2015 National Content Test Operations Update

Preparations for the 2020 Census
U.S. Census Bureau

October 6, 2014

Agenda

- Overview of the 2015 National Content Test
- Proposed content research
  - Within-household coverage
  - Relationship
  - Race and Hispanic origin
- Questions/Answers

2015 National Content Test Overview

- **September 1, 2015 Census Day**
  - Nationally representative sample, with oversampling of key population groups
- **Content:**
  - Within-household coverage
  - Relationship
  - Race and Hispanic origin
- **Contact Strategies to Optimize Self-Response**

Within-Household Coverage

- Determine how many people live in each housing unit
- Where you live and sleep most of the time
- 2010 Census used a rules-based approach
  - Presented the rule and example situations
  - Asked respondents to apply these instructions to their household and report a population count

Within-Household Coverage

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United States Census Bureau

2012 National Census Test

Instructions | FAQs | Logout

Count the people who live at 123 MAIN STREET using our guidelines.

- **We need to count people where they usually live and sleep**
- **For people with more than one place to live, we need to count them at the place where they sleep most of the time**

Do NOT INCLUDE these people
(they will be counted at the other place):

- College students who live away from this address most of the year
- Armed forces personnel who live away
- People who, on September 5, 2012, were in a nursing home, mental hospital, jail, prison, detention center, etc.

Do INCLUDE these people:

- Babies and children living here, including foster children
- Roommates
- Boarders
- People staying here on September 5, 2012 who have no permanent place to live

How many people were living or staying at 123 MAIN STREET on September 5, 2012, including yourself? (Help)

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Accessibility | Privacy | Security

Within-Household Coverage

- 2015 Test: Question-based approach
  - Ask guided questions to elicit a household roster
    - Who lives or stays here?
    - Questions to identify potentially missing people such as babies, relatives, or people with no permanent place to live
    - Questions about people who sometimes stay somewhere else, such as college students, people with vacation homes, people in nursing homes, and those in the military
- Compare a rules-based approach to a question-based approach
  - Reinterview used to assess the approaches

Relationship Question Testing

- Since 2010, Census has participated in the OMB-led interagency group (Measuring Relationships in Federal Household Surveys), along with some 20 other agencies
- Census conducted focus groups and cognitive testing
- Developed new relationship question

Relationship Question Testing

- Since the June 2013 Supreme Court decision on the Defense of Marriage Act, estimates of same-sex married couples would inform planning for federal agencies who administer programs that depend on marital status
- Census has been in conversation with the United Kingdom, New Zealand, and Canada, who already use very similar questions
- Recent tests include 2014 Site Test, AHS 2013, ACS-QDT

2010 Relationship Question

2. How is this person related to Person 1? *Mark* ☒ *ONE box.*

- ☐ Husband or wife
- ☐ Biological son or daughter
- ☐ Adopted son or daughter
- ☐ Stepson or stepdaughter
- ☐ Brother or sister
- ☐ Father or mother
- ☐ Grandchild
- ☐ Parent-in-law
- ☐ Son-in-law or daughter-in-law
- ☐ Other relative
- ☐ Roomer or boarder
- ☐ Housemate or roommate
- ☐ Unmarried partner
- ☐ Other nonrelative

Source: U.S. Census Bureau, 2010 Census questionnaire.

2015 Relationship Question

How is this person related to Person 1? *Mark (X) ONE box.*

- ☐ Opposite-sex husband/wife/spouse
- ☐ Opposite-sex unmarried partner
- ☐ Same-sex husband/wife/spouse
- ☐ Same-sex unmarried partner
- ☐ Biological son or daughter
- ☐ Adopted son or daughter
- ☐ Stepson or stepdaughter
- ☐ Brother or sister
- ☐ Father or mother
- ☐ Grandchild
- ☐ Parent-in-law
- ☐ Son-in-law or daughter-in-law
- ☐ Other relative
- ☐ Roomer or boarder
- ☐ Housemate or roommate
- ☐ Foster child
- ☐ Other nonrelative

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

➜ **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?

- ☐ **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	☐ Japanese	☐ Native Hawaiian
☐ Chinese	☐ Korean	☐ Guamanian or Chamorro
☐ Filipino	☐ Vietnamese	☐ Samoan
☐ Other Asian — *Print race, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on.*		☐ Other Pacific Islander — *Print race, for example, Fijian, Tongan, and so on.*

- ☐ 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.*
- ☐ Native Hawaiian or Other Pacific Islander — *Print origin(s), for example, Native Hawaiian, Guamanian or Chamorro, Samoan, Fijian, Tongan, and so on.*
- ☐ Some other race or origin — *Print race(s) or origin(s).*

2010 AQE Main Findings

Results for the Combined Question

- Did ***not*** reduce 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

Dimension 1: Separate vs. Combined

**** 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, Spaniard, 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, Papua New Guinean, etc.*

