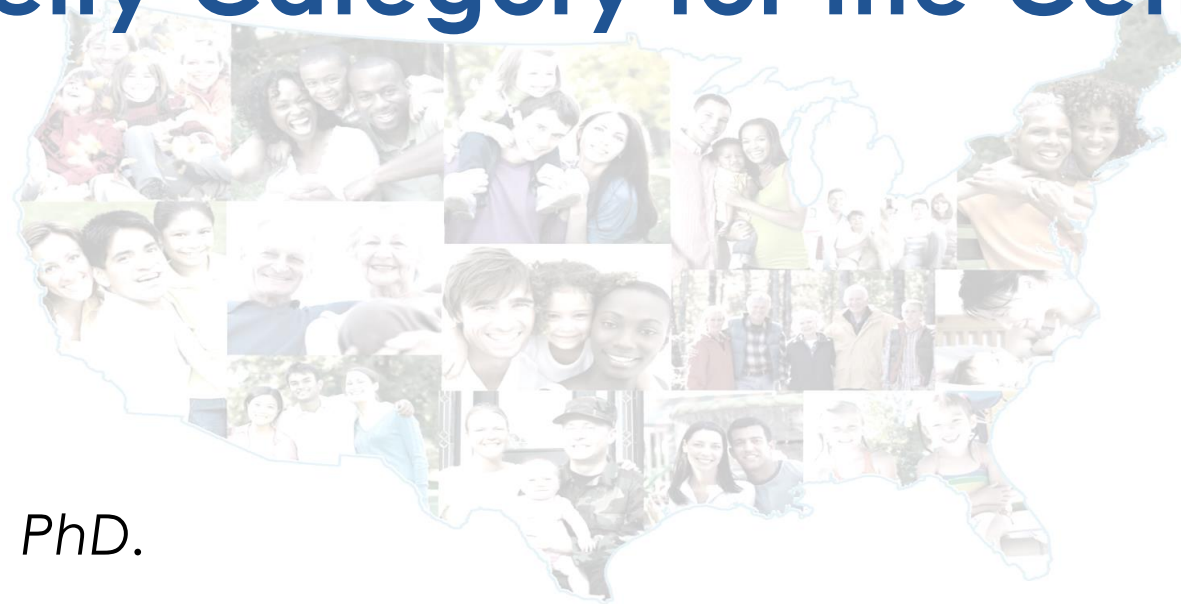


# A History of the Development of the Hispanic Ethnicity Category for the Census Bureau



*Anna B. Sandoval Giron, PhD.*

A presentation for the American Association of Public Opinion Research Annual Conference

June 11, 2020

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# Outline

- History of the Hispanic category in the United States Census
- Research to develop better measures
- Integrated Partnerships and Communications Program

# History of the Hispanic Category in the United States Census

## 1930 Census

Prior to 1930 Hispanics were categorized as white. In 1930, the census included the category of Mexican.

PERSONAL DESCRIPTION

Color or race

12

Col. 12—White .... W	Filipino..... Fil
Negro..... Neg	Hindu..... Hin
Mexican... Mex	Korean..... Kor
Indian ... In	
Chinese.. Ch	Other races, spell
Japanese. Jp	out in full

# History of the Hispanic Category in the United States Census - Continued

Prior to the 1970 decennial census, Hispanics were not enumerated as a single group. However, there were reports on “persons of Spanish surname” in five southwestern states and one on Puerto Ricans living in the United States.

# History of the Hispanic Category in the United States Census - Continued

## 1970 Census

- The first major attempt to estimate the size of the Hispanic population for the entire nation.
- Self-response (forms were completed by respondents).
- Question in one of two long forms to a sample (about 5% of households).

**4. COLOR OR RACE**

Fill one circle.

If "Indian (American)," also give tribe.

If "Other," also give race.

<input type="radio"/> White	<input type="radio"/> Japanese	<input type="radio"/> Hawaiian
<input type="radio"/> Negro or Black	<input type="radio"/> Chinese	<input type="radio"/> Korean
<input type="radio"/> Indian (Amer.)	<input type="radio"/> Filipino	<input type="radio"/> Other— Print race

☒ Print tribe →

**b. Is this person's origin or descent— (Fill one circle)**

- |                                    |   |
|------------------------------------|---|
| <input type="radio"/> Mexican      | <input type="radio"/> Central or South American |
| <input type="radio"/> Puerto Rican | <input type="radio"/> Other Spanish             |
| <input type="radio"/> Cuban        | <input type="radio"/> No, none of these         |

# History of the Hispanic Category in the United States Census - Continued

## 1980 Census

- The race and ethnicity questions were separate in the form.
- Changes were made to the categories to address the issues found in the 1970 Census.

