2015 National Content Test Preliminary Results on Race and Ethnicity

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Presentation for National Advisory Committee on Racial, Ethnic, and Other Populations

October 3, 2016



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2015 National Content Test (NCT)

- 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 NCT respondents, to measure accuracy
- Overall response rate was 51.9%



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



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, Mavan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc. 7 Chinese Vietnamese Native Hawaiian Korean Filipino Samoan Asian Indian Japanese Chamorro Other Asian -Other Pacific Islander -Print, for example, Print, for example, Tongan, Fijian, Marshallese, etc. Z Pakistani, Cambodian, Hmong, etc. Z Middle Eastern or North African - Print, for example, Lebanese, Iranian, Egyptian, Syrian, Moroccan, Algerian, etc. 🛫 Some other race - Print race or ethnicity.

-	White – Print, for example, German, Irish, English, Italian, Polis French, etc. \vec{k}							
	Hispanic, Latino, or Spanish origin – Print, for example, Mexican or Mexican American, Puerto Rican, Cuban, Salvador, Dominican, Colombian, etc. g	an,						
	Black or African Am. – Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc. Z							
		٦						
	Asian – Print, for example, Chinese, Filipino, Asian Indian, Vietnamese, Korean, Japanese, etc. ⊋							
		Ĩ						
	American Indian or Alaska Native – Print, for example, Nava Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc.	0						
	EDBERSHER	٦						
	Middle Eastern or North African – Print, for example, Lebane Iranian, Egyptian, Syrian, Moroccan, Algerian, etc. 😴	198						
	Native Hawaiian or Other Pacific Islander – Print, for exampi Native Hawaiian, Samoan, Chamorro, Tongan, Fijian, Marshaliese, etc. z	e,						
		٦						
	Some other race or origin – Print race or origin. Z							
		٦						
	la she da sila da da da she da sila da she da she da she da sila si	-						

Combined w/ Write-Ins Combined w/ Checkboxes

W	нп	TE – Provide d	etails b	elow.		
E		German		Irish		English
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P	rint,	for example, S	Scottish	, Norwegian, D	lutch, ei	ic. 🖌
1	1					
н	ISP	ANIC, LATING	, OR S	PANISH - Pro	vide de	tails below.
1	I	Mexican or Mexican American		Puerto Rican		Cuban
	Т	Salvadoran		Dominican		Colombian
P	rint,	, fo <i>r example</i> , (Guatem	alan, Spaniard	Ecuad	lorian, etc. 굳
	-					
в	LA	CK OR AFRIC	AN AM	. – Provide det	ails bek	JW.
ļ	1	African American		Jamaican		Haitian
	1	Nigerian		Ethiopian		Somali
P	rint,	, for example, (Ghanaie	an, South Africa	an, Bart	padian, etc. 🖌
A	SIA	N – Provide de	etails be	elow.		
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	1	Vietnamese		Korean		Japanese
P	rint,	, for example, F	Pakistar	ni, Cambodian,	Hmong	Contraction of the
A	ME	RICAN INDIAN	ORA	LASKA NATIV	E - Pro	wide details be
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PN	rint, a tiv	, for example, I e Village of Ba	Vavajo I rrow Ini	Nation, Blackfe upiat, Nome Es	et Tribe skimo C	, Mayan, Azte ommunity, etc
M	IDE	DLE EASTERN		ORTH AFRICA	N – Pro	wide details b
I	T	Lebanese		Iranian		Egyptian
	T	Syrian		Moroccan		Algerian
P	rint,	for example, I	sraeli, l	haqi, Tunisian,	etc. 7	-
N	ATI		ORO	THER PACIFIC	CISLA	NDER – Provid
d	etai	ls below. Native				
		Hawaiian	븝	Samoan	Ц	Chamorro
-		Tongan		Fijian	1	Marshallese
P	nnt,	, for example, F	-diauă î	n, ranman, Chu	uKese,	etc. 7



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Web-Based Designs

Separate Question for Hispanic Origin

	Instructions	FAQs	Save a	nd Log
NAME of Hispanic, Latino, or Spanish origin? electone or more boxes AND enter origins.				
telp)				
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, Guate	malan, Spanlard, Ecuadorian, etc.			
Previous Next				

Separate Question for Race

	Instructions	FAQs	Save a	ind L
Vhat is NAME's race? (Help)				
elect one or more boxes AND enter origins.				
□ White				
Enter, for example, German, Irish, English, Italian, Leban	iese, 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, Na	ative Village of Barrow	Inupiat Trad	itional
Government, Nome Eskimo Community, etc.				
Chinese				
Asian Indian				
Vietnamese				
Korean				
Other Asian				
Enter, for example, Pakistani, Cambodian, Hmorg, etc.				
Native Hawaiian				
Samoan				
Chamorro				
Other Pacific Islander				
Enter, for example, Tongan, Fijian, Marshallese, etc.				
Some other race or origin				



