X'ING THE STATUS QUO:

Inclusive Demographic Questions for Tomorrow's America

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MEET THE SPEAKER

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Senior Research Manager

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Are we **serving** our respondents with the demographic questions we ask today?

METHODOLOGY

10

Race & ethnicity question formats tested

4,892

U.S. respondents

- Asian
- Black/African American
- Hispanic/Latino
- White/Caucasian
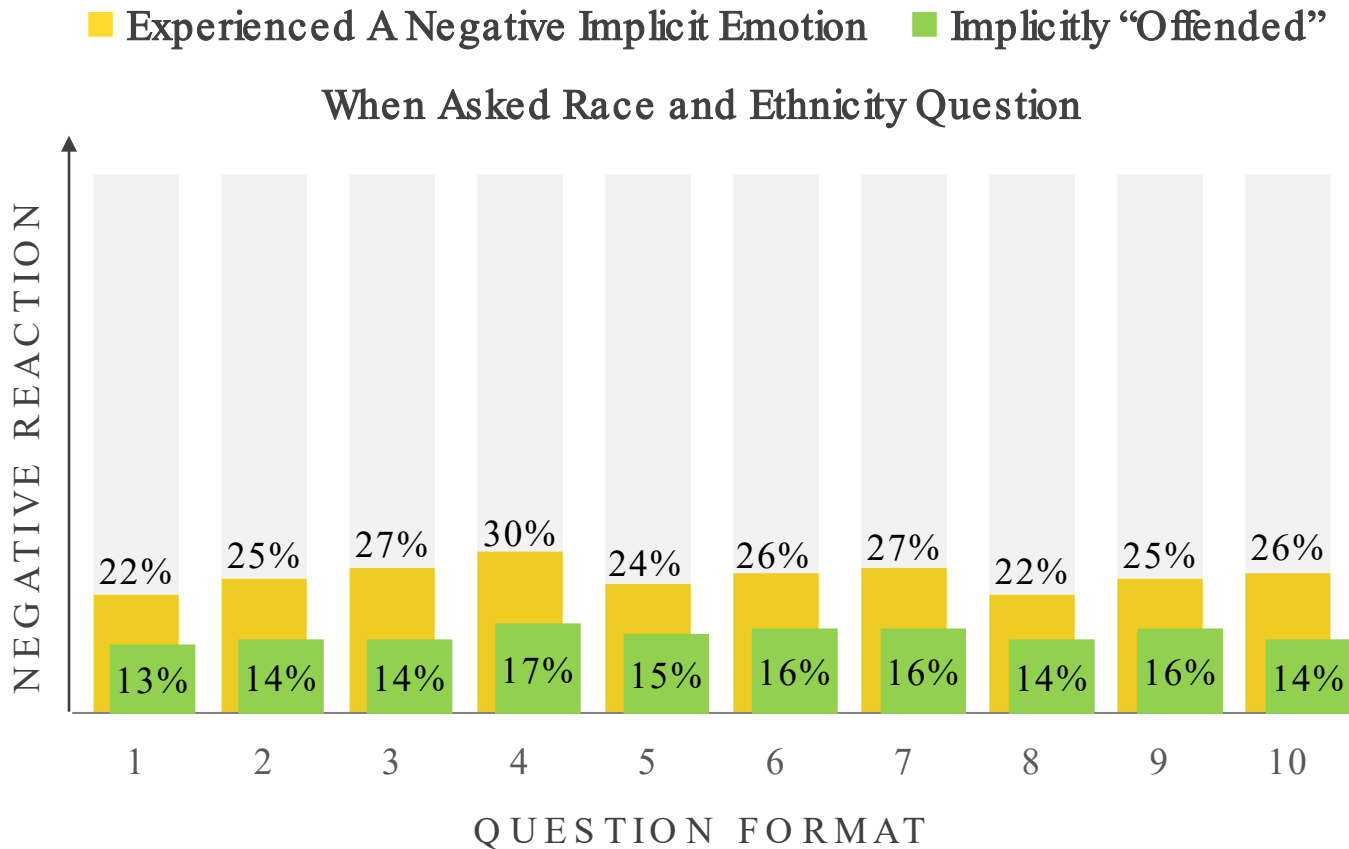- Multiple Races or Another Race/Ethnicity*

Balanced Sample

Across race and across each question type by race, gender, age, income and U.S. region

2

Questionnaire languages (English and Spanish)

*Includes those represented under panel tags such as Indigenous/Native Americans, Alaska Native, Pacific Islander, and Other as well as those who identify with multiple races for the panels that allowed for multi-select.