<b>4. Is this person —</b>  <i>Fill one circle.</i>	<table><tr><td><input type="radio"/> White</td><td><input type="radio"/> Asian Indian</td></tr><tr><td><input type="radio"/> Black or Negro</td><td><input type="radio"/> Hawaiian</td></tr><tr><td><input type="radio"/> Japanese</td><td><input type="radio"/> Guamanian</td></tr><tr><td><input type="radio"/> Chinese</td><td><input type="radio"/> Samoan</td></tr><tr><td><input type="radio"/> Filipino</td><td><input type="radio"/> Eskimo</td></tr><tr><td><input type="radio"/> Korean</td><td><input type="radio"/> Aleut</td></tr><tr><td><input type="radio"/> Vietnamese</td><td><input type="radio"/> Other — <i>Specify</i> →</td></tr><tr><td><input type="radio"/> Indian (Amer.)</td><td></td></tr></table> <p><i>Print tribe</i> → _____</p>	<input type="radio"/> White	<input type="radio"/> Asian Indian	<input type="radio"/> Black or Negro	<input type="radio"/> Hawaiian	<input type="radio"/> Japanese	<input type="radio"/> Guamanian	<input type="radio"/> Chinese	<input type="radio"/> Samoan	<input type="radio"/> Filipino	<input type="radio"/> Eskimo	<input type="radio"/> Korean	<input type="radio"/> Aleut	<input type="radio"/> Vietnamese	<input type="radio"/> Other — <i>Specify</i> →	<input type="radio"/> Indian (Amer.)	
<input type="radio"/> White	<input type="radio"/> Asian Indian																
<input type="radio"/> Black or Negro	<input type="radio"/> Hawaiian																
<input type="radio"/> Japanese	<input type="radio"/> Guamanian																
<input type="radio"/> Chinese	<input type="radio"/> Samoan																
<input type="radio"/> Filipino	<input type="radio"/> Eskimo																
<input type="radio"/> Korean	<input type="radio"/> Aleut																
<input type="radio"/> Vietnamese	<input type="radio"/> Other — <i>Specify</i> →																
<input type="radio"/> Indian (Amer.)																	

<b>7. Is this person of Spanish/Hispanic origin or descent?</b>  <i>Fill one circle.</i>	<table><tr><td><input type="radio"/> No (not Spanish/Hispanic)</td></tr><tr><td><input type="radio"/> Yes, Mexican, Mexican-Amer., Chicano</td></tr><tr><td><input type="radio"/> Yes, Puerto Rican</td></tr><tr><td><input type="radio"/> Yes, Cuban</td></tr><tr><td><input type="radio"/> Yes, other Spanish/Hispanic</td></tr></table>	<input type="radio"/> No (not Spanish/Hispanic)	<input type="radio"/> Yes, Mexican, Mexican-Amer., Chicano	<input type="radio"/> Yes, Puerto Rican	<input type="radio"/> Yes, Cuban	<input type="radio"/> Yes, other Spanish/Hispanic
<input type="radio"/> No (not Spanish/Hispanic)						
<input type="radio"/> Yes, Mexican, Mexican-Amer., Chicano						
<input type="radio"/> Yes, Puerto Rican						
<input type="radio"/> Yes, Cuban						
<input type="radio"/> Yes, other Spanish/Hispanic						

# History of the Hispanic Category in the United States Census - Continued

## 2000 Census

Two important changes

1. Order of questions – ethnicity question moved before the race question.
2. Respondents could report two or more races.

→ **NOTE:** Please answer **BOTH** Questions 7 and 8.

**7. Is Person 1 Spanish/Hispanic/Latino?** Mark ☒ the **"No"** box if **not** Spanish/Hispanic/Latino.

- |   |  |
|---|--|
| <input type="checkbox"/> <b>No</b> , not Spanish/Hispanic/Latino                    | <input type="checkbox"/> Yes, Puerto Rican |
| <input type="checkbox"/> Yes, Mexican, Mexican Am., Chicano                         | <input type="checkbox"/> Yes, Cuban        |
| <input type="checkbox"/> Yes, other Spanish/Hispanic/Latino — <i>Print group.</i> ↗ |  |

**8. What is Person 1's race?** Mark ☒ **one or more races** to indicate what this person considers himself/herself to be.

