

# **Results from the 2010 Census Race and Hispanic Origin Alternative Questionnaire Experiment**

**U.S. Census Bureau**

**Technical Briefing  
(August 8, 2012)**

# Overview of Technical Briefing

- (AQE) Goals and Research Strategies
- Methodology
- Race and Hispanic Origin Questionnaires
- Reinterview Study
- Focus Groups
- Major Findings
- Recommendations

# What is the AQE?

The 2010 Census Race and Hispanic Origin Alternative Questionnaire Experiment (AQE) focused on improving the race and Hispanic origin questions by testing a number of different questionnaire design strategies.

# What is the AQE?

→ 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.* ↘

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Asian Indian   | <input type="checkbox"/> Japanese  | <input type="checkbox"/> Native Hawaiian       |
| <input type="checkbox"/> Chinese  | <input type="checkbox"/> Korean  | <input type="checkbox"/> Guamanian or Chamorro |
| <input type="checkbox"/> Filipino   | <input type="checkbox"/> Vietnamese  | <input type="checkbox"/> Samoan                |
| <input type="checkbox"/> Other Asian — <i>Print race, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on.</i> ↘ | <input type="checkbox"/> Other Pacific Islander — <i>Print race, for example, Fijian, Tongan, and so on.</i> ↘ |  |

- Some other race — *Print race.* ↘

→ If more people were counted in Question 1, continue with Person 2.

→ 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 — *For example, German, Irish, Lebanese, Egyptian, and so on.*
- Black, African Am., or Negro — *For example, African American, Haitian, Nigerian, and so on.*
- American Indian or Alaska Native — *Print name of enrolled or principal tribe, for example, Navajo, Mayan, Tlingit, and so on.* ↘

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Asian Indian  | <input type="checkbox"/> Japanese   | <input type="checkbox"/> Native Hawaiian       |
| <input type="checkbox"/> Chinese   | <input type="checkbox"/> Korean   | <input type="checkbox"/> Guamanian or Chamorro |
| <input type="checkbox"/> Filipino  | <input type="checkbox"/> Vietnamese   | <input type="checkbox"/> Samoan                |
| <input type="checkbox"/> Other Asian — <i>Print race, for example, Cambodian, Pakistani, Mongolian, and so on.</i> ↘ | <input type="checkbox"/> Other Pacific Islander — <i>Print race, for example, Tongan, Fijian, Marshallese, and so on.</i> ↘ |  |

- Some other race — *Print race.* ↘

→ If more people were counted in Question 1, continue with Person 2.

8. What is Person 1's race or origin? Mark  or write in the specific race(s) or origin(s).

- White — *Print origin(s), for example, German, Irish, Lebanese*

- Black, African Am., or Negro — *Print origin(s), for Haitian, Nigerian, and so on.* ↘

- Mexican, Mexican Am., Chicano  Puerto
- Other Hispanic, Latino, or Spanish origin — *Print origin(s), for Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, and so on.* ↘

- American Indian or Alaska Native — *Print name example, Navajo, Mayan, Tlingit, and so on.* ↘

- |   |                                  |                          |
|---|----------------------------------|--------------------------|
| <input type="checkbox"/> Asian Indian   | <input type="checkbox"/> Chinese | <input type="checkbox"/> |
| <input type="checkbox"/> Japanese   | <input type="checkbox"/> Korean  | <input type="checkbox"/> |
| <input type="checkbox"/> Other Asian — <i>Print origin(s), for example, Hmong, Laotian, Cambodian, and so on.</i> ↘ |                                  |                          |

- Native Hawaiian  Guamanian or Chamorro
- Other Pacific Islander — *Print origin(s), for example,*

- Some other race or origin — *Print race(s) or origin*

→ If more people were counted in Question 1, con

# Goals and Research Strategies

- Increase reporting in the standard Office of Management and Budget (OMB) race and ethnic categories
- Lower item nonresponse to the race and Hispanic origin questions
- Improve the accuracy and reliability of race and ethnic data
- Elicit the reporting of detailed race and ethnic groups

# 2010 AQE Methodology

- Three-part design:
  - mail survey
  - reinterview study
  - focus groups

# AQE Mail Survey

- 15 experimental questionnaire panels
- 2 control questionnaire panels
- Mailed to national sample of housing units (about 30,000 housing units per panel) (about 500,000 households)
- Design focuses on oversampling of various race and ethnic groups in mail survey

# Experimental Questionnaire Panels



# 2010 Census - Control Panel

→ 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.* ↴

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Asian Indian   | <input type="checkbox"/> Japanese  | <input type="checkbox"/> Native Hawaiian       |
| <input type="checkbox"/> Chinese  | <input type="checkbox"/> Korean  | <input type="checkbox"/> Guamanian or Chamorro |
| <input type="checkbox"/> Filipino   | <input type="checkbox"/> Vietnamese  | <input type="checkbox"/> Samoan                |
| <input type="checkbox"/> Other Asian — <i>Print race, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on.</i> ↴ | <input type="checkbox"/> Other Pacific Islander — <i>Print race, for example, Fijian, Tongan, and so on.</i> ↴ |  |

- Some other race — *Print race.* ↴

# Design Strategy 1

→ 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.

- 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 one or more origins, for example, Dominican, Salvadoran, Colombian, Spaniard, and so on.* ↴

9. What is Person 1's race? Mark  one or more boxes.

- White — *For example, German, Irish, Lebanese, Egyptian, and so on.*
- Black or African Am. — *For example, African American, Haitian, Nigerian, and so on.*
- American Indian or Alaska Native — *Print name of enrolled or principal tribe, for example, Navajo, Mayan, Tingit, and so on.* ↴

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Asian Indian  | <input type="checkbox"/> Japanese   | <input type="checkbox"/> Native Hawaiian       |
| <input type="checkbox"/> Chinese   | <input type="checkbox"/> Korean   | <input type="checkbox"/> Guamanian or Chamorro |
| <input type="checkbox"/> Filipino  | <input type="checkbox"/> Vietnamese   | <input type="checkbox"/> Samoan                |
| <input type="checkbox"/> Other Asian — <i>Print race, for example, Cambodian, Pakistani, Mongolian, and so on.</i> ↴ | <input type="checkbox"/> Other Pacific Islander — <i>Print race, for example, Tongan, Fijian, Marshallese, and so on.</i> ↴ |  |

- Some other race — *Print race.* ↴

# Design Strategy 1

- Modify examples

→ 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.