1 in 4 feel upset by race and ethnicity questions and 1 in 7 feel "offended"

■ Experienced A Negative Implicit Emotion   **■ Implicitly "Offended"**

When Asked Race and Ethnicity Question

NEGATIVE REACTION

| Question Format	1	2	3	4	5	6	7	8	9	10
Experienced A Negative Implicit Emotion	22%	25%	27%	30%	24%	26%	27%	22%	25%	26%
Implicitly "Offended"	13%	14%	14%	17%	15%	16%	16%	14%	16%	14%

QUESTION FORMAT

Respondents who are "offended" are more likely to be:

- Black/African American
- Multiple Races or Another Race/Ethnicity*
- Younger
- Take fewer surveys

"It makes me feel uncomfortable, what I want to answer is the human race, because we are all one. *America has been focused on race since its inception and been used to make groups labeled as inferior.*"

*Includes those represented under panel tags such as Indigenous/Native Americans, Alaska Native, Pacific Islander, and Other as well as those who identify with multiple races for the panels that allowed for multi-select.

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Negative feelings are prevalent when being asked the question, especially for those identifying as multiple races or another race*
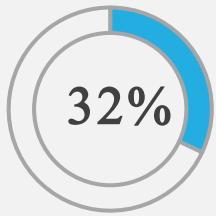
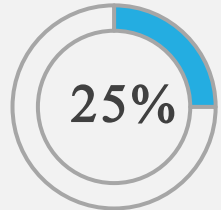**32%** Describe **negative reactions** across all question formats

25% Describe **consistent negative experiences** with race and ethnicity questions while taking surveys

12% Find the question **offensive or uncomfortable**, believing race and ethnicity questions **should not be asked**

Makes me suspicious for why the question is being asked

Makes me question the company asking it

Doesn't allow me to fully describe myself

"Does it really matter about my ethnic background or race? *What part will that play in the survey I'm taking?* And sometimes when I do answer the question I immediately get kicked out of the survey. I find that a bit racist…"
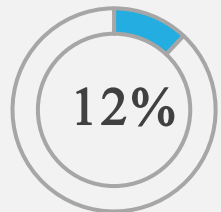
"Surveys should *give the option to skip the race question*… I do not speak for all [race] and don't want my view to be representative of all [race]. Also, if the survey can *explain why they are asking the question*… that would be great."

*Includes those represented under panel tags such as Indigenous/Native Americans, Alaska Native, Pacific Islander, and Other as well as those who identify with multiple races for the panels that allowed for multi-select.