- |   |
|---|
| <input type="checkbox"/> White  |
| <input type="checkbox"/> Black, African Am., or Negro   |
| <input type="checkbox"/> American Indian or Alaska Native — <i>Print name of enrolled or principal tribe.</i> ↗ |

- |   |                                     |  |
|---|-------------------------------------|--|
| <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.</i> ↗ |                                     | <input type="checkbox"/> Other Pacific Islander — <i>Print race.</i> ↗ |

- ☐ Some other race — *Print race.* ↗

# Census Research

- 2000 and 2010 – Some Other Race Category
- 2010 Census Alternative Questionnaire Experiment (AQE) Research on Race and Hispanic Origin
- 2015 National Content Test (NCT)
- 2020 Census

# 2020 Census

The screenshot shows the top of the 2020 Census form with a progress bar indicating three steps: Address Verification, Household Questions, and People Questions. The 'People Questions' step is currently active. Below the progress bar, a breadcrumb trail reads 'Home > Sex > Age > Hispanic Origin'. The main question is 'Is John Doe of Hispanic, Latino, or Spanish origin?'. It includes five radio button options: 'No, not of Hispanic, Latino, or Spanish origin', 'Yes, Mexican, Mexican American, Chicano', 'Yes, Puerto Rican', 'Yes, Cuban', and 'Yes, another Hispanic, Latino, or Spanish origin'. Below the last option is a text input field with the instruction 'Enter, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.' and a small 'Census' logo in the bottom right corner.

## What is John Doe's race?

Select one or more boxes **AND** enter origins. For this census, Hispanic origins are not races.

This section contains two questions about race. The first question is 'What is John Doe's race?' with the instruction 'Select one or more boxes AND enter origins. For this census, Hispanic origins are not races.' It lists several race categories, each with a checkbox and a text input field for origins: 'White' (with examples: German, Irish, English, Italian, Lebanese, Egyptian, etc.), 'Black or African American' (with examples: African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.), 'American Indian or Alaska Native' (with examples: Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc.), 'Chinese', 'Filipino', and 'Asian Indian'. The second question is 'What is John Doe's ethnicity?' with the instruction 'Select one or more boxes AND enter origins. For this census, Hispanic origins are not races.' It lists several ethnicity categories, each with a checkbox and a text input field for origins: 'Vietnamese', 'Korean', 'Japanese', 'Other Asian' (with examples: Pakistani, Cambodian, Hmong, etc.), 'Native Hawaiian', 'Samoan', 'Chamorro', 'Other Pacific Islander' (with examples: Tongan, Fijian, Marshallese, etc.), and 'Some other race' (with the instruction 'Enter race or origin.'). A 'Play (k)' button is visible on the left side of the race selection section.

# How is Census Reaching Out to the Latino/Hispanic Community?

# 2020 Census Language Program

## Summary of Non-English Support

Internet Self-Response (ISR) & Census Questionnaire Assistance (CQA)	<ul style="list-style-type: none"><li>12 Non-English Languages for ISR* and 13 Non-English Languages for CQA**: Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, Japanese</li><li>* <i>Chinese (Simplified)</i> for ISR;</li><li>** <i>Chinese (Mandarin and Cantonese)</i> for CQA</li><li>Language Selection Criteria: 60,000 or more housing units</li></ul>
Language Guides (Video and Print) Language Glossaries Language Identification Card	<ul style="list-style-type: none"><li>59 Non-English Languages</li><li>Language Guides include American Sign Language, braille, large print</li></ul>
Paper Questionnaire & Mailing Materials Field Enumeration Instrument & Materials	<ul style="list-style-type: none"><li>Spanish</li></ul>
Communications and Partnership	<ul style="list-style-type: none"><li>Advertising, Partnership and Promotional Materials in at least 12 Non-English Languages</li><li>Procedures and Materials to Support Partnership Specialists and Partners in multiple languages</li></ul>

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# Integrated Partnerships and Communications

Engage and motivate people to self-respond, preferably via the internet

Raise and keep awareness high throughout the entire 2020 Census to encourage response



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# National Partnerships Program

**Use strategic national partnerships to increase public trust, awareness, and support of the Census Bureau's mission to accurately measure the nation's population and economy.**

For example: Hispanic Association of Colleges and Universities, Latino Caucus for Public Health, National Latino Evangelical Coalition.