- 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 one or more origins, for example, Dominican, Salvadoran, Colombian, Spaniard, and so on. ↴

9. What is Person 1's race? Mark  one or more boxes.

- White — For example, German, Irish, Lebanese, Egyptian, and so on.
- Black or African Am. — For example, African American, Haitian, Nigerian, and so on.
- American Indian or Alaska Native — Print name of enrolled or principal tribe, for example, Navajo, Mayan, Tlingit, and so on. ↴

- Asian Indian
- Chinese
- Filipino
- Other Asian — Print race, for example, Cambodian, Pakistani, Mongolian, and so on. ↴
- Japanese
- Korean
- Vietnamese
- Native Hawaiian
- Guamanian or Chamorro
- Samoan
- Other Pacific Islander — Print race, for example, Tongan, Fijian, Marshallese, and so on. ↴

- Some other race — Print race. ↴

# Design Strategy 1

- Modify examples
- Remove the term “Negro”

→ 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.

- 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 one or more origins, for example, Dominican, Salvadoran, Colombian, Spaniard, and so on.* ↴

9. What is Person 1’s race? Mark  one or more boxes.

- White — *For example, German, Irish, Lebanese, Egyptian, and so on.*
- Black or African Am. — *For example, African American, Haitian, Nigerian, and so on.*
- American Indian or Alaska Native — *Print name of enrolled or principal tribe, for example, Navajo, Mayan, Tlingit, and so on.* ↴

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Asian Indian  | <input type="checkbox"/> Japanese   | <input type="checkbox"/> Native Hawaiian       |
| <input type="checkbox"/> Chinese   | <input type="checkbox"/> Korean   | <input type="checkbox"/> Guamanian or Chamorro |
| <input type="checkbox"/> Filipino  | <input type="checkbox"/> Vietnamese   | <input type="checkbox"/> Samoan                |
| <input type="checkbox"/> Other Asian — <i>Print race, for example, Cambodian, Pakistani, Mongolian, and so on.</i> ↴ | <input type="checkbox"/> Other Pacific Islander — <i>Print race, for example, Tongan, Fijian, Marshallese, and so on.</i> ↴ |  |

- Some other race — *Print race.* ↴

# Design Strategy 1

- Modify examples
- Remove the term “Negro”
- Allow reporting of multiple responses to the 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.**

- 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 one or more origins, for example, Dominican, Salvadoran, Colombian, Spaniard, and so on.** ↴

9. What is Person 1's race? **Mark  one or more boxes.**

- White — For example, German, Irish, Lebanese, Egyptian, and so on.
- Black or African Am. — For example, African American, Haitian, Nigerian, and so on.
- American Indian or Alaska Native — Print name of enrolled or principal tribe, for example, Navajo, Mayan, Tlingit, and so on. ↴

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Asian Indian   | <input type="checkbox"/> Japanese  | <input type="checkbox"/> Native Hawaiian       |
| <input type="checkbox"/> Chinese  | <input type="checkbox"/> Korean  | <input type="checkbox"/> Guamanian or Chamorro |
| <input type="checkbox"/> Filipino   | <input type="checkbox"/> Vietnamese  | <input type="checkbox"/> Samoan                |
| <input type="checkbox"/> Other Asian — Print race, for example, Cambodian, Pakistani, Mongolian, and so on. ↴ | <input type="checkbox"/> Other Pacific Islander — Print race, for example, Tongan, Fijian, Marshallese, and so on. ↴ |  |

- Some other race — Print race. ↴

# Design Strategy 2

→ NOTE: Please answer BOTH Question 8 and Question 9.

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. Is Person 1... Mark  one or more boxes.

- White
- Black or African Am.
- American Indian or Alaska Native — *Print name of enrolled or principal tribe.* ↴

Asian

Native Hawaiian and Other Pacific Islander

- |  |                                     |   |
|--|-------------------------------------|---|
| <input type="checkbox"/> Asian Indian  | <input type="checkbox"/> Japanese   | <input type="checkbox"/> Native Hawaiian  |
| <input type="checkbox"/> Chinese   | <input type="checkbox"/> Korean     | <input type="checkbox"/> Guamanian or Chamorro  |
| <input type="checkbox"/> Filipino  | <input type="checkbox"/> Vietnamese | <input type="checkbox"/> Samoan   |
| <input type="checkbox"/> Other Asian — <i>Print, for example, Cambodian, Hmong, Laotian, Pakistani, Thai, and so on.</i> ↴ |                                     | <input type="checkbox"/> Other Pacific Islander — <i>Print, for example, Fijian, Tongan, and so on.</i> ↴ |

- Some other race — *Print below.* ↴

# Design Strategy 2

- Clarify the Asian checkbox categories
- Clarify the Pacific Islander checkbox categories

→ NOTE: Please answer BOTH Question 8 and Question 9.

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. Is Person 1... Mark  one or more boxes.

- White
- Black or African Am.
- American Indian or Alaska Native — *Print name of enrolled or principal tribe.* ↴

Asian

Native Hawaiian and Other Pacific Islander

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Asian Indian  | <input type="checkbox"/> Japanese   | <input type="checkbox"/> Native Hawaiian       |
| <input type="checkbox"/> Chinese   | <input type="checkbox"/> Korean   | <input type="checkbox"/> Guamanian or Chamorro |
| <input type="checkbox"/> Filipino  | <input type="checkbox"/> Vietnamese   | <input type="checkbox"/> Samoan                |
| <input type="checkbox"/> Other Asian — <i>Print, for example, Cambodian, Hmong, Laotian, Pakistani, Thai, and so on.</i> ↴ | <input type="checkbox"/> Other Pacific Islander — <i>Print, for example, Fijian, Tongan, and so on.</i> ↴ |  |

- Some other race — *Print below.* ↴

# Design Strategy 2

- Clarify the Asian checkbox categories
- Clarify the Pacific Islander checkbox categories
- Limit the use of the term “race”

→ NOTE: Please answer BOTH Question 8 and Question 9.

