

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

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U.S. CENSUS BUREAU

Overview of Presentation Topics

- Goals and Research Strategies
- Methodology
- Major Findings
- Recommendations
- What Has Happened?
- Current and Future Research Ideas

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 Rican
- 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 of enrolled or principal tribe, for 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(s)*

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

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

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

Experimental Questionnaire Panels

Separate Questions

→ NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.

8. Is Person 1 of Hispanic, Latino, or Spanish origin?

- No, not of Hispanic, Latino, or Spanish origin
- Yes, Mexican, Mexican Am., Chicano
- Yes, Puerto Rican
- Yes, Cuban
- Yes, another Hispanic, Latino, or Spanish origin — *Print origin, for example, Argentinean, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on.* ↴

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

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

- | | | |
|---|--|--|
| <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

→ 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.

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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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.

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
- Measure estimated reliability and accuracy

Reinterview Findings

- 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.*

What Has Happened Since the AQE Release?

- National Press Conference on 2010 AQE results
- Conducted media interviews
- Developed blog on research and results
- Discussed research with OMB, key federal statistical agencies, and external stakeholders
- Discussed research with academics/scholars with professional sociological/demographic associations

Overview of New Census Bureau Priority Research Projects

- 1) Analyzing race reporting among Hispanics in a combined question approach
- 2) Improving the reporting of detailed race and Hispanic groups in a combined question approach
- 3) Enhancements to the two separate questions approach

Overview of New Census Bureau Priority Research Projects

RESEARCH PROJECT 1

- Analysis of race reporting among Hispanics in a combined question approach

Analysis of Race Reporting Among Hispanics

- About 80 percent of Hispanic respondents in combined question panels did not identify with any other groups
- Hispanics reporting as White was significantly lower in the combined questions
- Reinterview results indicate that the combined format presents a more accurate distribution of the White Hispanic population

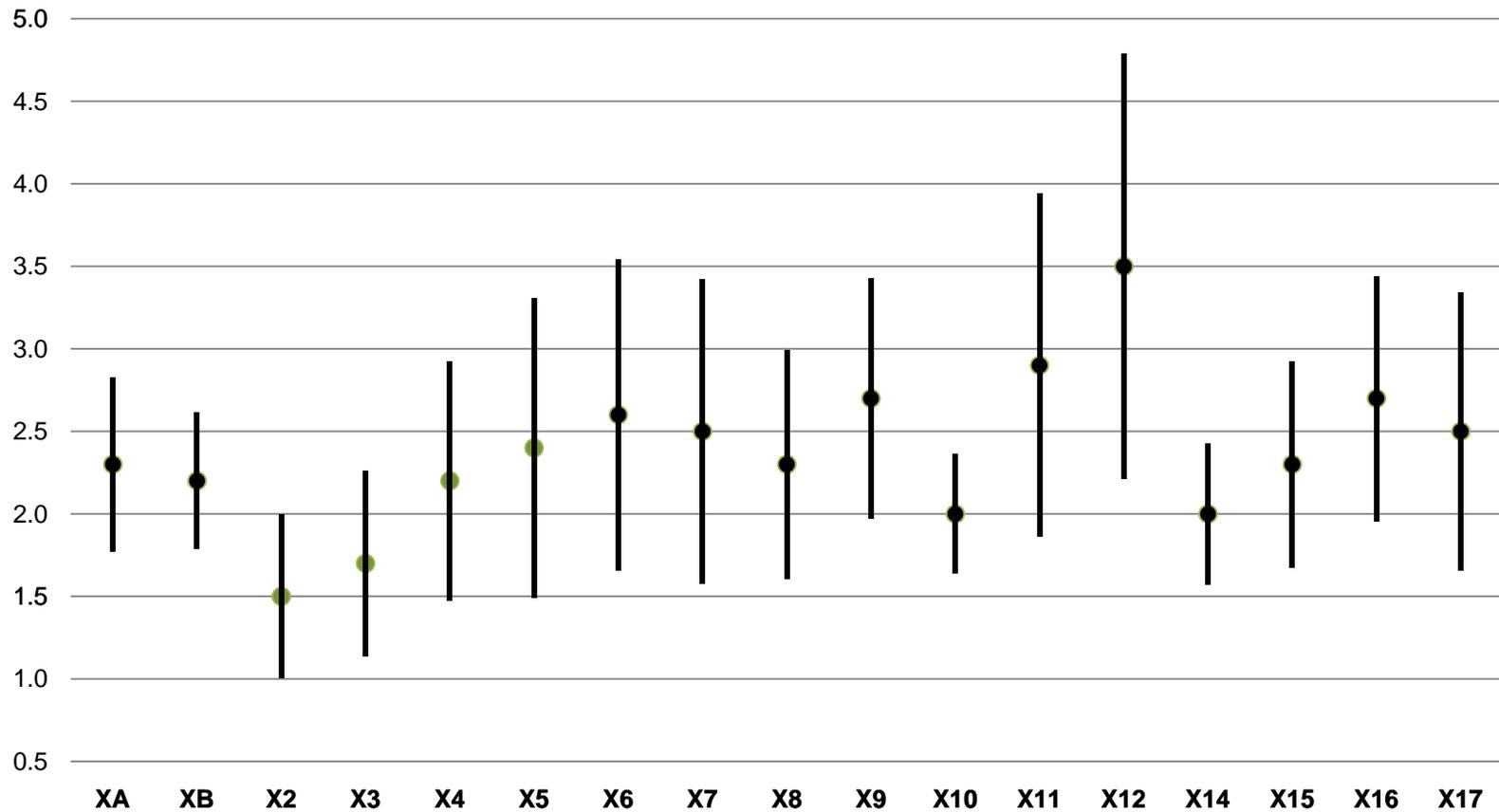
Analysis of Race Reporting Among Hispanics

- Hispanics reporting as Some Other Race was significantly lower in the combined questions
- Hispanics reporting as American Indian or Alaska Native, Asian, or Pacific Islander was low but varied somewhat between panels

Analysis of Race Reporting Among Hispanics

- No statistical difference in Hispanics reporting as Black between any of the combined or separate questions

No Differences by Panel for Black Responses from Hispanics



Overview of New Census Bureau Priority Research Projects

RESEARCH PROJECT 2

- Improving the reporting of detailed race and Hispanic groups in a combined question approach

Overview of New Census Bureau Priority Research Projects

RESEARCH PROJECT 3

- Enhancements to the two separate questions approach

Next Steps

- Project plans will be shared as the new priority research projects are developed
- Discussions will be held on the approaches to the new priority research projects, especially experimental question design
- Results from recent research/analysis will be shared as they become available for discussion

For More Information

www.2010.census.gov/news/press-kits/aqe/aqe.html