Sponsorship  
and  
Promotions



Message and  
Brand Awareness



Activities and  
Events



Social and Digital  
Engagement



Increase  
Response Rates



Data Use  
and  
Feedback



Policy/Advocacy

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# Community Partnership and Engagement Program

**Enroll community partners to increase decennial participation of those who are less likely to respond or are often missed.**

**Educate** people about the 2020 Census and foster cooperation with enumerators.

**Encourage** community partners to motivate people to self-respond.

**Engage** grass roots organizations to reach out to hard-to-count groups and those who are not motivated to respond to the national campaign.

For example: El Latino Newspaper (Chula Vista, CA), Illinois Latino Council on Higher Education (Chicago, IL), Hispanic Resource Center (Kenner, LA), Plaza Latina Market (Omaha, NE).

# Research to Inform Census 2020 Communications Campaign.

- 2020 Census Barriers, Attitudes, and Motivators Study (CBAMS)
- 2020 Census Quick Idea Platform Testing (QIPT)
- Campaign Testing

# Research to Inform Census 2020 Communications Campaign.

All Focus Group Locations – 180 Total Groups  
CBAMS, QIPT, & Campaign Testing`



## Focus Group Locations – 180 Total Groups



Campaign Testing – 122 Focus Groups

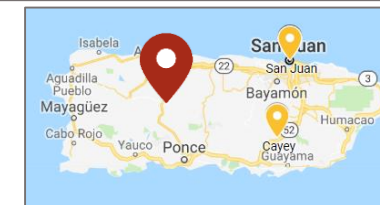


QIPT – 18 Focus Groups



CBAMS – 42 Focus Groups

*\*Note: Where locations overlap, not all instances are visible.*



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# Promotional & Outreach Materials

## English and Spanish Speaking Outreach Materials and Promotional Items



### Counting everyone in your household can shape your future.

Every 10 years, the United States counts everyone living in the country on April 1, regardless of their nationality or living situation. This includes renters.

**To ensure an accurate count, remember to:**

-  Count every person living or staying in your home.
-  Respond at the address where you were living or staying on April 1, 2020.

#### What's in it for me?

The 2020 Census is an opportunity to create a better future for our communities and the next generation by providing an up-to-date count of our population. The data collected will help determine how over \$675 billion in federal funding is distributed each year for things like housing assistance, infrastructure, and public transportation.

For more information, visit:  
**2020CENSUS.GOV**

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### The 2020 Census and Confidentiality

*Your responses to the 2020 Census are safe, secure, and protected by federal law. Your answers can only be used to produce statistics—they cannot be used against you in any way. By law, all responses to U.S. Census Bureau household and business surveys are kept completely confidential.*

#### Respond to the 2020 Census to shape the future.

Responding to the census helps communities get the funding they need and helps businesses make data-driven decisions that grow the economy. Census data impact our daily lives, informing important decisions about funding for services and infrastructure in your community, including health care, senior centers, jobs, political representation, roads, schools, and businesses. More than \$675 billion in federal funding flows back to states and local communities each year based on census data.



#### Your census responses are safe and secure.

The Census Bureau is required by law to protect any personal information we collect and keep it strictly confidential. The Census Bureau can only use your answers to produce statistics. In fact, every Census Bureau employee takes an oath to protect your personal information for life. Your answers cannot be used for law enforcement purposes or to determine your personal eligibility for government benefits.

#### By law, your responses cannot be used against you.

By law, your census responses cannot be used against you by any government agency or court in any way—not by the Federal Bureau of Investigation (FBI), not by the Central Intelligence Agency (CIA), not by the Department of Homeland Security (DHS), and not by U.S. Immigration and Customs Enforcement (ICE). The law requires the Census Bureau to keep your information confidential and use your responses only to produce statistics.



#### The law is clear—no personal information can be shared.

Under Title 13 of the U.S. Code, the Census Bureau cannot release any identifiable information about individuals, households, or businesses, even to law enforcement agencies.

The law states that the information collected may only be used for statistical purposes and no other purpose.


To support historical research, Title 44 of the U.S. Code allows the National Archives and Records Administration to release census records only after 72 years.

All Census Bureau staff take a lifetime oath to protect your personal information, and any violation comes with a penalty of up to \$250,000 and/or up to 5 years in prison.