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Web-Based Designs

Combined Question for Race and Ethnicity with Write-in Areas



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Web-Based Designs

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



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MENA Category

E	White - P		xample,	German	n, Irish,	Englist	h, Italiar	n, Polish,
	French, et	D. 7						
Ε	Hispanic, Mexican A Colombian	merican,						
		,		1 1	10 M	1.1		
I	Black or A Jamaican,							ican,
	3					_		
1	Asian – Pl Vietnames					no, Asia	an India	n,
	Pretriation	e, norea	in, oqpa	lese, et	~ ¥			
		e, noree	n, sapa	lese, et	~ Z			
			in, sapa	iese, et	. <u>.</u>			
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L	American	Indian o	or Alask	a Nativ	e – Prin tec, Nat	ive Vill	ageofb	Barrow
Γ	American	Indian o	or Alask	a Nativ	e – Prin tec, Nat	ive Vill	ageofb	Barrow
	American	Indian of ackfeet 1 aditional of ackfeet 1 aditional of a stern or	or Alask Iribe, Mi Governi North I	a Nativi iyan, Az nent, No	e – Prin tec, Nat me Esk	ive Vill imo Co for exa	age of E ommuni imple, L	Barroŵ ty, etc. ⊋
	American Nation, Ble Inupiat Tra	Indian of ackfeet 1 aditional of ackfeet 1 aditional of a stern or	or Alask Iribe, Mi Governi North I	a Nativi iyan, Az nent, No	e – Prin tec, Nat me Esk	ive Vill imo Co for exa	age of E ommuni imple, L	Barroŵ ty, etc. ⊋
	American Nation, Ble Inupiat Tra	Indian of ackfeet 1 aditional of ackfeet 1 aditional of a stern or	or Alask Iribe, Mi Governi North I	a Nativi iyan, Az nent, No	e – Prin tec, Nat me Esk	ive Vill imo Co for exa	age of E ommuni imple, L	Barroŵ ty, etc. ⊋
	American Nation, Ble Inupiat Tra	Indian (ackfeet 1 diffonal) stern or nyptian, t waiian o waiian, S	or Alask ribe, Me Govern North I Syrian, M	a Natiw yan, Az nent, No African foroccar	e – Print rec, Nat me Esk – Print, n, Alger Islande	ive Vill imo Co for exa ian, etc er – Pri	age of L ommuni Imple, L 2 7 int, for e	Barroẃ ty, etc. ⊋ ebanese,
	American Nation, Ble Inupiat Tra Middle Ea Iranian, Eg	Indian (ackfeet 1 diffonal) stern or nyptian, t waiian o waiian, S	or Alask ribe, Me Govern North I Syrian, M	a Natiw yan, Az nent, No African foroccar	e – Print rec, Nat me Esk – Print, n, Alger Islande	ive Vill imo Co for exa ian, etc er – Pri	age of L ommuni Imple, L 2 7 int, for e	Barroẃ ty, etc. ⊋ ebanese,



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Instructions and Terminology

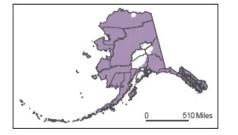
Instruction Wording:

- Mark [X] one or more boxes.
- Mark all boxes that apply... Note, you may report more than one group.

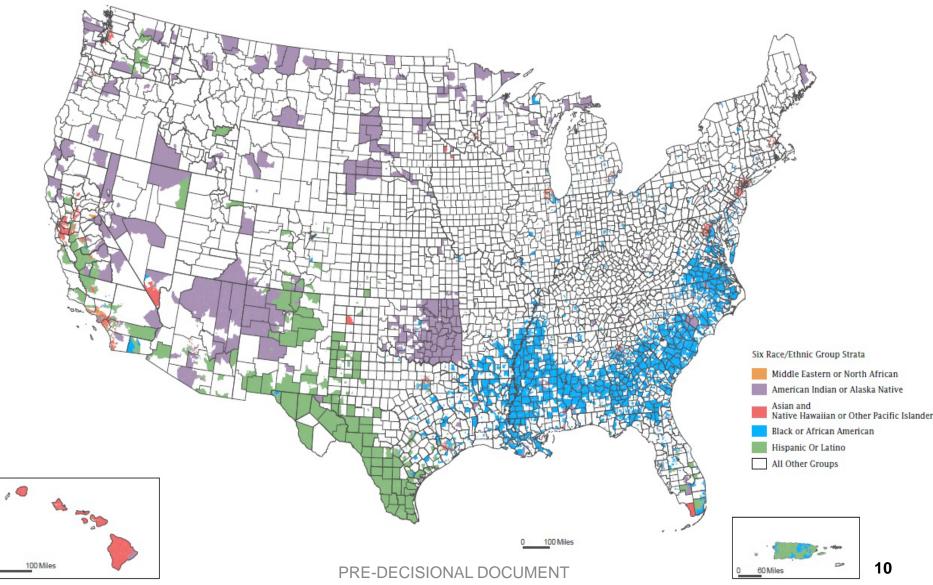
Alternatives for Terminology:

