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?
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

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
- Chinese
- Filipino
- Other Asian — Print race, for example, Hmong, Laotian, Thai, Pakistani, Cambodian, and so on.
- Japanese
- Korean
- Vietnamese
- Native Hawaiian
- Guamanian or Chamorro
- Samoan
- Other Pacific Islander — Print race, for example, Fijian, Tongan, and so on.
- Some other race — Print race.
Design Strategy 1

8. Is Person 1 of Hispanic, Latino, or Spanish origin? **Mark X** 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 X** 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.
   - Asian Indian
   - Chinese
   - Filipino
   - Japanese
   - Korean
   - Vietnamese
   - Other Asian — Print race, for example, Cambodian, Pakistani, Mongolian, and so on.
   - 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
Design Strategy 1

- Modify examples
- Remove the term “Negro”
Design Strategy 1

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

   [Mark one or more boxes]

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.

   [Mark one or more boxes]

   Asian
   - Asian Indian
   - Chinese
   - Filipino
   - Other Asian — Print, for example, Cambodian, Hmong, Laotian, Pakistani, Thai, and so on.

   [Mark one or more boxes]

   Native Hawaiian and Other Pacific Islander
   - Native Hawaiian
   - Guamanian or Chamorro
   - Samoan
   - Other Pacific Islander — Print, for example, Fijian, Tongan, and so on.

   [Mark one or more boxes]

   Some other race — Print below.

   [Mark one or more boxes]
Design Strategy 2

- Clarify the Asian checkbox categories
- Clarify the Pacific Islander checkbox categories
Design Strategy 2

• Clarify the Asian checkbox categories

• Clarify the Pacific Islander checkbox categories

• Limit the use of the term “race”
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, Tingit, and so on.

- [ ] Asian Indian

- [ ] Japanese

- [ ] 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
Streamlined 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, Lactian, 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). ❑
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
Very Streamlined Approach

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)
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.
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
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

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

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<th>Black Alone</th>
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<tr>
<td>Control</td>
<td>70.7 (0.62)</td>
<td>11.3 (0.38)</td>
<td>0.5 (0.11)</td>
<td>5.3 (0.36)</td>
<td>0.1 (0.02)</td>
<td>5.8 (0.32)</td>
<td>4.5 (0.30)</td>
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<td>Detailed Approach</td>
<td>64.7 (0.66)</td>
<td>10.5 (0.38)</td>
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<td>5.1 (0.32)</td>
<td>0.1 (0.01)</td>
<td>0.2 (0.05)</td>
<td>5.8 (0.32)</td>
<td>11.8 (0.46)</td>
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</tr>
<tr>
<td>Very Streamlined Approach</td>
<td>64.8 (0.76)</td>
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<td>4.7 (0.30)</td>
<td>1 (0.02)</td>
<td>0.2 (0.06)</td>
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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

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Race Findings

• Two or More Responses population was larger on combined question

• Distributions similar across panels for other groups (AIAN, Asian, NHPI)
# Race Findings

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Race Findings

• Removal of the term “Negro” did not reduce proportion of respondents reporting as “Black”
# Race Findings

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<tr>
<td>Alternative Control</td>
<td>66.3 (0.73)</td>
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<td>0.3 (0.10)</td>
<td>5.2 (0.32)</td>
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<td>1.0 (0.02)</td>
<td>3.9 (0.26)</td>
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<tr>
<td>Modified Race Examples</td>
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<td>7.1 (0.37)</td>
<td>4.3 (0.32)</td>
<td>NA (0.07)</td>
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<tr>
<td>Modified HISP. Examples &amp; Removal of Term “Negro”</td>
<td>71.1 (0.70)</td>
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<td>5.2 (0.34)</td>
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<td>4.2 (0.29)</td>
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<tr>
<td>Multiple HISP. Reporting</td>
<td>71.6 (0.67)</td>
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<td>5.2 (0.34)</td>
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<td>4.6 (0.30)</td>
<td>NA (0.10)</td>
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</tbody>
</table>
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