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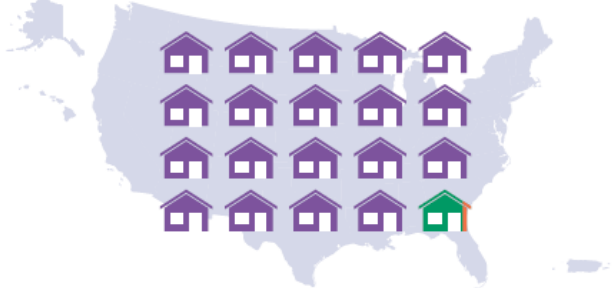
### Cómo el Censo del 2020 invitará a todos a responder





Todos los hogares tendrán la opción de responder por internet, por correo postal o por teléfono

Casi todos los hogares recibirán una invitación para participar en el Censo del 2020 ya sea de un empleado del servicio postal o de un censista.

 El 95% de los hogares recibirán su invitación del censo por correo.



 Casi el 5% de los hogares recibirán su invitación del censo cuando un censista pase a dejarla. En estas áreas, la mayoría de los hogares podrían no recibir correo en la ubicación física de su vivienda (como los hogares que usan apartados postales o áreas recientemente afectadas por desastres naturales).

 A menos del 1% de los hogares los contará un censista en persona, en vez de invitarlos a que respondan por su cuenta. Esto lo hacemos en áreas muy remotas, como partes del norte de Maine, zonas remotas de Alaska, y en áreas selectas de indígenas de las Américas que piden que se les cuente en persona.

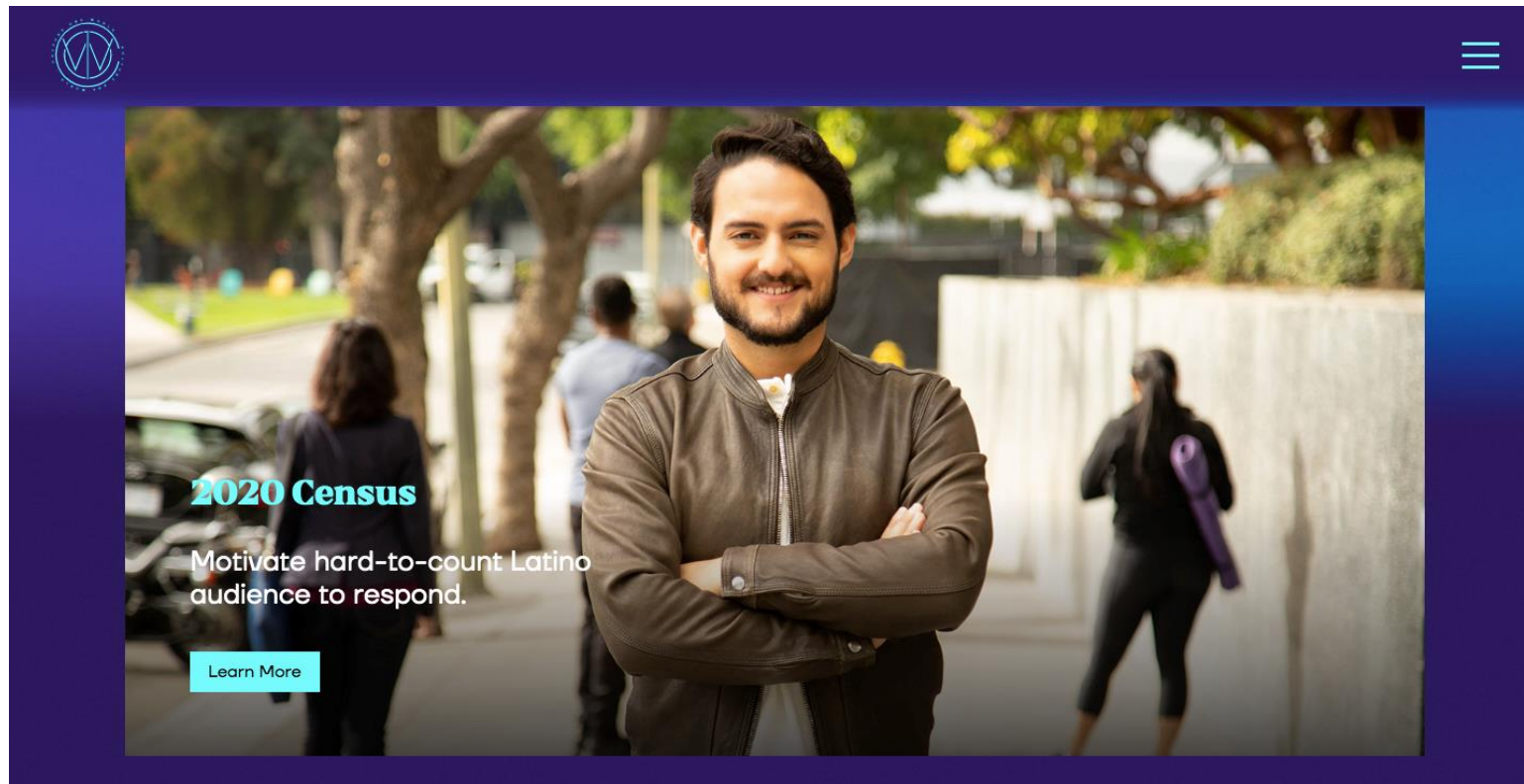
Nota: Tenemos procedimientos especiales para contar a las personas que no viven en hogares, como estudiantes que están en viviendas universitarias o personas sin hogar.

