

The Census Bureau plans to conduct additional research under the generic clearance for questionnaire pretesting research (OMB number 0607-0725). The objective of this research is to conduct cognitive testing of experimental Hispanic origin and race questions that will be field tested during the 2010 Census. These experimental questions are part of the Census Program Evaluations and Experiments (CPEX) program for the 2010 Census.

Five forms will be cognitively tested. Each allows respondents to mark multiple Hispanic origin and race categories in different ways. A copy of these forms is attached. They differ as follows:

- Form B2a in the attachment includes specific countries of origin for Hispanic, Asian, and Native Hawaiian and Pacific Islander, and a check box and write-in boxes for each of the other races. The White, Black, other Hispanic, American Indian or Alaska Native, Other Asian, and Other Pacific Islander boxes contain detailed examples;
- Form B2b in the attachment includes a check box and write-in boxes for each race/Hispanic origin categories. Examples are included for all major groups;
- Form B2c in the attachment includes check boxes for each major group, followed by a single set of write-in boxes for all respondents to enter their specific race, origin or enrolled or principal tribe. A brief set of example categories are included;
- Form B2d in the attachment includes specific countries of origin for Hispanic, Asian, and Native Hawaiian and Pacific Islander ethnicities, and write-in boxes for Other Hispanic, American Indian or Alaska Native, Other Asian, Other Pacific Islander, and Other race. Examples are included for Other Hispanic, Other Asian, and Other Pacific Islander; and
- Form B1b+B1c+B1d in the attachment includes Hispanic origin and race as separate questions with write-in boxes for Other Hispanic, American Indian or Alaska Native, Other Asian, Other Pacific Islander, and Some other race. Examples are included for Other Hispanic origin, American Indian or Alaska Native, Other Asian, Other Pacific Islander.

Between October 2008 and February 2009, staff from the Statistical Research Division (SRD) in collaboration with a contractor will conduct a maximum of 60 interviews among English-speaking respondents and 18 among Spanish-speaking respondents. The English-speaking respondents will reflect diverse racial/ethnic backgrounds (Whites, Blacks, Hispanics, American Indian/Alaska Natives, and Asian/Native Hawaiian/Pacific Islanders). To the maximum extent possible, within these specific criteria we will attempt to interview respondents of varying ages, genders and educational levels.

We will use a multi-pronged strategy to recruit the respondents needed from each racial/ethnic group, such as posting ads in free local newspapers, contacting local associations, and working with a contractor. Respondents will be screened so that the required number of respondents from each group is interviewed.

Interviews will be conducted using the retrospective think-aloud method. Each respondent will complete one version of the experimental questions, and will be shown the four other versions for comparison at the end of the interview. For each respondent, the cognitive test will use paper-and-pencil mockups of 5 versions of the Hispanic origin/race questions, but the order of the forms will vary.

The interviews will be conducted in the Washington DC metropolitan area in Chicago, IL. The interviews will be conducted at the Census Bureau's cognitive laboratory (Washington interviews only), offices of community associations, and locations convenient to respondents.

Cognitive interviews will be tape-recorded, with the participants' permission, to facilitate summary of the results. All participants will be informed that their response is voluntary and that the information they provide is confidential. Respondents will receive \$40 for their participation.

The estimated time for completion of each of the cognitive interviews is an hour. Thus, the estimated burden for this research is 78 hours.

The contact person for questions regarding data collection and study design is:

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