- "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?





Map of 2015 NCT Race/Ethnicity Strata







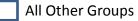
Middle Eastern or North African

American Indian or Alaska Native

1	Asian and Native Hawaiian or
	Other Pacific Islander

Black or African American

Hispanic or Latino





Los Angeles Metro Area



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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

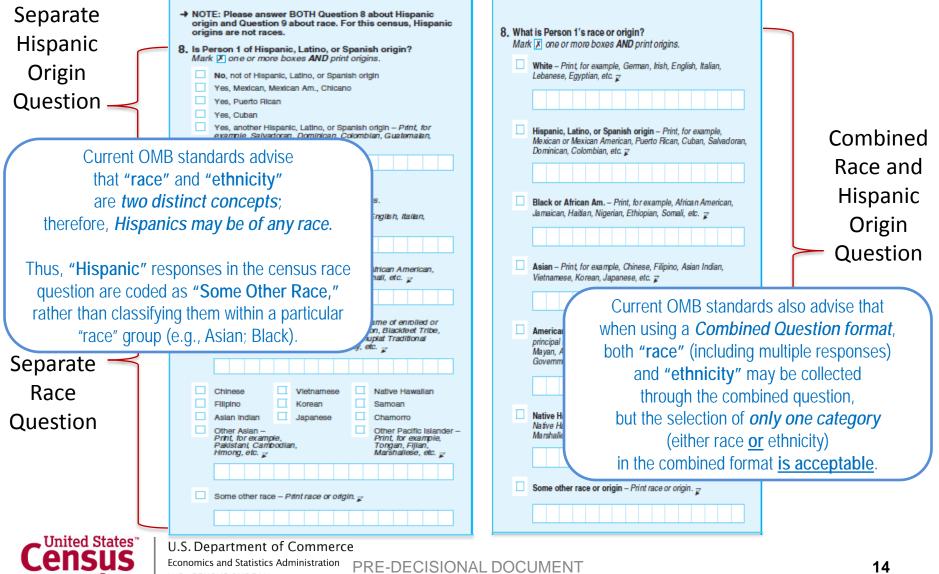


Analysis Methodology

- 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



Coding and Editing Hispanic Responses

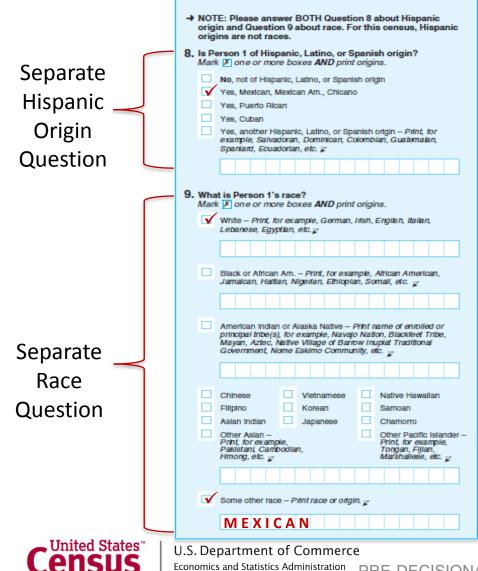


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Previous Research Findings

2010 AQE; Race Reporting Among Hispanics in 2010 Census

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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% of Hispanics in 2010 Census)

Or *repeat what they reported* for the Hispanic origin question (30% 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

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.)

	ti is Person 1's race or origin? (C) one or more boxes AND print origins. White – Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc. r Hispanic, Latino, or Spanish origin – Print, for example, Mexican or Mexican American, Puerto Rican, Cuban, Salvadoran, Dominican, Colombian, etc. r DOMINICAN Black or African Am. – Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc. r DOMINICAN Asian – Print, for example, Chinese, Filipino, Asian Indian, Vietnamese, Korean, Japanese, etc. r 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. r Native Hawaiian or Other Pacific Islander – Print, for example, Native Hawaiian, Samoan, Chamorro, Tongan, Fijian, Marshallese, etc. r	Combined Race and Hispanic Origin Question
	Native Hawaiian, Samoan, Chamorro, Tongan, Fijian, Marshallese, etc. ⊋	
	Some other race or origin – Print race or origin. 🗾	



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Preliminary Results by Question Format

Separate Questions

VS.