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# Hispanic Integrated Communications Campaign



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# Cuéntate en el lugar correcto.

En general, debes contarte a ti mismo **donde vives y duermes la mayoría del tiempo**. Pero pon mucha atención si tú:



## Estás a cargo de llenar el formulario de tu casa

Al llenarlo, cuenta a todos los niños, incluyendo a los recién nacidos, que viven y duermen regularmente en tu hogar; incluso si no son tuyos. Si los niños dividen su tiempo equitativamente entre dos hogares, cuéntalos donde estén el 1 de abril del 2020.



## Te acabas de mudar de casa

Cuéntate en tu nueva dirección si te mudaste para el 1 de abril del 2020.



## Eres inquilino

Cuéntate donde vives. Incluso si no eres el propietario de la vivienda, debes participar. No olvides contar a tu familia y a tus compañeros de casa.



## Eres estudiante universitario

Si no vives en un dormitorio, cuéntate en la dirección donde estás viviendo fuera del campus. Esto incluye a los estudiantes internacionales.



## Eres miembro del ejército

Si no vives en las barracas militares, y si no estás en servicio activo fuera de los Estados Unidos, cuéntate donde vives y duermes la mayoría del tiempo, ya sea dentro o fuera de la base.



## Vives en un alojamiento de grupo

Para las personas en las siguientes situaciones de vivienda, los empleados de la Oficina del Censo trabajarán junto a un representante de tu edificio para asegurar que tú seas contado el 1 de abril del 2020. Pueden o no pedirte que llenes un formulario individual del censo.