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. **Is Person 1..** Mark  one or more boxes.

- White
- Black or African Am.
- American Indian or Alaska Native — *Print name of enrolled or principal tribe.* ↴

Asian

Native Hawaiian and Other Pacific Islander

- |  |                                     |   |
|--|-------------------------------------|---|
| <input type="checkbox"/> Asian Indian  | <input type="checkbox"/> Japanese   | <input type="checkbox"/> Native Hawaiian  |
| <input type="checkbox"/> Chinese   | <input type="checkbox"/> Korean     | <input type="checkbox"/> Guamanian or Chamorro  |
| <input type="checkbox"/> Filipino  | <input type="checkbox"/> Vietnamese | <input type="checkbox"/> Samoan   |
| <input type="checkbox"/> Other Asian — <b>Print, for example, Cambodian, Hmong, Laotian, Pakistani, Thai, and so on.</b> ↴ |                                     | <input type="checkbox"/> Other Pacific Islander — <b>Print, for example, Fijian, Tongan, and so on.</b> ↴ |

- Some other race — *Print below.* ↴



# Design Strategy 3

**Combine the race and Hispanic origin questions:**

- Detailed approach
- Streamlined approach
- Very Streamlined approach
- Alternative Control

# Detailed Approach

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. ↴

Mexican, Mexican Am., Chicano  Puerto Rican  Cuban

Other Hispanic, Latino, or Spanish origin — Print origin(s), for example, 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 Indian  Chinese  Filipino

Japanese  Korean  Vietnamese

Other Asian — Print origin(s), for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on. ↴

Native Hawaiian  Guamanian or Chamorro  Samoan

Other Pacific Islander — Print origin(s), for example, Fijian, Tongan, and so on. ↴

Some other race or origin — Print race(s) or origin(s). ↴

# Detailed Approach

- Includes examples and write-ins for all OMB race and Hispanic origin categories
- Maintains all original race and Hispanic origin checkboxes

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. ↴

Mexican, Mexican Am., Chicano     Puerto Rican     Cuban

Other Hispanic, Latino, or Spanish origin — Print origin(s), for example, 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 Indian     Chinese     Filipino

Japanese     Korean     Vietnamese

Other Asian — Print origin(s), for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on. ↴

Native Hawaiian     Guamanian or Chamorro     Samoan

Other Pacific Islander — Print origin(s), for example, Fijian, Tongan, and so on. ↴

Some other race or origin — Print race(s) or origin(s). ↴



# Streamlined Approach

- Includes examples and write-ins for all OMB race and Hispanic origin categories
- Removes specific national origin checkboxes; presented as example groups
- Streamlined presentation of OMB race and Hispanic origin categories

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). ↴

# Very Streamlined Approach

→ NOTE: Please answer BOTH Questions 8 and 9 about race and origin.

8. What is Person 1's race or origin? Mark  one or more boxes.

- White
- Black, African Am., or Negro
- Hispanic, Latino, or Spanish origin
- American Indian or Alaska Native
- Asian
- Native Hawaiian or Other Pacific Islander
- Some other race or origin

9. Write in Person 1's specific race, origin, or enrolled or principal tribe – For example, African Am., Argentinean, Chinese, Egyptian, German, Marshallese, Mexican, Mexican Am., Mongolian, Native Hawaiian, Navajo, Nigerian, Tlingit, and so on.

Write in the specific race(s), origin(s), or tribe(s). ↴

# Very Streamlined Approach

- Part 1 - Very streamlined presentation of OMB race and Hispanic origin categories
- Part 2 - Examples for all OMB race and Hispanic origin categories
- Write-in areas for specific race(s), origin(s), or tribe(s)

→ NOTE: Please answer BOTH Questions 8 and 9 about race and origin.

8. What is Person 1's race or origin? Mark  one or more boxes.

- White
- Black, African Am., or Negro
- Hispanic, Latino, or Spanish origin
- American Indian or Alaska Native
- Asian
- Native Hawaiian or Other Pacific Islander
- Some other race or origin

9. Write in Person 1's specific race, origin, or enrolled or principal tribe – For example, African Am., Argentinean, Chinese, Egyptian, German, Marshallese, Mexican, Mexican Am., Mongolian, Native Hawaiian, Navajo, Nigerian, Tlingit, and so on.

Write in the specific race(s), origin(s), or tribe(s). ↴

# Alternative Control Approach

8. What is Person 1's race or origin? Mark  one or more boxes.

- White
- Black, African Am., or Negro
- Mexican, Mexican Am., Chicano
- Puerto Rican
- Cuban
- Other Hispanic, Latino, or Spanish origin — *Print origin, for example, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on.* ↘

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

- American Indian or Alaska Native — *Print name of enrolled or principal tribe.* ↘

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Asian Indian   | <input type="checkbox"/> Japanese  | <input type="checkbox"/> Native Hawaiian       |
| <input type="checkbox"/> Chinese  | <input type="checkbox"/> Korean  | <input type="checkbox"/> Guamanian or Chamorro |
| <input type="checkbox"/> Filipino   | <input type="checkbox"/> Vietnamese  | <input type="checkbox"/> Samoan                |
| <input type="checkbox"/> Other Asian — <i>Print race, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on.</i> ↘ | <input type="checkbox"/> Other Pacific Islander — <i>Print race, for example, Fijian, Tongan, and so on.</i> ↘ |  |

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

- Some other race or origin — *Print race or origin.* ↘

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--



# Alternative Control Approach

- Serves as an alternative control for the combined race and Hispanic origin design approach
- Maintains 2010 Census race and Hispanic origin questions' write-in areas and checkboxes, but in a combined, single question format