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HubUX users verified that these questions, especially when poorly worded, negatively impact their research experience and brand perception
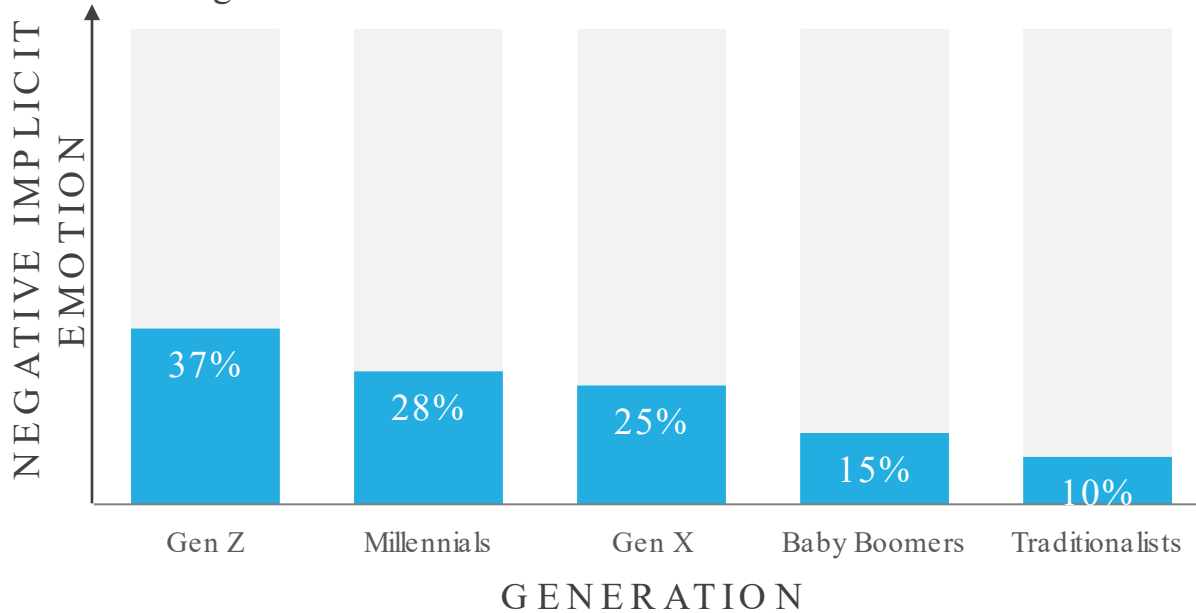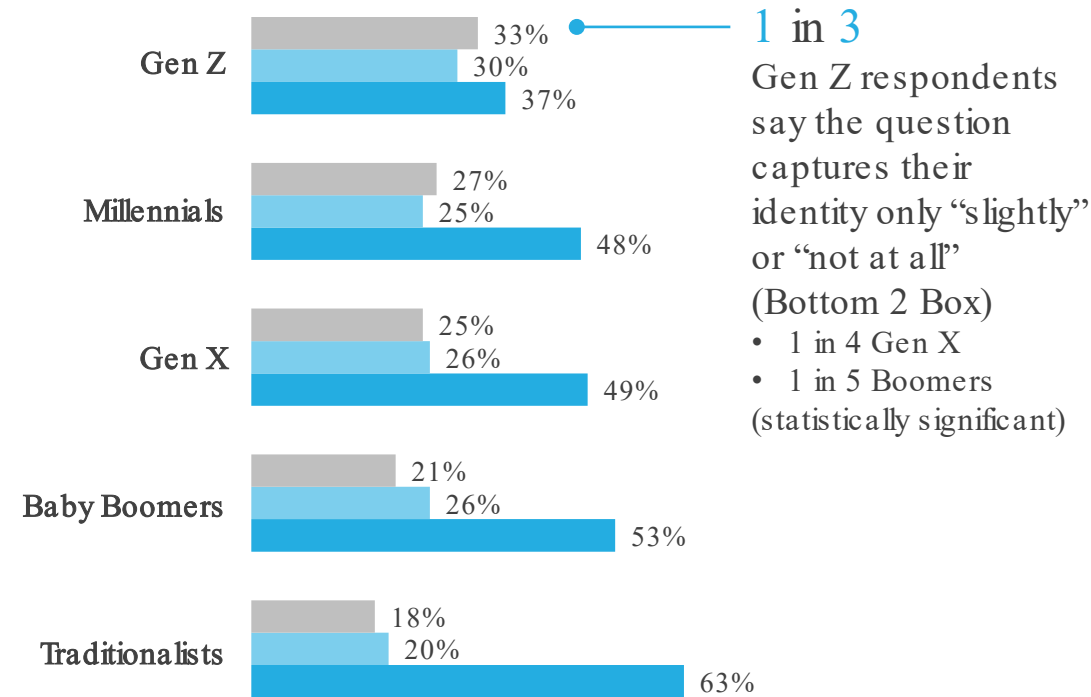
Younger generations are more likely to react negatively, and less likely to feel their full identity is captured, when asked race and ethnicity questions compared to older generations