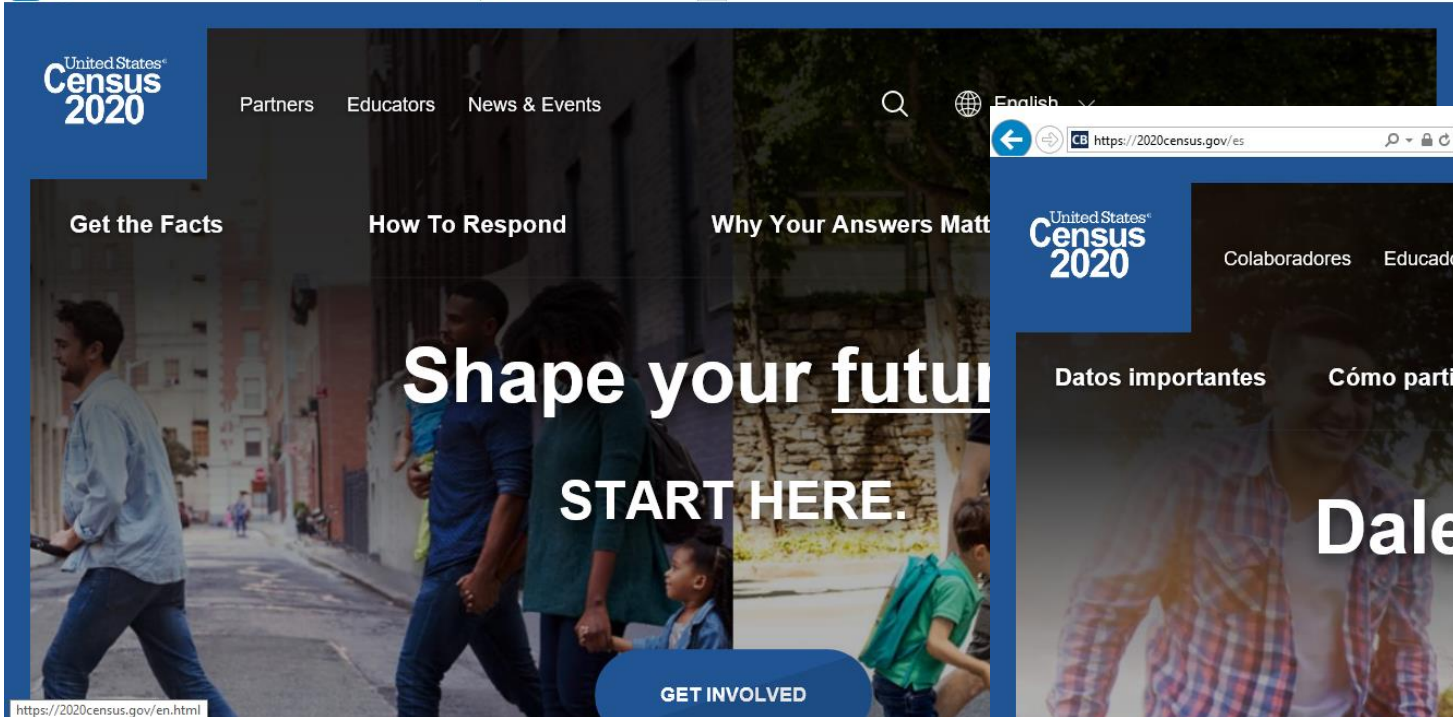
- > Dormitorios universitarios
- > Barracas militares
- > Hogares de ancianos
- > Hogares de grupo
- > Refugios
- > Instalaciones psiquiátricas
- > Instalaciones correccionales

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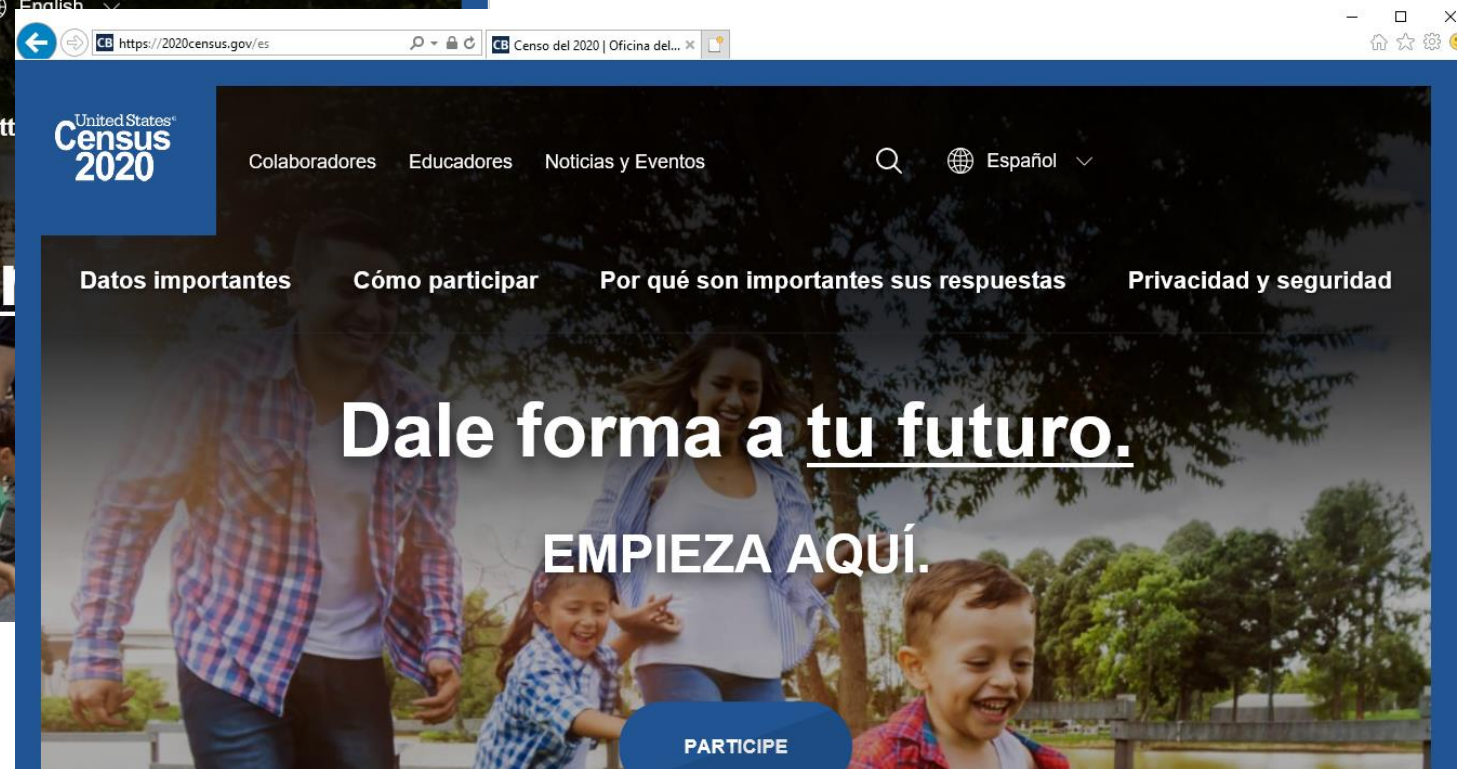