8. What is Person 1's race **or origin**? Mark  one or more boxes.

White

Black, African Am., or Negro

Mexican, Mexican Am., Chicano

Puerto Rican

Cuban

Other Hispanic, Latino, or Spanish origin — *Print origin, for example, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on.* ↴

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 **or origin** — *Print race **or origin**.* ↴

# AQE Reinterview Study

- One-in-five housing units from the 2010 AQE mail survey were selected for a reinterview study
- Assess the relative accuracy of the experimental 2010 AQE race and Hispanic origin questionnaires
- Probe more extensively into the racial and ethnic background of respondents

# AQE Focus Groups

- Supplement 2010 AQE quantitative research
- Understand self-identification of race and Hispanic origin and fit of responses within OMB categories
- Identify issues respondents have with experimental questionnaires; reasons behind issues
- Help refine questionnaires for future testing
- Understand **how** and **why** people identify their race and ethnicity in different ways and contexts

# AQE Focus Groups

Group	Community
White	Middle Eastern/North African; Iranian; European/North American
Black or African American	African American; African; Afro-Caribbean
American Indian and Alaska Native	American Indian (on and off reservation); Alaska Native; Indigenous Central and South American
Asian	Detailed Asian groups
Native Hawaiian and Other Pacific Islander	Native Hawaiian; Detailed Pacific Islander groups
Hispanic	English speaking; Spanish speaking; Detailed Hispanic groups
Multiracial	Parents of multiracial children; multiracial adults
Ancestry differs from place of birth	Examples: Asian Indians from Trinidad; Chinese from Jamaica

# Major Findings

# Item Nonresponse

- **Separate question format**

RACE                      3.5 percent to 5.7 percent

HISPANIC                4.1 percent to 5.4 percent

- **Combined question format**

COMBINED              0.6 percent to 1.2 percent

# Race Findings

- Some Other Race decreased in the combined question

# Race Findings

**Table 1. Weighted Distributions**

Panel	White Alone	Black Alone	American Indian and Alaska Native Alone	Asian Alone	Native Hawaiian and Other Pacific Islander Alone	Some Other Race Alone	Two or More Responses	Hispanic Alone	Invalid Response Alone
Control	70.7 (0.62)	11.3 (0.38)	0.5 (0.11)	5.3 (0.36)	0.1 (0.02)	5.8 (0.32)	4.5 (0.30)	NA	0.6 (0.16)
Detailed Approach	64.7 (0.66)	10.5 (0.38)	0.5 (0.12)	4.8 (0.28)	0.1 (0.02)	0.1 (0.05)	6.8 (0.38)	11.3 (0.42)	0.5 (0.13)
Streamlined Approach	64.5 (0.77)	10.9 (0.42)	0.3 (0.07)	5.1 (0.32)	0.1 (0.01)	0.2 (0.05)	5.8 (0.32)	11.8 (0.46)	0.6 (0.16)
Very Streamlined Approach	64.8 (0.76)	10.8 (0.41)	0.3 (0.10)	4.7 (0.30)	0.1 (0.02)	0.2 (0.06)	6.3 (0.37)	11.6 (0.49)	0.6 (0.18)
Alternative Control	66.3 (0.73)	10.9 (0.39)	0.3 (0.10)	5.2 (0.32)	0.1 (0.09)	0.1 (0.02)	3.9 (0.26)	11.5 (0.43)	0.5 (0.14)
Modified Race Examples	70.2 (0.72)	11.0 (0.42)	0.5 (0.07)	5.1 (0.32)	0.1 (0.02)	7.1 (0.37)	4.3 (0.32)	NA	0.3 (0.07)
Modified <u>Hisp.</u> Examples & Removal of Term "Negro"	71.1 (0.70)	11.3 (0.42)	0.6 (0.13)	5.2 (0.34)	0.1 (0.05)	6.2 (0.34)	4.2 (0.29)	NA	0.4 (0.11)
Multiple <u>Hisp.</u> Reporting	71.6 (0.67)	11.1 (0.42)	0.4 (0.11)	5.2 (0.34)	0.1 (0.04)	5.7 (0.31)	4.6 (0.30)	NA	0.3 (0.10)



# Race Findings

- “White” dropped to levels reflecting the “Non-Hispanic White” population
- Largely due to Hispanics choosing their identity (i.e., only “Hispanic”) in the combined question format

# Race Findings

**Table 1. Weighted Distributions**

Panel	White Alone	Black Alone	American Indian and Alaska Native Alone	Asian Alone	Native Hawaiian and Other Pacific Islander Alone	Some Other Race Alone	Two or More Responses	Hispanic Alone	Invalid Response Alone
Control	70.7 (0.62)	11.3 (0.38)	0.5 (0.11)	5.3 (0.36)	0.1 (0.02)	5.8 (0.32)	4.5 (0.30)	NA	0.6 (0.16)
Detailed Approach	64.7 (0.66)	10.5 (0.38)	0.5 (0.12)	4.8 (0.28)	0.1 (0.02)	0.1 (0.05)	6.8 (0.38)	11.3 (0.42)	0.5 (0.13)
Streamlined Approach	64.5 (0.77)	10.9 (0.42)	0.3 (0.07)	5.1 (0.32)	0.1 (0.01)	0.2 (0.05)	5.8 (0.32)	11.8 (0.46)	0.6 (0.16)
Very Streamlined Approach	64.8 (0.76)	10.8 (0.41)	0.3 (0.10)	4.7 (0.30)	0.1 (0.02)	0.2 (0.06)	6.3 (0.37)	11.6 (0.49)	0.6 (0.18)
Alternative Control	66.3 (0.73)	10.9 (0.39)	0.3 (0.10)	5.2 (0.32)	0.1 (0.09)	0.1 (0.02)	3.9 (0.26)	11.5 (0.43)	0.5 (0.14)
Modified Race Examples	70.2 (0.72)	11.0 (0.42)	0.5 (0.07)	5.1 (0.32)	0.1 (0.02)	7.1 (0.37)	4.3 (0.32)	NA	0.3 (0.07)
Modified <u>Hisp.</u> Examples & Removal of Term "Negro"	71.1 (0.70)	11.3 (0.42)	0.6 (0.13)	5.2 (0.34)	0.1 (0.05)	6.2 (0.34)	4.2 (0.29)	NA	0.4 (0.11)
Multiple <u>Hisp.</u> Reporting	71.6 (0.67)	11.1 (0.42)	0.4 (0.11)	5.2 (0.34)	0.1 (0.04)	5.7 (0.31)	4.6 (0.30)	NA	0.3 (0.10)

