

# The Use of Moderated and Unmoderated Cognitive Testing to Evaluate Revised Race & Ethnicity Questions by Proxy Reporting in Establishment Surveys

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# About the Annual Business Survey (ABS)

- Conducted jointly by the U.S. Census Bureau and the National Center for Science and Engineering Statistics (NCSES) within the National Science Foundation (NSF)
- Measures research and development (for microbusinesses), new business topics such as innovation and technology, as well as other business characteristics
- Provides information on selected economic and demographic characteristics for businesses and business owners
- Owner Characteristics section collects data for up to four owners with 10 or more percent ownership in the business
- Response to ABS, including to the demographic questions, is by proxy, self-reporter/owner, or owner/proxy

## Demographics Collected in Owner Characteristics Section

Sex

Ethnicity

Race

Veteran Status

Level of Education

Age

Citizenship Status

Disability Status

# Current Ethnicity and Race Questions on ABS

## B.1.2 Ethnicity

Is *Owner 1* of Hispanic, Latino, or Spanish origin?

- No**, not of Hispanic, Latino, or Spanish origin
- Yes, Mexican, Mexican American, Chicano
- Yes, Puerto Rican
- Yes, Cuban
- Yes, another Hispanic, Latino, or Spanish origin – *Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.* ↴

## B.1.3 Race

What is *Owner 1*'s race? **Select all that apply.**  
(For this survey, Hispanic origins are not races.)

- White – *Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.* ↴

- Black or African Am. – *Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.* ↴

- American Indian or Alaska Native – *Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc.* ↴

- Chinese
- Vietnamese
- Native Hawaiian
- Filipino
- Korean
- Samoan
- Asian Indian
- Japanese
- Chamorro

- Other Asian – *Print, for example, Pakistani, Cambodian, Hmong, etc.* ↴

- Other Pacific Islander – *Print, for example, Tongan, Fijian, Marshallese, etc.* ↴

# Race/Ethnicity (R/E) Questions Tested

## Minimum Version

What is Owner X's race or ethnicity?  
Select all that apply.

- White
- Hispanic or Latino
- Black or African American
- Asian
- American Indian or Alaska Native
- Middle Eastern or North African
- Native Hawaiian or Pacific Islander

## Detailed Version

### What is Owner X's race or ethnicity?

Select all that apply **AND** enter additional details in the spaces below.  
Note, you may report more than one group.

**WHITE** - Provide details below.

<input type="checkbox"/> German	<input type="checkbox"/> Irish	<input type="checkbox"/> English
<input type="checkbox"/> Italian	<input type="checkbox"/> Polish	<input type="checkbox"/> French

Enter, for example, Scottish, Norwegian, Dutch, etc.

**HISPANIC OR LATINO** - Provide details below.

<input type="checkbox"/> Mexican or Mexican American	<input type="checkbox"/> Puerto Rican	<input type="checkbox"/> Cuban
<input type="checkbox"/> Salvadoran	<input type="checkbox"/> Dominican	<input type="checkbox"/> Colombian

Enter, for example, Guatemalan, Spaniard, Ecuadorian, etc.

**BLACK OR AFRICAN AMERICAN** - Provide details below.

<input type="checkbox"/> African American	<input type="checkbox"/> Jamaican	<input type="checkbox"/> Haitian
<input type="checkbox"/> Nigerian	<input type="checkbox"/> Ethiopian	<input type="checkbox"/> Somali

Enter, for example, Ghanaian, South African, Barbadian, etc.

**ASIAN** - Provide details below.

<input type="checkbox"/> Chinese	<input type="checkbox"/> Filipino	<input type="checkbox"/> Asian Indian
<input type="checkbox"/> Vietnamese	<input type="checkbox"/> Korean	<input type="checkbox"/> Japanese

Enter, for example, Pakistani, Cambodian, Hmong, etc.

