



A CAMPAIGN OF **NALEO**
Educational Fund

Invest Now in a Cost-Effective and Modern 2020 Census

If the Census Bureau is adequately funded, it will carry out a modern 2020 Census that is different than any other Census in our nation's history. Innovative approaches using new technology and streamlined operations may save more than \$5 billion on what the full cost of the decennial Census would otherwise be. However, the Census will not be able to implement these approaches unless it has the necessary resources to test and fine-tune the innovations in Fiscal Year 2017.

THE PROPOSED DIFFERENCES BETWEEN DECENNIAL CENSUSES INCLUDE:

2010

Information gathered on paper forms, and through phone and face-to-face contact.

Staff walked every Census geographic block to update addresses for the master list used for mailings and by canvassers.

Census staff called households that did not return paper forms, and may have visited them multiple times.

Field operations consisted of 12 regional offices, 494 area offices, and more than 515,000 Census takers.

Respondents were asked about race and Hispanic origin in separate questions; there was also no separate response for people who identify as being of Middle Eastern or North African origin.

2020

Information gathered primarily through self-response on the Internet.

Census staff will use tools including imagery review and new mapping programs to improve the master address list; only a small number of addresses will be visited and confirmed in-person.

Census staff may import information from administrative records maintained by other government agencies and third-party sources to update the master list, and to minimize the follow-up with non-responders.

Smaller temporary workforce and fewer offices needed because canvassing and non-response follow-up will be replaced by more centralized computerized procedures.

Race and Hispanic origin may be merged into one question, with a potential response added for people who identify as being of Middle Eastern or North African origin.

The Future of the Race and Ethnicity Question

A complete, accurate, and detailed count of Latinos is critical for the strength of the nation's democracy and economy. But the Census Bureau has long been losing data on Latinos. Federal agencies historically collect information about race (such as White, African American, Native American, or Native Hawaiian/Pacific Islander) separate from information about Hispanic origin (Latino or non-Latino). Many Latinos, however, consider "Latino" to be their race, and do not identify with the main choices offered in the Census question on race. Therefore, these Latinos generally respond by choosing "Some other race" on the questionnaire.

In 2010, when the decennial Census was last taken:

About 30% of Latinos checked "Some other race."

In addition, about one in eight Latino respondents did not respond at all to the question on the survey about their race.

About half of Latinos self-identified as white, even though relatively few would call themselves white in any other context.

The Census Bureau wants to improve the quality and accuracy of the data it collects about Americans' race and ethnicity. In 2010 it commenced the largest research effort in its history, the Alternative Questionnaire Experiment (AQE), and it is continuing other efforts to design and test variants on questions about origin and identity. The Bureau depends upon adequate funding to bring this research to a successful conclusion, and settle upon the best possible means of collecting comprehensive and detailed information about our nation's rapidly-growing and changing population.

NALEO Educational Fund is closely monitoring the Bureau's testing of different variants of the questions about Hispanic origin and race, including a combined question format. We believe that any format adopted must:

Enable the Census Bureau to maintain or improve upon historical Latino response rates and the accuracy of the data collected. This includes maintaining and hopefully enhancing the quality of data about the Latino community's specific national origin and sub-groups.

At the minimum, continue to yield, data about residents' racial and ethnic identities that are compatible with and comparable to data collected during the 2010 and previous decennial Censuses.

One Proposed Format for Combined Question on Race and Hispanic Origin

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).