# Race Findings

- Two or More Responses population was larger on combined question
- Distributions similar across panels for other groups (AIAN, Asian, NHPI)

# Race Findings

**Table 1. Weighted Distributions**

Panel	White Alone	Black Alone	American Indian and Alaska Native Alone	Asian Alone	Native Hawaiian and Other Pacific Islander Alone	Some Other Race Alone	Two or More Responses	Hispanic Alone	Invalid Response Alone
Control	70.7 (0.62)	11.3 (0.38)	0.5 (0.11)	5.3 (0.36)	0.1 (0.02)	5.8 (0.32)	4.5 (0.30)	NA	0.6 (0.16)
Detailed Approach	64.7 (0.66)	10.5 (0.38)	0.5 (0.12)	4.8 (0.28)	0.1 (0.02)	0.1 (0.05)	6.8 (0.38)	11.3 (0.42)	0.5 (0.13)
Streamlined Approach	64.5 (0.77)	10.9 (0.42)	0.3 (0.07)	5.1 (0.32)	0.1 (0.01)	0.2 (0.05)	5.8 (0.32)	11.8 (0.46)	0.6 (0.16)
Very Streamlined Approach	64.8 (0.76)	10.8 (0.41)	0.3 (0.10)	4.7 (0.30)	0.1 (0.02)	0.2 (0.06)	6.3 (0.37)	11.6 (0.49)	0.6 (0.18)
Alternative Control	66.3 (0.73)	10.9 (0.39)	0.3 (0.10)	5.2 (0.32)	0.1 (0.09)	0.1 (0.02)	3.9 (0.26)	11.5 (0.43)	0.5 (0.14)
Modified Race Examples	70.2 (0.72)	11.0 (0.42)	0.5 (0.07)	5.1 (0.32)	0.1 (0.02)	7.1 (0.37)	4.3 (0.32)	NA	0.3 (0.07)
Modified <u>Hisp.</u> Examples & Removal of Term "Negro"	71.1 (0.70)	11.3 (0.42)	0.6 (0.13)	5.2 (0.34)	0.1 (0.05)	6.2 (0.34)	4.2 (0.29)	NA	0.4 (0.11)
Multiple <u>Hisp.</u> Reporting	71.6 (0.67)	11.1 (0.42)	0.4 (0.11)	5.2 (0.34)	0.1 (0.04)	5.7 (0.31)	4.6 (0.30)	NA	0.3 (0.10)

# Race Findings

- Removal of the term “Negro” did not reduce proportion of respondents reporting as “Black”

# Race Findings

**Table 1. Weighted Distributions**

Panel	White Alone	Black Alone	American Indian and Alaska Native Alone	Asian Alone	Native Hawaiian and Other Pacific Islander Alone	Some Other Race Alone	Two or More Responses	Hispanic Alone	Invalid Response Alone
Control	70.7 (0.62)	11.3 (0.38)	0.5 (0.11)	5.3 (0.36)	0.1 (0.02)	5.8 (0.32)	4.5 (0.30)	NA	0.6 (0.16)
Detailed Approach	64.7 (0.66)	10.5 (0.38)	0.5 (0.12)	4.8 (0.28)	0.1 (0.02)	0.1 (0.05)	6.8 (0.38)	11.3 (0.42)	0.5 (0.13)
Streamlined Approach	64.5 (0.77)	10.9 (0.42)	0.3 (0.07)	5.1 (0.32)	0.1 (0.01)	0.2 (0.05)	5.8 (0.32)	11.8 (0.46)	0.6 (0.16)
Very Streamlined Approach	64.8 (0.76)	10.8 (0.41)	0.3 (0.10)	4.7 (0.30)	0.1 (0.02)	0.2 (0.06)	6.3 (0.37)	11.6 (0.49)	0.6 (0.18)
Alternative Control	66.3 (0.73)	10.9 (0.39)	0.3 (0.10)	5.2 (0.32)	0.1 (0.09)	0.1 (0.02)	3.9 (0.26)	11.5 (0.43)	0.5 (0.14)
Modified Race Examples	70.2 (0.72)	11.0 (0.42)	0.5 (0.07)	5.1 (0.32)	0.1 (0.02)	7.1 (0.37)	4.3 (0.32)	NA	0.3 (0.07)
Modified <del>Hisp.</del> Examples & Removal of Term "Negro"	71.1 (0.70)	11.3 (0.42)	0.6 (0.13)	5.2 (0.34)	0.1 (0.05)	6.2 (0.34)	4.2 (0.29)	NA	0.4 (0.11)
Multiple <del>Hisp.</del> Reporting	71.6 (0.67)	11.1 (0.42)	0.4 (0.11)	5.2 (0.34)	0.1 (0.04)	5.7 (0.31)	4.6 (0.30)	NA	0.3 (0.10)

# Hispanic Findings

- Overall Hispanic reporting was about 14 percent of the total population, with no statistical differences across panels