Significantly more Gen Z respondents are **confused** (27%), **frustrated** (24%), and **offended** (20%) compared to those in any other generation.
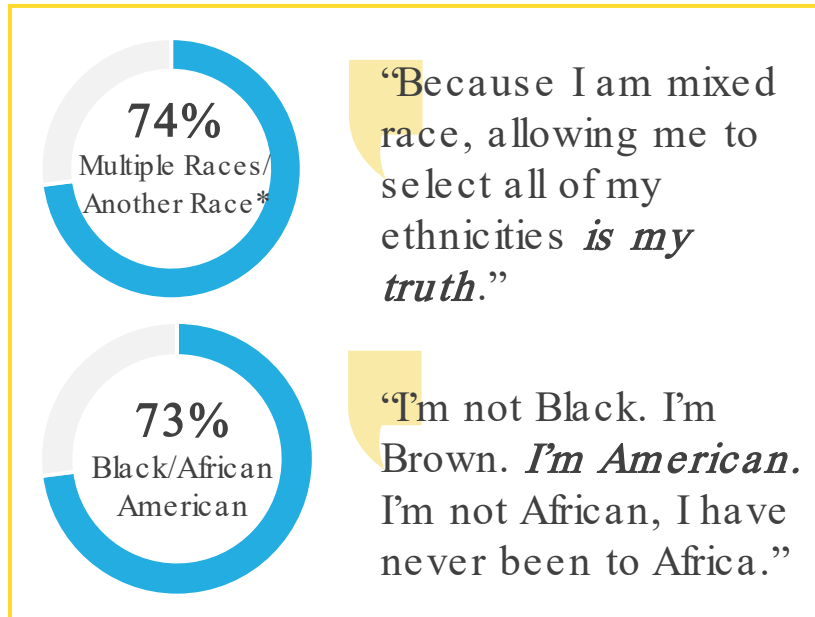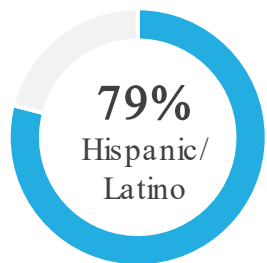
Gen Z and Millennials feel **excluded** (19% and 20%) more than any other generation.

■ Not at all + Slightly ■ Moderately Well ■ Very Well + Extremely Well

Gen Z
- 33%
- 30%
- 37%

Millennials
- 27%
- 25%
- 48%

Gen X
- 25%
- 26%
- 49%

Baby Boomers
- 21%
- 26%
- 53%

Traditionalists
- 18%
- 20%
- 63%

1 in 3 Gen Z respondents say the question captures their identity only "slightly" or "not at all" (Bottom 2 Box)
- 1 in 4 Gen X
- 1 in 5 Boomers (statistically significant)

NEGATIVE IMPLICIT EMOTION

Gen Z	Millennials	Gen X	Baby Boomers	Traditionalists
37%	28%	25%	15%	10%

GENERATION

Black/African American and Multiple Races/Another Ethnicity* respondents are less comfortable answering the question on surveys. Even respondents that are more comfortable have negative reactions when asked for detail
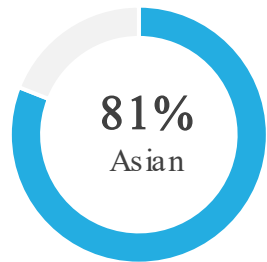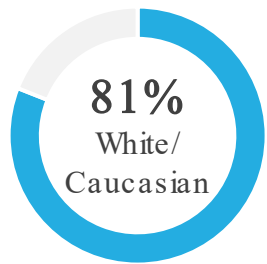
81% White/Caucasian

81% Asian

79% Hispanic/Latino

74% Multiple Races/Another Race*

73% Black/African American

"Because I am mixed race, allowing me to select all of my ethnicities *is my truth*."

"I'm not Black. I'm Brown. *I'm American.* I'm not African, I have never been to Africa."

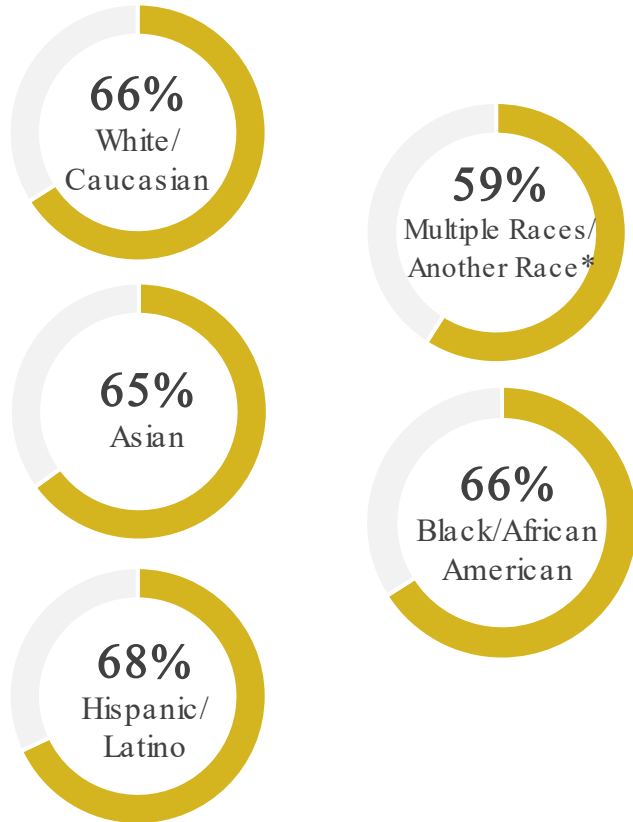"Different subgroups were described and separated, *which made me feel respected and cared for*."

