

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

U.S. Census Bureau

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U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU

Overview of Presentation Topics

- Goals and Research Strategies
- Methodology
- 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 example, 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

Goals and Research Strategies

- Increase reporting in the standard U.S. Office of Management and Budget (OMB) race and ethnic categories

RACE CATEGORIES

White; Black; American Indian and Alaska Native;
Asian; Native Hawaiian and Other Pacific Islander

ETHNIC CATEGORIES

Hispanic or Latino;
Not Hispanic or Latino

Goals and Research Strategies

- Lower item nonresponse to the race and Hispanic origin questions

Goals and Research Strategies

- Improve the accuracy and reliability of race and ethnic data

Goals and Research Strategies

- Elicit the reporting of detailed race and ethnic groups

WHITE: German; Irish; Lebanese

BLACK: African American; Haitian; Nigerian

AIAN: Navajo; Aleut; Mayan

ASIAN: Chinese; Korean; Vietnamese

NHPI: Fijian; Native Hawaiian; Samoan

HISPANIC: Mexican; Puerto Rican; Cuban

Methodology

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 per panel
 - about 500,000 total
- Design focuses on oversampling of various race and ethnic groups in mail survey

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 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

Separate Questions

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- 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.

Combined 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. ↴

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.

Design Strategies

Separate questions

Combined approach

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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.* ↴

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

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

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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.

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 and Hispanic Findings

Largely due to Hispanics choosing their identity (i.e., only “Hispanic”) in the combined question format

- “Some Other Race” substantially reduced
- “White” dropped to levels reflecting the “Non-Hispanic White” population

Race and Hispanic Findings

- Two or More Responses population was larger on combined question
- Distributions similar across panels for other groups (AIAN, Asian, NHPI)
- Removal of the term “Negro” did not reduce proportion of respondents reporting as “Black”

Race and Hispanic Findings

- Hispanic proportions were similar across panels
- Combined question approach did not reduce Hispanic proportions
- Multiple Hispanic reporting consistent, regardless of instruction to “Mark one or more” responses

Detailed Group Findings

- No differences in detailed reporting between separate question forms
- Increased detailed reporting for White groups and Black groups when provided with dedicated write-in lines

Detailed Group Findings

- Decrease in specific Hispanic origin reporting for the combined question, especially for those where detailed checkboxes are not present
- Decrease in specific Asian reporting where detailed checkboxes are not present in the combined question

Reinterview Findings

- High consistency for all panels, especially the combined questions
- Estimated reliability and accuracy
 - combined questions higher for White responses compared to separate
- Combined questions appear to yield a closer representation of self-identification

Focus Group Findings

- Prefer fair and equitable treatment of all groups
- Combined question approach presents equity
- Many Hispanics saw the race question instructions as preventing self-identification
- Separate category for “Middle Eastern, North African, Arab”
- Use of the term “Negro” offensive and outdated

Recommendations

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- 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.*

Questions?