# Hispanic Findings

**Table 2. Hispanic Origin Weighted Distributions**

Panel	Hispanic, Latino, or Spanish	Hispanic Origin				General		Multiple Hispanic	Mixed Hispanic and Non- Hispanic	Not Hispanic
		Mexican Mexican Am., Chicano	Puerto Rican	Cuban	Other Specific	Write-In	Checkbox Only			
Control	13.8 (0.55)	8.2 (0.39)	1.2 (0.16)	0.8 (0.15)	2.3 (0.20)	0.4 (0.08)	0.4 (0.08)	0.5 (0.11)	0.2 (0.03)	81.0 (0.59)
Detailed Approach	14.5 (0.52)	7.8 (0.37)	1.6 (0.19)	0.5 (0.07)	2.6 (0.20)	0.9 (0.13)	0.7 (0.10)	0.5 (0.10)	NA	84.7 (0.53)
Streamlined Approach	14.1 (0.51)	6.4 (0.35)	1.1 (0.16)	0.6 (0.11)	2.7 (0.22)	1.2 (0.14)	2.0 (0.21)	0.2 (0.02)	NA	85.1 (0.54)
Very Streamlined Approach	14.3 (0.52)	7.3 (0.39)	1.1 (0.16)	0.6 (0.10)	2.3 (0.21)	1.4 (0.15)	1.5 (0.15)	0.3 (0.06)	NA	85.1 (0.53)
Alternative Control	13.8 (0.49)	7.4 (0.36)	1.7 (0.22)	0.5 (0.06)	2.2 (0.18)	0.5 (0.12)	1.4 (0.15)	0.2 (0.02)	NA	85.0 (0.51)
Modified Race Examples	13.8 (0.53)	8.0 (0.39)	1.4 (0.17)	0.6 (0.10)	2.7 (0.25)	0.3 (0.06)	0.5 (0.10)	0.4 (0.07)	0.3 (0.09)	80.6 (0.63)
Modified <u>Hisp.</u> Examples & Removal of Term “Negro”	14.5 (0.54)	8.4 (0.40)	1.7 (0.20)	0.7 (0.12)	2.6 (0.22)	0.4 (0.06)	0.3 (0.06)	0.5 (0.12)	0.3 (0.08)	80.2 (0.61)
Multiple <u>Hisp.</u> Reporting	13.4 (0.49)	7.5 (0.36)	1.3 (0.14)	0.6 (0.10)	2.5 (0.21)	0.4 (0.10)	0.5 (0.08)	0.6 (0.11)	0.3 (0.06)	80.8 (0.57)



# Hispanic Findings

- Distributions of detailed Hispanic origin groups were generally similar across all panels

# Hispanic Findings

**Table 2. Hispanic Origin Weighted Distributions**

Panel	Hispanic, Latino, or Spanish	Hispanic Origin				General		Multiple Hispanic	Mixed Hispanic and Non- Hispanic	Not Hispanic
		Mexican Mexican Am., Chicano	Puerto Rican	Cuban	Other Specific	Write-In	Checkbox Only			
Control	13.8 (0.55)	8.2 (0.39)	1.2 (0.16)	0.8 (0.15)	2.3 (0.20)	0.4 (0.08)	0.4 (0.08)	0.5 (0.11)	0.2 (0.03)	81.0 (0.59)
Detailed Approach	14.5 (0.52)	7.8 (0.37)	1.6 (0.19)	0.5 (0.07)	2.6 (0.20)	0.9 (0.13)	0.7 (0.10)	0.5 (0.10)	NA	84.7 (0.53)
Streamlined Approach	14.1 (0.51)	6.4 (0.35)	1.1 (0.16)	0.6 (0.11)	2.7 (0.22)	1.2 (0.14)	2.0 (0.21)	0.2 (0.02)	NA	85.1 (0.54)
Very Streamlined Approach	14.3 (0.52)	7.3 (0.39)	1.1 (0.16)	0.6 (0.10)	2.3 (0.21)	1.4 (0.15)	1.5 (0.15)	0.3 (0.06)	NA	85.1 (0.53)
Alternative Control	13.8 (0.49)	7.4 (0.36)	1.7 (0.22)	0.5 (0.06)	2.2 (0.18)	0.5 (0.12)	1.4 (0.15)	0.2 (0.02)	NA	85.0 (0.51)
Modified Race Examples	13.8 (0.53)	8.0 (0.39)	1.4 (0.17)	0.6 (0.10)	2.7 (0.25)	0.3 (0.06)	0.5 (0.10)	0.4 (0.07)	0.3 (0.09)	80.6 (0.63)
Modified <u>Hisp.</u> Examples & Removal of Term “Negro”	14.5 (0.54)	8.4 (0.40)	1.7 (0.20)	0.7 (0.12)	2.6 (0.22)	0.4 (0.06)	0.3 (0.06)	0.5 (0.12)	0.3 (0.08)	80.2 (0.61)
Multiple <u>Hisp.</u> Reporting	13.4 (0.49)	7.5 (0.36)	1.3 (0.14)	0.6 (0.10)	2.5 (0.21)	0.4 (0.10)	0.5 (0.08)	0.6 (0.11)	0.3 (0.06)	80.8 (0.57)

# Hispanic Findings

- Multiple Hispanic reporting consistent regardless of instruction to “Mark one or more”