"It is a good way to classify my ethnicity. However, it is a general classification, so *being able to select the exact sub-ethnicity within the general classification would be best*, like Japanese or Korean."

"I felt uncomfortable… because I am NOT part of a minority. *My privilege is totally obvious each time I click that white/Caucasian box*. And I feel almost… guilty? Uncomfortable… And then it makes me angry and sad. Such a simple but loaded question."
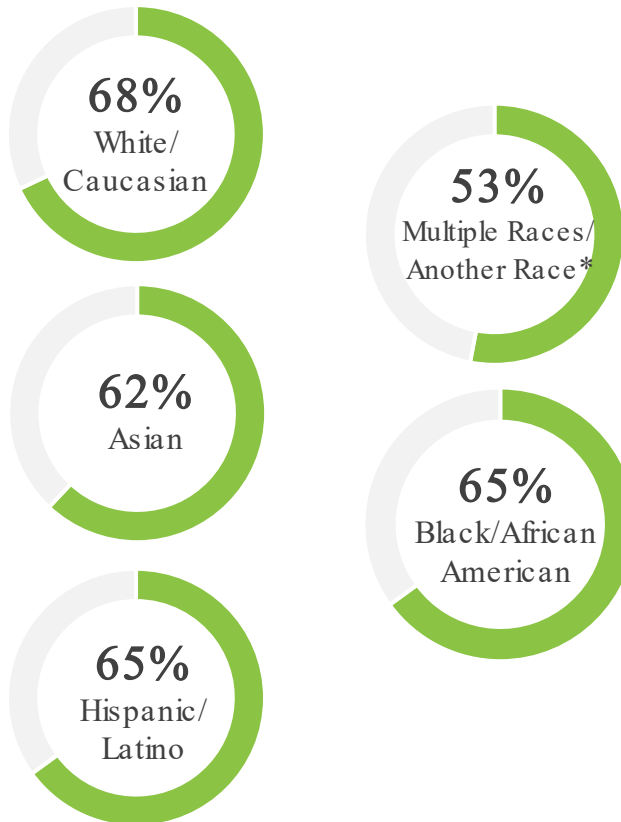
*Includes those represented under panel tags such as Indigenous/Native Americans, Alaska Native, Pacific Islander, and Other as well as those who identify with multiple races for the panels that allowed for multi-select.

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That comfortability drops significantly for all races/ethnicities when surveyed about more sensitive topics