<table>
<thead>
<tr>
<th>Panel</th>
<th>Hispanic, Latino, or Spanish</th>
<th>Mexican, Am. Chicano</th>
<th>Puerto Rican</th>
<th>Cuban</th>
<th>Other Specific</th>
<th>General</th>
<th>Not Hispanic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Control</td>
<td>13.8 (0.55)</td>
<td>8.2 (0.39)</td>
<td>1.2 (0.16)</td>
<td>0.8 (0.15)</td>
<td>2.3 (0.20)</td>
<td>0.4 (0.08)</td>
<td>0.4 (0.08)</td>
</tr>
<tr>
<td>Detailed Approach</td>
<td>14.5 (0.52)</td>
<td>7.8 (0.37)</td>
<td>1.6 (0.19)</td>
<td>0.5 (0.07)</td>
<td>2.6 (0.20)</td>
<td>0.9 (0.13)</td>
<td>0.7 (0.10)</td>
</tr>
<tr>
<td>Streamlined Approach</td>
<td>14.1 (0.51)</td>
<td>6.4 (0.35)</td>
<td>1.1 (0.16)</td>
<td>0.6 (0.11)</td>
<td>2.7 (0.22)</td>
<td>1.2 (0.14)</td>
<td>2.0 (0.21)</td>
</tr>
<tr>
<td>Very Streamlined Approach</td>
<td>14.3 (0.52)</td>
<td>7.3 (0.39)</td>
<td>1.1 (0.16)</td>
<td>0.6 (0.10)</td>
<td>2.3 (0.21)</td>
<td>1.4 (0.15)</td>
<td>1.5 (0.15)</td>
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<tr>
<td>Alternative Control</td>
<td>13.8 (0.49)</td>
<td>7.4 (0.36)</td>
<td>1.7 (0.22)</td>
<td>0.5 (0.16)</td>
<td>2.2 (0.18)</td>
<td>0.5 (0.12)</td>
<td>1.4 (0.15)</td>
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<tr>
<td>Modified Race Examples</td>
<td>13.8 (0.53)</td>
<td>8.0 (0.39)</td>
<td>1.4 (0.17)</td>
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<td>2.7 (0.25)</td>
<td>0.3 (0.06)</td>
<td>0.5 (0.10)</td>
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<tr>
<td>Modified Hispanic Examples &amp; Removal of Term “Negro”</td>
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<td>8.4 (0.40)</td>
<td>1.7 (0.20)</td>
<td>0.7 (0.12)</td>
<td>2.6 (0.22)</td>
<td>0.4 (0.06)</td>
<td>0.3 (0.06)</td>
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<td>13.4 (0.49)</td>
<td>7.5 (0.36)</td>
<td>1.3 (0.14)</td>
<td>0.6 (0.10)</td>
<td>2.5 (0.21)</td>
<td>0.4 (0.10)</td>
<td>0.5 (0.08)</td>
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</tbody>
</table>
Hispanic Findings

• Distributions of detailed Hispanic origin groups were generally similar across all panels
### Table 2. Hispanic Origin Weighted Distributions

<table>
<thead>
<tr>
<th>Panel</th>
<th>Hispanic, Latino, or Spanish</th>
<th>General</th>
<th>Mixed Hispanic and Non-Hispanic</th>
<th>Not Hispanic</th>
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<td>Chicano</td>
<td>Puerto Rican</td>
<td>Cuban</td>
</tr>
<tr>
<td>Control</td>
<td>13.8 (0.55)</td>
<td>8.2 (0.39)</td>
<td>1.2 (0.16)</td>
<td>0.8 (0.15)</td>
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<td>1.1 (0.16)</td>
<td>0.6 (0.11)</td>
</tr>
<tr>
<td>Very Streamlined Approach</td>
<td>14.3 (0.52)</td>
<td>7.3 (0.39)</td>
<td>1.1 (0.16)</td>
<td>0.6 (0.10)</td>
</tr>
<tr>
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<td>1.7 (0.22)</td>
<td>0.5 (0.06)</td>
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<tr>
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<td>1.4 (0.17)</td>
<td>0.6 (0.10)</td>
</tr>
<tr>
<td>Modified Hisp. Examples &amp; Removal of Term “Negro”</td>
<td>14.5 (0.54)</td>
<td>8.4 (0.40)</td>
<td>1.7 (0.20)</td>
<td>0.7 (0.12)</td>
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<tr>
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<td>7.5 (0.36)</td>
<td>1.3 (0.14)</td>
<td>0.6 (0.10)</td>
</tr>
</tbody>
</table>
Hispanic Findings