# Hispanic Findings

**Table 2. Hispanic Origin Weighted Distributions**

Panel	Hispanic, Latino, or Spanish	Hispanic Origin				General		Multiple Hispanic	Mixed Hispanic and Non- Hispanic	Not Hispanic
		Mexican Mexican Am., Chicano	Puerto Rican	Cuban	Other Specific	Write-In	Checkbox Only			
Control	13.8 (0.55)	8.2 (0.39)	1.2 (0.16)	0.8 (0.15)	2.3 (0.20)	0.4 (0.08)	0.4 (0.08)	0.5 (0.11)	0.2 (0.03)	81.0 (0.59)
Detailed Approach	14.5 (0.52)	7.8 (0.37)	1.6 (0.19)	0.5 (0.07)	2.6 (0.20)	0.9 (0.13)	0.7 (0.10)	0.5 (0.10)	NA	84.7 (0.53)
Streamlined Approach	14.1 (0.51)	6.4 (0.35)	1.1 (0.16)	0.6 (0.11)	2.7 (0.22)	1.2 (0.14)	2.0 (0.21)	0.2 (0.02)	NA	85.1 (0.54)
Very Streamlined Approach	14.3 (0.52)	7.3 (0.39)	1.1 (0.16)	0.6 (0.10)	2.3 (0.21)	1.4 (0.15)	1.5 (0.15)	0.3 (0.06)	NA	85.1 (0.53)
Alternative Control	13.8 (0.49)	7.4 (0.36)	1.7 (0.22)	0.5 (0.06)	2.2 (0.18)	0.5 (0.12)	1.4 (0.15)	0.2 (0.02)	NA	85.0 (0.51)
Modified Race Examples	13.8 (0.53)	8.0 (0.39)	1.4 (0.17)	0.6 (0.10)	2.7 (0.25)	0.3 (0.06)	0.5 (0.10)	0.4 (0.07)	0.3 (0.09)	80.6 (0.63)
Modified <u>Hisp.</u> Examples & Removal of Term “Negro”	14.5 (0.54)	8.4 (0.40)	1.7 (0.20)	0.7 (0.12)	2.6 (0.22)	0.4 (0.06)	0.3 (0.06)	0.5 (0.12)	0.3 (0.08)	80.2 (0.61)
Multiple <u>Hisp.</u> Reporting	13.4 (0.49)	7.5 (0.36)	1.3 (0.14)	0.6 (0.10)	2.5 (0.21)	0.4 (0.10)	0.5 (0.08)	0.6 (0.11)	0.3 (0.06)	80.8 (0.57)

# Hispanic Findings

- Combined questions showed higher percentage of general Hispanic write-in and checkbox-only responses

# Hispanic Findings

**Table 2. Hispanic Origin Weighted Distributions**

Panel	Hispanic, Latino, or Spanish	Hispanic Origin				General		Multiple Hispanic	Mixed Hispanic and Non- Hispanic	Not Hispanic
		Mexican Mexican Am., Chicano	Puerto Rican	Cuban	Other Specific	Write-In	Checkbox Only			
Control	13.8 (0.55)	8.2 (0.39)	1.2 (0.16)	0.8 (0.15)	2.3 (0.20)	0.4 (0.08)	0.4 (0.08)	0.5 (0.11)	0.2 (0.03)	81.0 (0.59)
Detailed Approach	14.5 (0.52)	7.8 (0.37)	1.6 (0.19)	0.5 (0.07)	2.6 (0.20)	0.9 (0.13)	0.7 (0.10)	0.5 (0.10)	NA	84.7 (0.53)
Streamlined Approach	14.1 (0.51)	6.4 (0.35)	1.1 (0.16)	0.6 (0.11)	2.7 (0.22)	1.2 (0.14)	2.0 (0.21)	0.2 (0.02)	NA	85.1 (0.54)
Very Streamlined Approach	14.3 (0.52)	7.3 (0.39)	1.1 (0.16)	0.6 (0.10)	2.3 (0.21)	1.4 (0.15)	1.5 (0.15)	0.3 (0.06)	NA	85.1 (0.53)
Alternative Control	13.8 (0.49)	7.4 (0.36)	1.7 (0.22)	0.5 (0.06)	2.2 (0.18)	0.5 (0.12)	1.4 (0.15)	0.2 (0.02)	NA	85.0 (0.51)
Modified Race Examples	13.8 (0.53)	8.0 (0.39)	1.4 (0.17)	0.6 (0.10)	2.7 (0.25)	0.3 (0.06)	0.5 (0.10)	0.4 (0.07)	0.3 (0.09)	80.6 (0.63)
Modified <u>Hisp.</u> Examples & Removal of Term “Negro”	14.5 (0.54)	8.4 (0.40)	1.7 (0.20)	0.7 (0.12)	2.6 (0.22)	0.4 (0.06)	0.3 (0.06)	0.5 (0.12)	0.3 (0.08)	80.2 (0.61)
Multiple <u>Hisp.</u> Reporting	13.4 (0.49)	7.5 (0.36)	1.3 (0.14)	0.6 (0.10)	2.5 (0.21)	0.4 (0.10)	0.5 (0.08)	0.6 (0.11)	0.3 (0.06)	80.8 (0.57)

# Detailed Group Findings

- Increased detailed reporting for White groups and Black groups when provided with dedicated write-in lines

# Detailed Group Findings

**Table 3. Detailed Reporting for Select Race Groups and Hispanic Origin**

	White	Black/ African American	Hispanic, Latino, or Spanish	American Indian & Alaska Native	Asian	Native Hawaiian & Pacific Islander	Some Other Race
Control	1.4 (0.23)	5.1 (0.70)	93.8 (0.82)	54.1 (6.81)	98.0 (0.57)	81.5 (4.75)	80.0 (6.67)
Detailed Approach	48.3 (1.03)	76.8 (1.34)	88.9 (1.02)	70.3 (4.93)	96.6 (1.38)	85.8 (6.45)	92.7 (6.07)
Streamlined Approach	50.4 (1.13)	76.6 (1.59)	77.7 (1.64)	64.5 (5.21)	94.5 (1.08)	81.9 (5.25)	95.9 (1.84)
Very Streamlined Approach	29.4 (1.00)	87.6 (1.27)	80.0 (1.30)	60.3 (4.91)	92.6 (1.31)	48.1 (6.01)	74.5 (8.37)
Alternative Control	1.8 (0.26)	2.9 (0.50)	86.4 (1.28)	73.3 (6.13)	97.4 (0.75)	46.6 (22.39)	98.0 (1.09)
Modified Race Examples	1.3 (0.22)	4.0 (0.55)	93.8 (0.81)	66.6 (5.93)	98.5 (0.39)	76.6 (9.66)	86.2 (4.58)
Modified <u>Hisp.</u> Examples & Removal of Term “Negro”	1.7 (0.23)	3.4 (0.35)	94.0 (0.72)	63.4 (7.68)	97.2 (1.21)	67.4 (13.36)	83.5 (6.26)
Multiple <u>Hisp.</u> Reporting	1.5 (0.19)	5.0 (0.93)	92.6 (0.95)	68.6 (5.29)	97.4 (0.70)	83.7 (5.93)	75.0 (7.65)