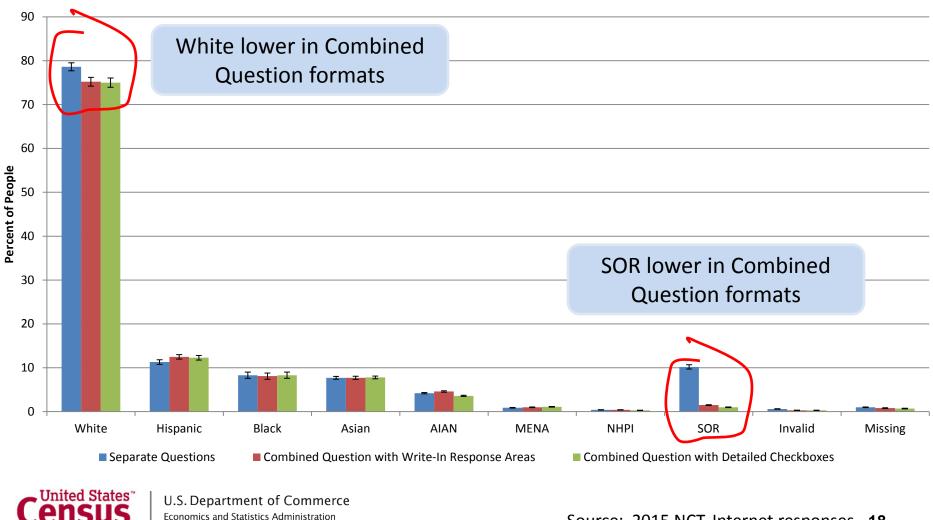
Combined Question with Write-In Response Areas

VS.

Combined Question with Detailed Checkboxes



Race/Ethnicity Distributions by Question Format (Percent Alone or in Combination)