• Multiple Hispanic reporting consistent regardless of instruction to “Mark one or more”
## Hispanic Findings

### Table 2, Hispanic Origin Weighted Distributions

<table>
<thead>
<tr>
<th>Panel</th>
<th>Hispanic, Latino, or Spanish</th>
<th>Mexican, Mexican Am., Chicano</th>
<th>Puerto Rican</th>
<th>Cuban</th>
<th>Other Specific</th>
<th>General</th>
<th>Mixed Hispanic and Non-Hispanic</th>
<th>Not Hispanic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Control</td>
<td>13.8 (0.55)</td>
<td>8.2 (0.39)</td>
<td>1.2 (0.16)</td>
<td>0.8 (0.15)</td>
<td>2.3 (0.20)</td>
<td>0.4 (0.08)</td>
<td>0.4 (0.08)</td>
<td>81.0 (0.59)</td>
</tr>
<tr>
<td>Detailed Approach</td>
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<td>7.8 (0.37)</td>
<td>1.6 (0.19)</td>
<td>0.5 (0.07)</td>
<td>2.6 (0.20)</td>
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<td>0.6 (0.11)</td>
<td>2.7 (0.22)</td>
<td>1.2 (0.14)</td>
<td>2.0 (0.21)</td>
<td>85.1 (0.54)</td>
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<tr>
<td>Very Streamlined Approach</td>
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<td>7.3 (0.39)</td>
<td>1.1 (0.16)</td>
<td>0.6 (0.10)</td>
<td>2.3 (0.21)</td>
<td>1.4 (0.15)</td>
<td>1.5 (0.15)</td>
<td>85.1 (0.53)</td>
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<tr>
<td>Alternative Control</td>
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<td>7.4 (0.36)</td>
<td>1.7 (0.22)</td>
<td>0.5 (0.06)</td>
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<td>Multiple Hisp. Reporting</td>
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<td>7.5 (0.36)</td>
<td>1.3 (0.14)</td>
<td>0.6 (0.10)</td>
<td>2.5 (0.21)</td>
<td>0.4 (0.10)</td>
<td>0.5 (0.08)</td>
<td>80.8 (0.57)</td>
</tr>
</tbody>
</table>
Hispanic Findings

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

### Table 2. Hispanic Origin Weighted Distributions

<table>
<thead>
<tr>
<th>Panel</th>
<th>Hispanic, Latino, or Spanish</th>
<th>Mexican American</th>
<th>Chicano</th>
<th>Puerto Rican</th>
<th>Cuban</th>
<th>Other Specific</th>
<th>General Write-In Only</th>
<th>Checkbox Only</th>
<th>Multiple Hispanic</th>
<th>Mixed Hispanic and Non-Hispanic</th>
<th>Not Hispanic</th>
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<tbody>
<tr>
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<td>13.8 (0.55)</td>
<td>8.2 (0.39)</td>
<td>1.2 (0.16)</td>
<td>0.8 (0.15)</td>
<td>2.3 (0.20)</td>
<td>0.4 (0.08)</td>
<td>0.4 (0.08)</td>
<td>0.5 (0.11)</td>
<td>0.2 (0.05)</td>
<td>81.0 (0.59)</td>
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</tr>
<tr>
<td>Detailed Approach</td>
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<td>7.8 (0.37)</td>
<td>1.6 (0.19)</td>
<td>0.5 (0.07)</td>
<td>2.6 (0.20)</td>
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<td>0.2 (NA)</td>
<td>84.7 (0.53)</td>
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</tr>
<tr>
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<td>1.1 (0.16)</td>
<td>0.6 (0.11)</td>
<td>2.7 (0.22)</td>
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<td>0.2 (NA)</td>
<td>85.1 (0.54)</td>
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<tr>
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<td>7.3 (0.39)</td>
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<td>0.6 (0.10)</td>
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<td>0.2 (NA)</td>
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<tr>
<td>Alternative Control</td>
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<td>7.4 (0.36)</td>
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<td>0.5 (0.06)</td>
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<td>0.2 (0.02)</td>
<td>0.2 (NA)</td>
<td>85.0 (0.51)</td>
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<tr>
<td>Modified Race Examples</td>
<td>13.8 (0.53)</td>
<td>8.0 (0.39)</td>
<td>1.4 (0.17)</td>
<td>0.6 (0.10)</td>
<td>2.7 (0.25)</td>
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<td>80.6 (0.63)</td>
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<tr>
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<td>14.5 (0.54)</td>
<td>8.4 (0.40)</td>
<td>1.7 (0.20)</td>
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<tr>
<td>Multiple Hisp. Reporting</td>
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<td>7.5 (0.36)</td>
<td>1.3 (0.14)</td>
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<td>0.6 (0.11)</td>
<td>0.3 (0.06)</td>
<td>80.8 (0.57)</td>
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</tr>
</tbody>
</table>
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