# Detailed Group Findings

- Decrease in specific Hispanic reporting in the combined questions
- However, the total Hispanic proportions remain consistent across panels

# Detailed Group Findings

**Table 3. Detailed Reporting for Select Race Groups and Hispanic Origin**

	White	Black/ African American	Hispanic, Latino, or Spanish	American Indian & Alaska Native	Asian	Native Hawaiian & Pacific Islander	Some Other Race
Control	1.4 (0.23)	5.1 (0.70)	93.8 (0.82)	54.1 (6.81)	98.0 (0.57)	81.5 (4.75)	80.0 (6.67)
Detailed Approach	48.3 (1.03)	76.8 (1.34)	88.9 (1.02)	70.3 (4.93)	96.6 (1.38)	85.8 (6.45)	92.7 (6.07)
Streamlined Approach	50.4 (1.13)	76.6 (1.59)	77.7 (1.64)	64.5 (5.21)	94.5 (1.08)	81.9 (5.25)	95.9 (1.84)
Very Streamlined Approach	29.4 (1.00)	87.6 (1.27)	80.0 (1.30)	60.3 (4.91)	92.6 (1.31)	48.1 (6.01)	74.5 (8.37)
Alternative Control	1.8 (0.26)	2.9 (0.50)	86.4 (1.28)	73.3 (6.13)	97.4 (0.75)	46.6 (22.39)	98.0 (1.09)
Modified Race Examples	1.3 (0.22)	4.0 (0.55)	93.8 (0.81)	66.6 (5.93)	98.5 (0.39)	76.6 (9.66)	86.2 (4.58)
Modified <u>Hisp.</u> Examples & Removal of Term “Negro”	1.7 (0.23)	3.4 (0.35)	94.0 (0.72)	63.4 (7.68)	97.2 (1.21)	67.4 (13.36)	83.5 (6.26)
Multiple <u>Hisp.</u> Reporting	1.5 (0.19)	5.0 (0.93)	92.6 (0.95)	68.6 (5.29)	97.4 (0.70)	83.7 (5.93)	75.0 (7.65)

# Detailed Group Findings

- Decrease in specific Asian reporting where detailed checkboxes are not present in the combined question
- However, the total Asian proportions remain consistent across panels

# Detailed Group Findings

**Table 3. Detailed Reporting for Select Race Groups and Hispanic Origin**

	White	Black/ African American	Hispanic, Latino, or Spanish	American Indian & Alaska Native	Asian	Native Hawaiian & Pacific Islander	Some Other Race
Control	1.4 (0.23)	5.1 (0.70)	93.8 (0.82)	54.1 (6.81)	98.0 (0.57)	81.5 (4.75)	80.0 (6.67)
Detailed Approach	48.3 (1.03)	76.8 (1.34)	88.9 (1.02)	70.3 (4.93)	96.6 (1.38)	85.8 (6.45)	92.7 (6.07)
Streamlined Approach	50.4 (1.13)	76.6 (1.59)	77.7 (1.64)	64.5 (5.21)	94.5 (1.08)	81.9 (5.25)	95.9 (1.84)
Very Streamlined Approach	29.4 (1.00)	87.6 (1.27)	80.0 (1.30)	60.3 (4.91)	92.6 (1.31)	48.1 (6.01)	74.5 (8.37)
Alternative Control	1.8 (0.26)	2.9 (0.50)	86.4 (1.28)	73.3 (6.13)	97.4 (0.75)	46.6 (22.39)	98.0 (1.09)
Modified Race Examples	1.3 (0.22)	4.0 (0.55)	93.8 (0.81)	66.6 (5.93)	98.5 (0.39)	76.6 (9.66)	86.2 (4.58)
Modified <u>Hisp.</u> Examples & Removal of Term “Negro”	1.7 (0.23)	3.4 (0.35)	94.0 (0.72)	63.4 (7.68)	97.2 (1.21)	67.4 (13.36)	83.5 (6.26)
Multiple <u>Hisp.</u> Reporting	1.5 (0.19)	5.0 (0.93)	92.6 (0.95)	68.6 (5.29)	97.4 (0.70)	83.7 (5.93)	75.0 (7.65)

# Reinterview Findings

- Consistency - percent of reinterview responses matching mail questionnaire responses
- Consistency was above 84 percent overall for all panels
- Gross difference rate (GDR) - proxy for reliability
- Combined question panels had lower GDRs for White responses and Black responses

# Reinterview Findings

- Net difference rates (NDR) – measures difference between number reported and actual number in group (measure of accuracy)
- Combined question panels had lower NDRs for White responses
- Combined questions appear to yield a closer representation of self-identification

# Focus Group Findings

- Prefer fair and equitable treatment of all groups
- Many Hispanics saw the race question instructions as preventing self-identification
- Separate category for “Middle Eastern, North African, Arab”

# Focus Group Findings

- Use of the term “Negro” offensive and outdated
- Lack of agreement on definitions of “race” and “origin”
- Combined question approach presents equity



# Recommendations

# Recommendations

- Further test combined race and Hispanic origin question refinements, paying special attention to research in improving detailed Asian and detailed Hispanic reporting

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). ↴

→ If more people were counted in Question 1, continue with Person 2.

# Recommendations

- Continue researching the optimal use of examples for each race and origin response category
  - **HISPANIC OR LATINO** (for example, Mexican, Puerto Rican, Cuban, Dominican, Guatemalan, Salvadoran, and so on)
  - **ASIAN** (for example, Asian Indian, Chinese, Filipino, Japanese, Korean, Vietnamese, and so on)

# Recommendations

- If Hispanic origin question is kept separate, allow multiple responses by explicitly including “Mark one or more” instruction

**8. Is Person 1 of Hispanic, Latino, or Spanish origin? Mark  one or more boxes.**

# Recommendations

- Remove term “Negro” from the “Black, African Am., or Negro” response category

Black, African Am., or Negro — *For example, African American, Haitian, Nigerian, and so on.*

Black or African Am. — *For example, African American, Haitian, Nigerian, and so on.*

# Discussion and Questions