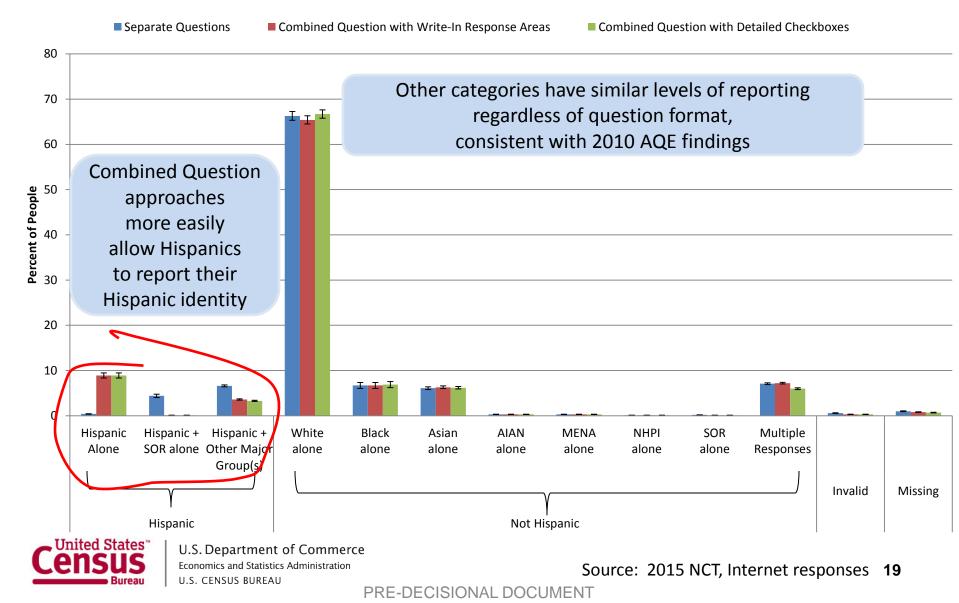


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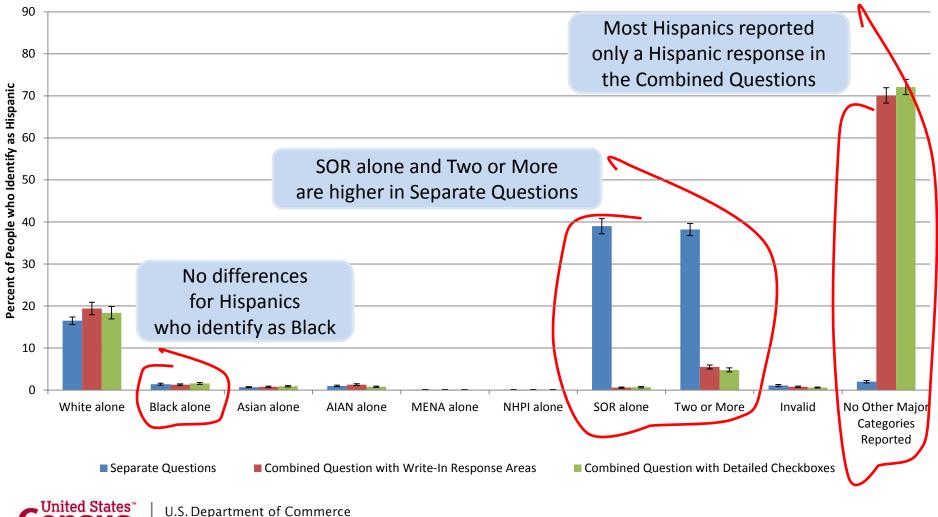
Source: 2015 NCT, Internet responses 18

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



Percent Distribution of Race for Hispanic Respondents by Question Format



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Source: 2015 NCT, Internet responses 20

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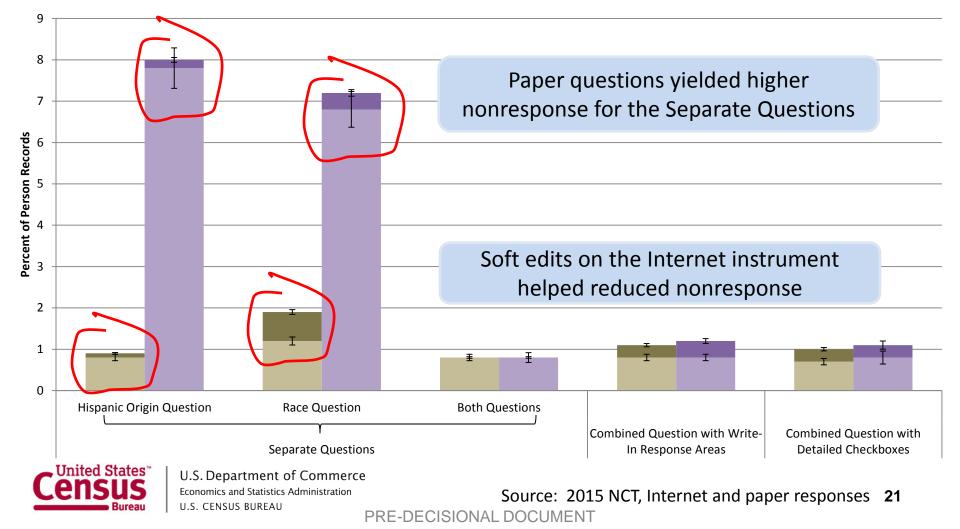
Percent of Item Nonresponse by Question Format

Internet No Response

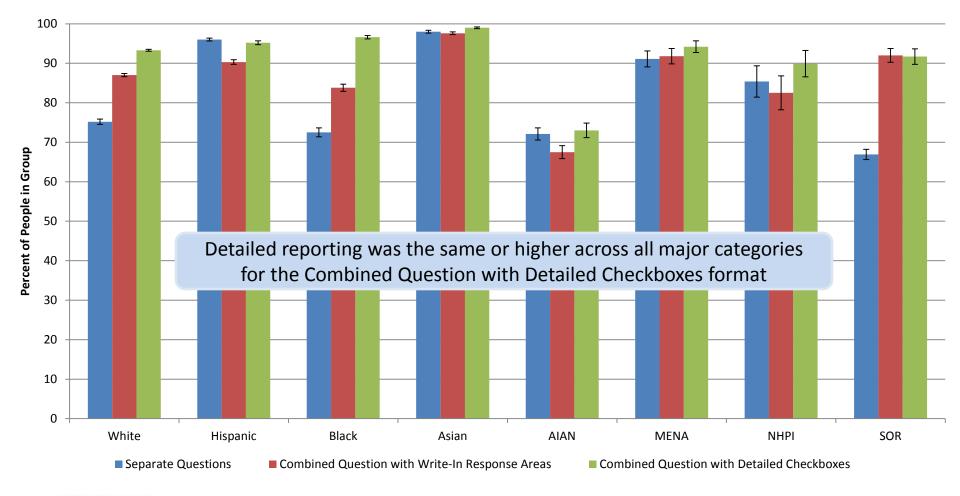
Internet Invalid Response

onse 🔹 🔳 Paper No Response

Paper Invalid Response



Detailed Reporting for Major Race/Ethnicity Groups by Question Format (Percent Alone or in Combination)