- ☐ **Some other race** – *Print race(s) and/or origin(s).*

What is this person's race or origin? *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.*
- ☐ **Hispanic, Latino, or Spanish origin** – *Print origin(s), for example, Mexican or Mexican American, Puerto Rican, Cuban, Dominican, Salvadoran, Colombian, etc.*
- ☐ **Black or African Am.** – *Print origin(s), for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Ghanaian, etc.*
- ☐ **Asian** – *Print origin(s), for example, Chinese, Filipino, Asian Indian, Vietnamese, Korean, Japanese, etc.*
- ☐ **American Indian or Alaska Native** – *Print origin(s), for example, Navajo Nation, Blackfeet Tribe, Muscogee (Creek) Nation, Mayan, Doyon, Native Village of Barrow Inupiat Traditional Government, etc.*
- ☐ **Native Hawaiian or Other Pacific Islander** – *Print origin(s), for example, Native Hawaiian, Samoan, Guamanian or Chamorro, Tongan, Fijian, Marshallese, etc.*
- ☐ **Some other race or origin** – *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, Somalian, 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

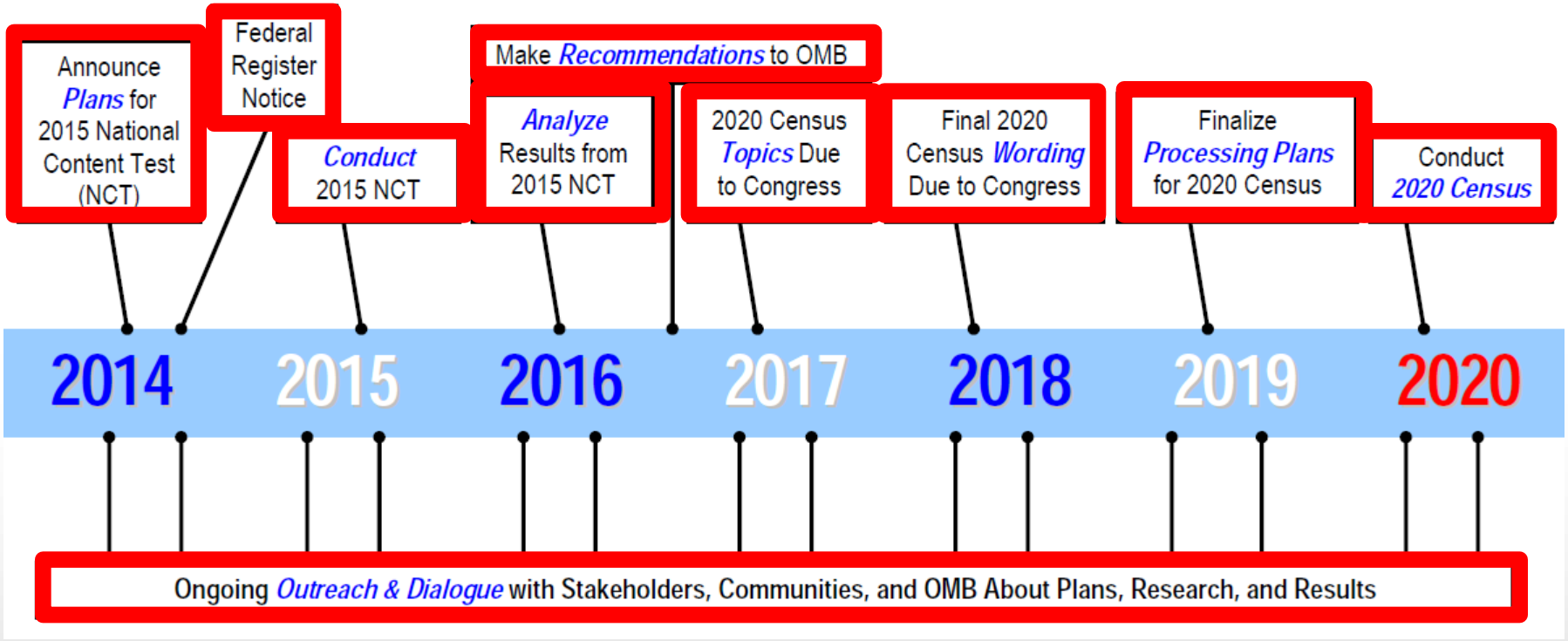
Select all boxes that apply and/or enter detailed ethnicities in the space below.

ASIAN

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

Enter other ethnicities below (for example, Pakistani, Cambodian, Hmong, etc.)

Timeline for Making Decisions



Questions?

Dial-in number: 888-566-5905

Participant passcode: 2020 OPS 01

For Further Information

Public Information Office

pio@census.gov

301-763-3030

2020 Census Website:

http://www.census.gov/2020census

Additional Background on www.census.gov

Search “Same Sex Couples” for:

- Research reports
- Annual ACS data tables on characteristics of same sex couple households
- Report: “Same-sex Couple Household Statistics from the 2010 Census”

Random Samplings blog:
“Shedding Light on Race Reporting Among Hispanics”
http://blogs.census.gov/2014/03/28/shedding-light-on-race-reporting-among-hispanics/
“2010 Census Race and Hispanic Origin Alternative Questionnaire Experiment”
http://www.census.gov/2010census/news/press-kits/aqe/aqe.html