-Based Data Collection; Contact Strategies	104	0.8%
• Sample Design	82	0.6%
• Language Assistance	258	2.0%
• Comments Not Related to Scope of 2015 NCT	5	0.0%

Note: Percentages do not add to 100.0 due to rounding.

# Comments on Testing a Middle Eastern or North African Category

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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

# Public Comments on 2015 NCT FRN

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Note: Percentages do not add to 100.0 due to rounding.

# Comments on Testing for Race and Ethnicity Questions

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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)

# Public Comments on 2015 NCT FRN

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# Public Comments on 2015 NCT FRN

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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)

# Public Comments on 2015 NCT FRN

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## 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

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- 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

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## 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

→ 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.
- Chinese  Vietnamese  Native Hawaiian
- Filipino  Korean  Samoan
- Asian Indian  Japanese  Chamorro
- Other Asian – Print, for example, Pakistani, Cambodian, Hmong, etc.
- Other Pacific Islander – Print, for example, Tongan, Fijian, Marshallese, etc.
- Some other race – Print race or origin.

Separate  
Race  
Question

**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.

Combined  
Race and  
Hispanic  
Origin  
Question

# Dimension 2: “MENA” Category

**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** – 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, Blackfoot 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, ethnicity, or origin** – Print details }



# Design Rationale for Detailed Groups

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- 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

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## 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

**Which categories describe Person 1?**  
*Select all boxes that apply. Note, you may select more than one group.* [\(Help\)](#)

**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, Somalian, 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**

# 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. [\(Help\)](#)

#### HISPANIC, LATINO, OR SPANISH

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

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

Guatemalan, Peruvian

Back

Next

### 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. [\(Help\)](#)

#### BLACK OR AFRICAN AM.

- African American
- Jamaican
- Haitian
- Nigerian
- Ethiopian
- Somalian

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

Liberian, Barbadian

Back

Next

### Screen for Asian

Select all boxes that apply and/or enter details in the space below. Note, you may report more than one group. [\(Help\)](#)

#### ASIAN

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

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

Bangladeshi, Hmong

Back

Next

# Modified Designs for Paper

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- 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 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       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.?

**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 ORIGIN** – *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"/> Somalian |

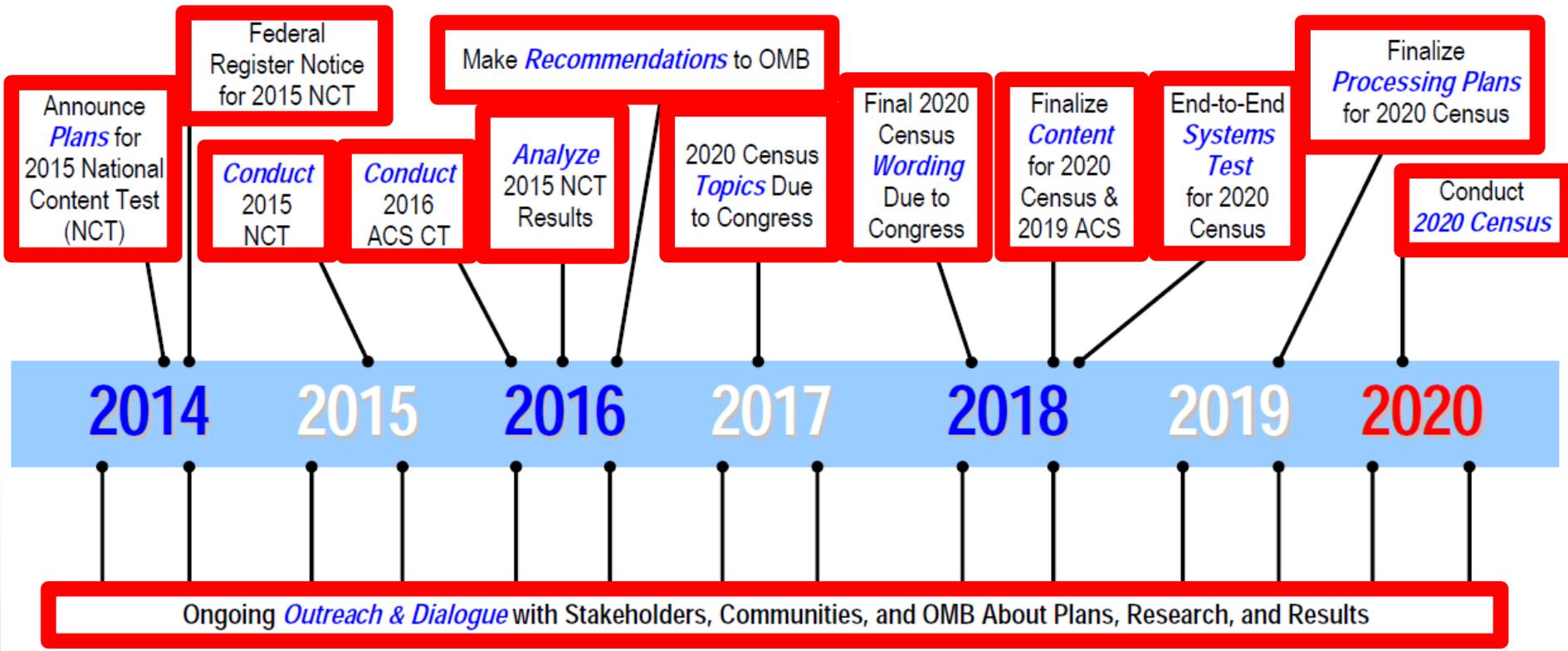
*Print, for example, Ghanaian, South African, Barbadian, etc. ↴*

**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. ↴*

# Timeline for Making Decisions



# Summary

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- 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?

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