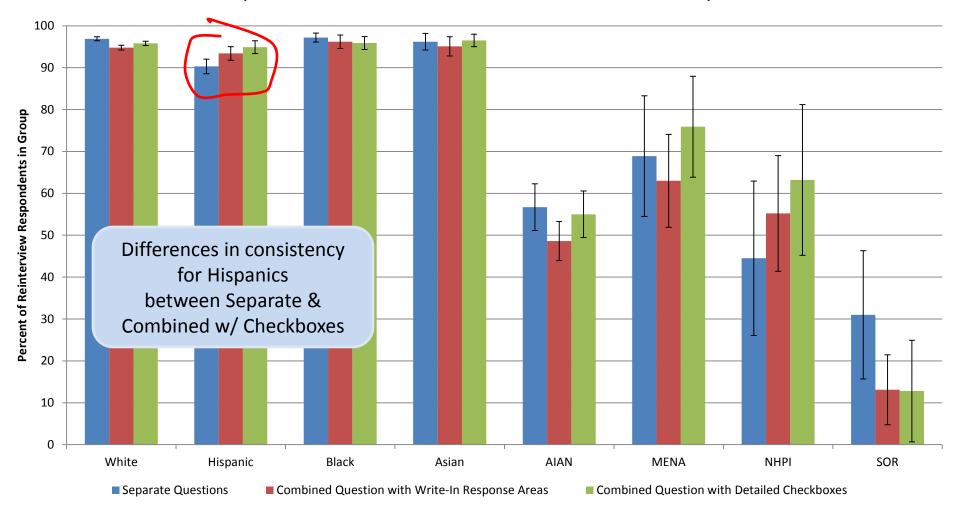


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Source: 2015 NCT, Internet responses 22

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Consistency of Reinterview and Self-Response by Race/Ethnicity Group by Question Format (Percent Alone or in Combination)





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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 2018 End-to-End Census Test





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Preliminary Results by Inclusion of MENA Category

No Distinct MENA Category

VS.

Including a Distinct MENA Category



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MENA 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.)