<table>
<thead>
<tr>
<th></th>
<th>White (0.23)</th>
<th>Black/African American (0.70)</th>
<th>Hispanic, Latino, or Spanish (0.82)</th>
<th>American Indian &amp; Alaska Native (6.81)</th>
<th>Asian (0.57)</th>
<th>Native Hawaiian &amp; Pacific Islander (4.75)</th>
<th>Some Other Race (6.67)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Control</td>
<td>1.4</td>
<td>5.1</td>
<td>93.8</td>
<td>54.1</td>
<td>98.0</td>
<td>81.5</td>
<td>80.0</td>
</tr>
<tr>
<td>Detailed Approach</td>
<td><strong>48.3 (1.03)</strong></td>
<td><strong>76.8 (1.34)</strong></td>
<td>88.9</td>
<td>70.3</td>
<td>96.6</td>
<td>85.8</td>
<td>92.7</td>
</tr>
<tr>
<td>Streamlined Approach</td>
<td>50.4 (1.13)</td>
<td>76.6 (1.59)</td>
<td>77.7</td>
<td>64.5</td>
<td>94.5</td>
<td>81.9</td>
<td>95.9</td>
</tr>
<tr>
<td>Very Streamlined Approach</td>
<td>29.4 (1.00)</td>
<td>87.6 (1.27)</td>
<td>80.0</td>
<td>60.3</td>
<td>92.6</td>
<td>48.1</td>
<td>74.5</td>
</tr>
<tr>
<td>Alternative Control</td>
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<td>2.9 (0.50)</td>
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<td>73.3</td>
<td>97.4</td>
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<td>4.0 (0.55)</td>
<td>93.8</td>
<td>66.6</td>
<td>98.5</td>
<td>76.6</td>
<td>86.2</td>
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<tr>
<td>Modified Hisp. Examples &amp; Removal of Term “Negro”</td>
<td>1.7 (0.23)</td>
<td>3.4 (0.35)</td>
<td>94.0 (0.72)</td>
<td>63.4 (7.68)</td>
<td>97.2 (1.21)</td>
<td>67.4 (13.36)</td>
<td>83.5 (6.26)</td>
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<tr>
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<td>97.4 (0.70)</td>
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<td>75.0 (7.65)</td>
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</table>
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**

<table>
<thead>
<tr>
<th></th>
<th>White</th>
<th>Black/African American</th>
<th>Hispanic, Latino, or Spanish</th>
<th>American Indian &amp; Alaska Native</th>
<th>Asian</th>
<th>Native Hawaiian &amp; Pacific Islander</th>
<th>Some Other Race</th>
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</thead>
<tbody>
<tr>
<td>Control</td>
<td>1.4 (0.23)</td>
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<tr>
<td>Detailed Approach</td>
<td>48.3 (1.03)</td>
<td>76.8 (1.34)</td>
<td>88.9 (1.02)</td>
<td>70.3 (4.93)</td>
<td>96.6 (1.38)</td>
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<td>92.7 (6.07)</td>
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<td>95.9 (1.84)</td>
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<td>83.7 (5.93)</td>
<td>75.0 (7.65)</td>
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</table>
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

<table>
<thead>
<tr>
<th></th>
<th>White</th>
<th>Black/African American</th>
<th>Hispanic, Latino, or Spanish</th>
<th>American Indian &amp; Alaska Native</th>
<th>Asian</th>
<th>Native Hawaiian &amp; Pacific Islander</th>
<th>Some Other Race</th>
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<td>5.1</td>
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<td>97.4</td>
<td>83.7</td>
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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
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 $\square$ 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