**AMERICAN INDIAN OR ALASKA NATIVE** - Enter, for example, Navajo Nation, Blackj Mayan, Aztec, Native Village of Barrow Inupiat Tribal Government, Tlingit, etc.

**MIDDLE EASTERN OR NORTH AFRICAN** - Provide details below.

<input type="checkbox"/> Lebanese	<input type="checkbox"/> Iranian	<input type="checkbox"/> Egyptian
<input type="checkbox"/> Syrian	<input type="checkbox"/> Moroccan	<input type="checkbox"/> Israeli

Enter, for example, Algerian, Iraqi, Kurdish, etc.

**NATIVE HAWAIIAN OR PACIFIC ISLANDER** - Provide details below.

<input type="checkbox"/> Native Hawaiian	<input type="checkbox"/> Samoan	<input type="checkbox"/> Chamorro
<input type="checkbox"/> Tongan	<input type="checkbox"/> Fijian	<input type="checkbox"/> Marshallese

Enter, for example, Palouan, Tahitian, Chuukese, etc.

# Research Objectives

- Document how respondents **comprehend** the proposed detailed and minimum version of the revised R/E question
- Identify respondents' **use of records or other response strategies** for answering the detailed and minimum versions of the revised R/E question
- Assess respondents' **ability to answer** the detailed and minimum versions of the revised R/E question
- Identify **difficulties in completing** the detailed and minimum versions of the revised R/E question
- Identify the **prevalence of proxy reporting** within the business establishment **and its effect on responding** to the revised R/E question

# Cognitive Testing Methodology

- Moderated and Unmoderated Testing Conducted in May 2023

	Moderated	Unmoderated
Proxy	16	64
Self-Reporter/ Owner	16	50
Owner/Proxy	13	43
<b>Total</b>	<b>45</b>	<b>157</b>

# Respondents Understood the Proposed Questions

- Overall, respondents understood the proposed questions
- Some respondents noticed the “Select all that apply” instructions
- For the Minimum version, respondents expressed familiarity with the response categories
  - Some respondents pointed out that they had not seen “Middle Eastern or North African” as a response category on previous surveys
- For the Detailed version, respondents expressed familiarity with most of the response categories and subcategories
  - Some respondents expressed a lack of familiarity with subcategories such as Chamorro or Marshallese
  - Many respondents wondered if this item was asking about national origin or genetic ancestry

# Availability of Race or Ethnicity Data in Records

Does this business have records containing information about the race or ethnicity of the owner(s)?

	Moderated	Unmoderated
Yes	14	52
No	30	72
Don't Know	--	31
No response	1	2
Total	45	157

- For respondents indicating that the business has R/E data in records, the information in their files is not as detailed as what is being requested in the Detailed question tested



# Can ABS Respondents Answer the Proposed R/E Questions?

- Owners (self-reporters) could answer the Minimum and Detailed versions of the R/E questions
- For owner/proxy respondents, in which an owner was responding to the R/E questions on behalf of other owner(s):
  - Respondents could usually answer the Minimum R/E question
  - Respondents could sometimes answer the Detailed R/E question
- Proxy respondents' ability to answer proposed R/E questions can depend on records but more so on their personal/professional relationship with the owner(s)
  - Expressed more confidence in responding to the Minimum R/E question

# Overall Preference for the Minimum or Detailed Version of the R/E Question

	Moderated	Unmoderated
Minimum	23	58
Detailed	15	29
No preference	7	51
Missing	---	19
Total	<b>45</b>	<b>157</b>

# Other Findings

- Using “and/or” in the question wording
- Order of arrangement of response categories
- Response options for Don’t know and Declined to answer
- Perceived sensitivity in collecting and/or reporting
- Race/Ethnicity Topics
  - MENA
  - Iranian
  - Hispanic/Latino
  - Afro-Caribbean
  - Southeast Asian
- What is being requested – culture, national origin, ancestry, color of skin, etc.? And why?

# Questions?

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