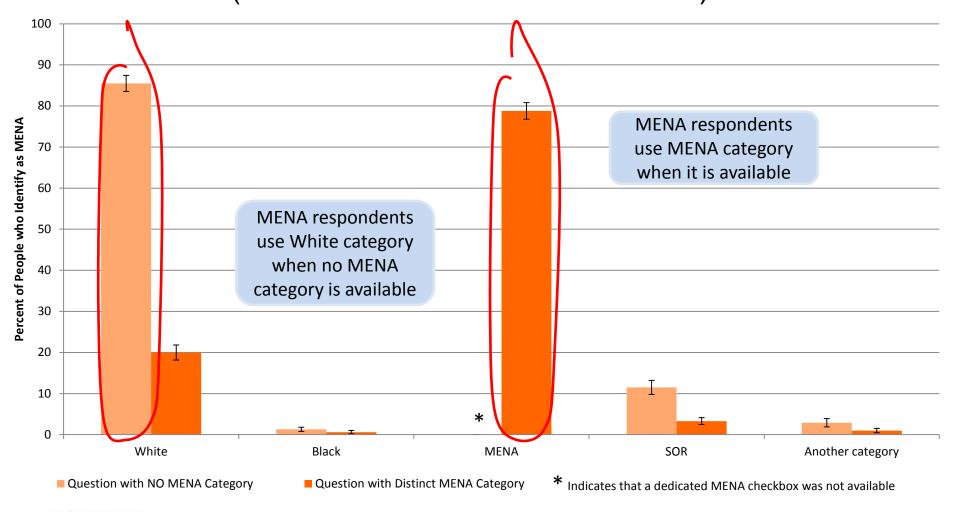


Coding of MENA Responses

What is Person 1's race or origin? Mark ✗ one or more boxes AND print origins.	٤	Mark	t is Person 1's race or origin? (all boxes that apply AND print origins in the spaces below , you may report more than one group.
White – Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.			White – Print, for example, German, Irish, English, Italian, Polis French, etc. \vec{r}
IRAQI			
Hispanic, Latino, or Spanish origin – Print, for example, Mexican or Mexican American, Puerto Rican, Cuban, Salvadoran, Dominican, Colombian, etc. ₽			Hispanic, Latino, or Spanish origin – Print, for example, Mexican or Mexican American, Puerto Rican, Cuban, Salvador, Dominican, Colombian, etc. 7
Black or African Am. – Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc. Z			Black or African Am. – Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Sornali, etc. ≩
EGYPTIAN			
Asian – Print, for example, Chinese, Filipino, Asian Indian, Vietnamese, Korean, Japanese, 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. _₹			American Indian or Alaska Native – Print, for example, Nava 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,			Middle Eastern or North African – Print, for example, Lebane Iranian, Egyptian, Syrian, Moroccan, Algerian, etc. \vec{k}
Native Hawaiian, Samoan, Chamorro, Tongan, Fijian, Marshallese, etc. ⊋			IRAQI, EGYPTIAN
			Native Hawaiian or Other Pacific Islander – Print, for examp. Native Hawaiian, Samoan, Chamorro, Tongan, Fijian, Marshallese, etc. ∠
Some other race or origin – Print race or origin.			
			Some other race or origin – Print race or origin.
	-		



Where MENA Responses are Reported by Presence of MENA Category (Percent Alone or in Combination)

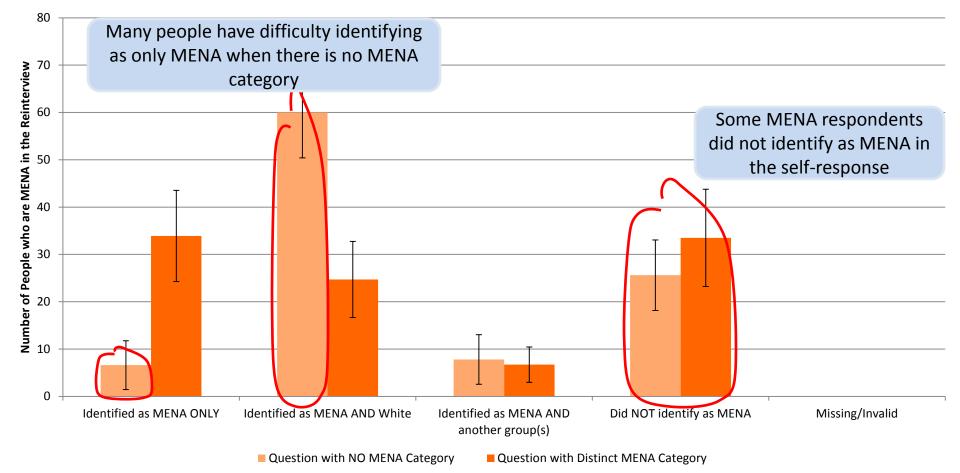




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Self-Response Reporting Patterns of MENA Reinterview Population by Presence of MENA Category



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Source: 2015 NCT 30

Inclusion of 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 Recom	mendation
for Census Bureau	u Director

Include a dedicated response category "Middle Eastern or North African" (MENA) for 2018 End-to-End Census Test

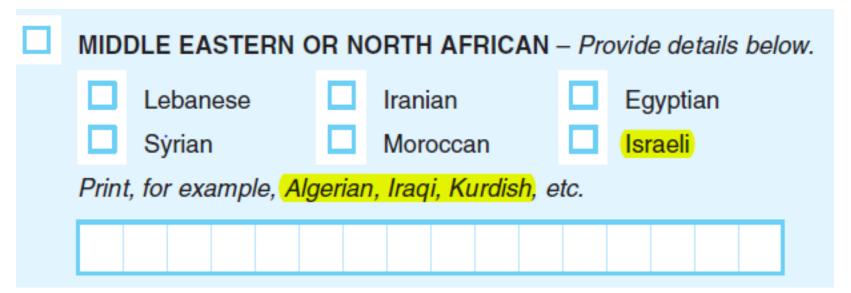
MID	DLE EA	STERN	OR N	ORTH	AFRIC	AN -	- Pro	ovide de	tails b	elow.
	Leban	ese		Iran	ian			Egypti	an	
	Syrian	1		Mor	occan			Algeria	an	
Print	, for exa	ample, Is	sraeli,	Iraqi,	Tunisian	n, etc	. 🖌			

* 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 & Qualitative Research

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



* 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"