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Webpage can be viewed In  
[English](#) and [Spanish](#)



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¿Debe contarlos en su censo?

sí

NO

### Su hermano y sus hijos.

Ellos están de viaje de vacaciones y se quedarán con usted el Día del Censo (1 de abril del 2020).

✓ **iCorrecto!**

Usted no debería contar a los visitantes en el Día del Censo que tienen un hogar habitual en otro lugar, donde viven y duermen la mayoría del tiempo.

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**¿Debe contarla en su censo?**

**SÍ**

**NO**

## **Su bebé recién nacida.**

Acaba de nacer el 30 de marzo del 2020. ¡La madre y la bebé todavía no han salido del hospital!

 **¡Correcto!**

Usted debería contar a los bebés recién nacidos, incluso si todavía están en el hospital el Día del Censo (1 de abril del 2020).

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[SIGUIENTE >](#)

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More information on the 2020 Census Memorandum Series:  
<http://www.census.gov/programs-surveys/decennial-census/2020-census/planning-management/memo-series.html>



More information on the 2020 Census:  
<https://2020census.gov/en.html>



More information on the American Community Survey:  
<https://www.census.gov/programs-surveys/acs/about/acs-and-census.html>



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# Thanks! Questions?

Anna Sandoval Girón, PhD.  
U.S. Census Bureau  
[Anna.b.Sandoval.giron@census.gov](mailto:Anna.b.Sandoval.giron@census.gov)

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## 1990 Census

### 4. Race

Fill ONE circle for the race that the person considers himself/herself to be.

If **Indian (Amer.)**, print the name of the enrolled or principal tribe. \_\_\_\_\_

If **Other Asian or Pacific Islander (API)**, print one group, for example: Hmong, Fijian, Laotian, Thai, Tongan, Pakistani, Cambodian, and so on. \_\_\_\_\_

If **Other race**, print race. \_\_\_\_\_

- ☐ White
- ☐ Black or Negro
- ☐ Indian (Amer.) (Print the name of the enrolled or principal tribe.) \_\_\_\_\_

- ☐ Eskimo
- ☐ Aleut

#### Asian or Pacific Islander (API)

- ☐ Chinese
- ☐ Filipino
- ☐ Hawaiian
- ☐ Korean
- ☐ Vietnamese
- ☐ Japanese
- ☐ Asian Indian
- ☐ Samoan
- ☐ Guamanian
- ☐ Other API \_\_\_\_\_

- ☐ Other race (Print race) \_\_\_\_\_

### 7. Is this person of Spanish/Hispanic origin?

Fill ONE circle for each person.

If **Yes, other Spanish/Hispanic**, print one group. \_\_\_\_\_

- ☐ No (not Spanish/Hispanic)
- ☐ Yes, Mexican, Mexican-Am., Chicano
- ☐ Yes, Puerto Rican
- ☐ Yes, Cuban
- ☐ Yes, other Spanish/Hispanic (Print one group, for example: Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on.) \_\_\_\_\_