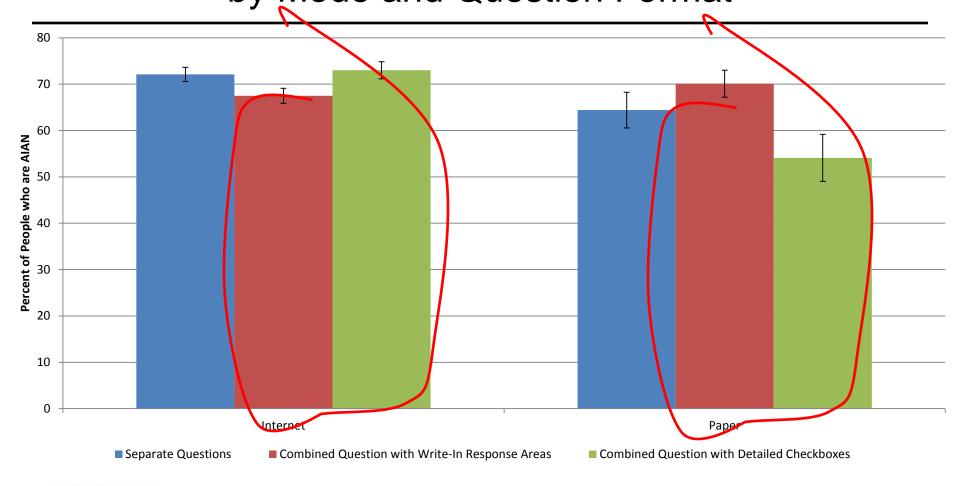


Detailed Reporting Among American Indians and Alaska Natives

Combined Question with Write-In Response Areas vs. Combined Question with Detailed Checkboxes



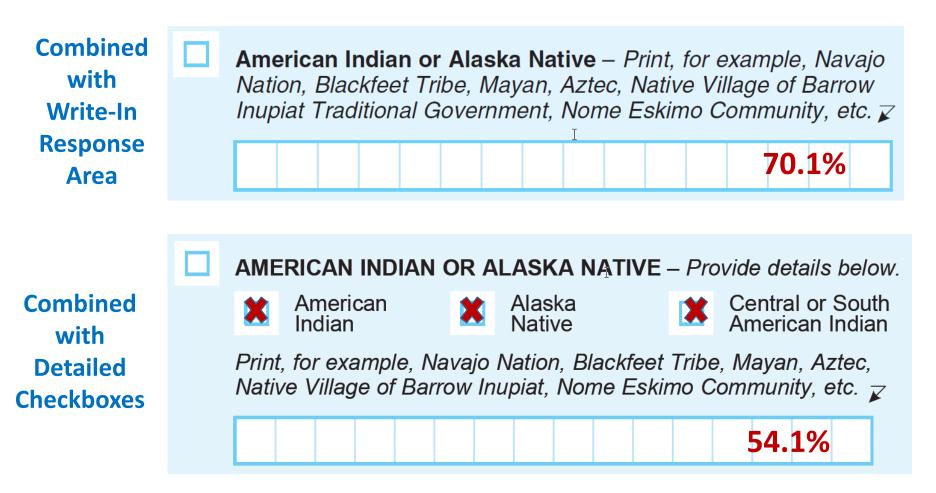
Detailed Reporting Among American Indians and Alaska Natives by Mode and Question Format





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2015 NCT Paper Designs for American Indians and Alaska Natives



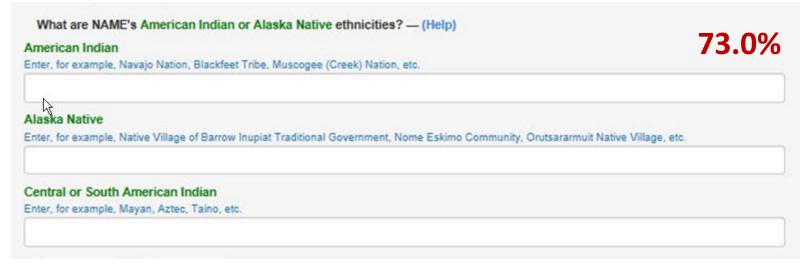


2015 NCT Internet Designs for American Indians and Alaska Natives

Combined with Write-In Response Area

Vhat are NAME's American Indian or Alaska Native ethnicities? – Iative Village of Barrow Inupiat Traditional Government, Nome Eskimo Comm	unity, etc. Note, you may report more than one group. (Help)
Previous Next	67.5%

Combined with Detailed Checkboxes





2017 Census Test Design for American Indian and Alaska Native

AMERICAN INDIAN OR ALASKA NATIVE – Print, for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Tlingit, etc.

* Note: This design is proposed for testing in future qualitative explorations and with the paper designs for the 2017 Census Test.



Summary of Preliminary Recommendations for 2018 End-to-End Census Test

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



Question for the Advisory Committee

Do you have feedback on any specific preliminary findings or recommendations?



QUESTIONS

DISCUSSION



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