Job Application

66% White/Caucasian

65% Asian

68% Hispanic/Latino

59% Multiple Races/Another Race*

66% Black/African American

Account Registration

68% White/Caucasian

62% Asian

65% Hispanic/Latino

53% Multiple Races/Another Race*

65% Black/African American

Loan Application

61% White/Caucasian

55% Asian

57% Hispanic/Latino

46% Multiple Races/Another Race*

52% Black/African American
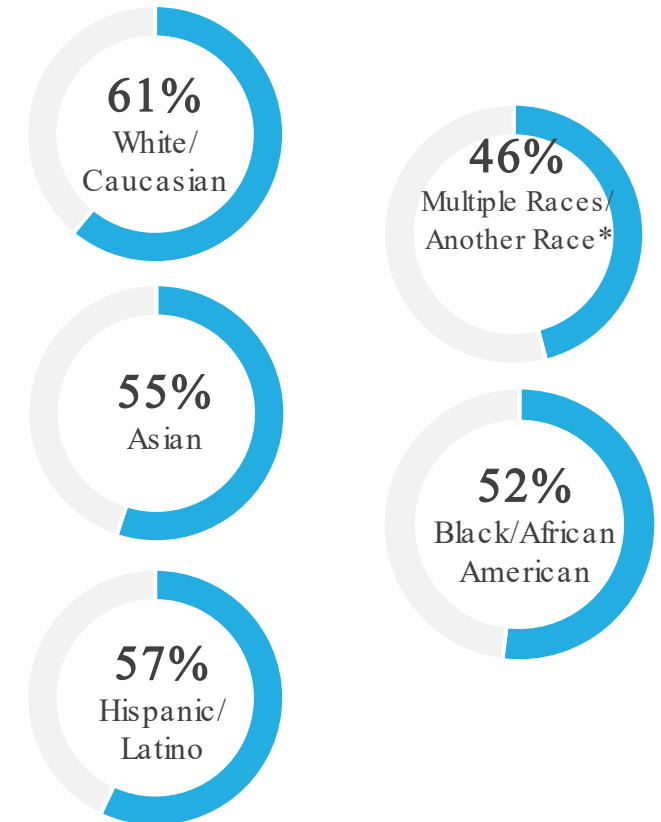
Is the respondent experience still a top priority when conducting survey research?

Our research suggests eliminating the race/ethnicity question when appropriate to prioritize respondent experience

Do we need to ask?

Do we need to know race/ethnicity to **ensure** inclusive and representative sample?
- Yes
- No

Does the source of the sample have **reliable** information on race/ethnicity?
- Yes
- No

Can the source of the sample manage the **quotas**?
- Yes
- No

Do we need to look at specific races/ethnicities in the **results**?
- Yes
- No

Is there a **better way** to set representative quota targets?
- Yes
- No

Modify Current Question

Don't ask

QUESTION FORMATS

Question 1	Simple Census: Hispanic Yes/No with Select All
Question 2	Common Simple Select One
Question 3	Common Simple Select All That Apply
Question 4	Simple Select One (without Specify Other)
Question 5	Descriptive Select All That Apply
Question 6	Shortest List Select All That Apply
Question 7	Full Census: Select One Detailed Hispanic with Descriptive Select All
Question 8	Single Question Census-Like: Descriptive Select All That Apply
Question 9	Open End Response
Question 10	Descriptive Select All with Detailed Asian & Hispanic Follow-up

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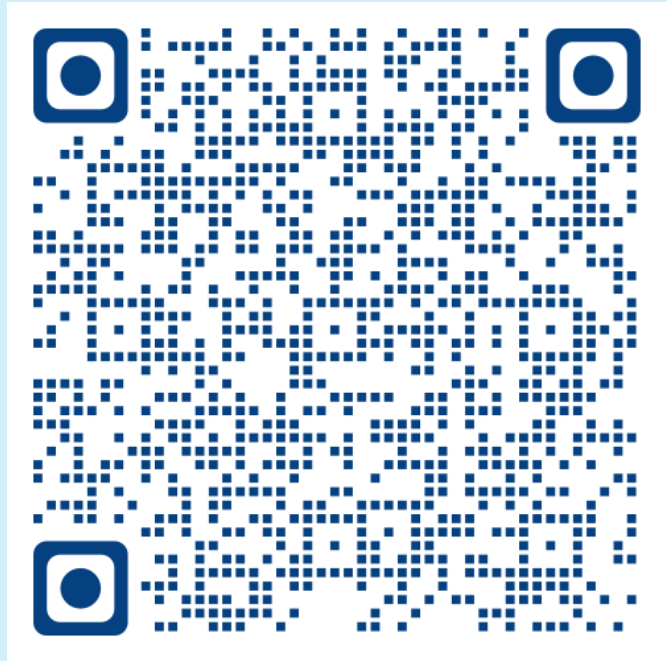
In order to compare the performance of each question format across races, we aggregated 6 measures to develop a composite index score

Positive Implicit Emotion NETs **+** Negative Implicit Emotion NETs **+** Mean Positive Sentiment Scores **+** Mean Negative Sentiment Scores **+** Question Preference Win Rate **+** Mean Identity Score **=** **Composite Index Score**
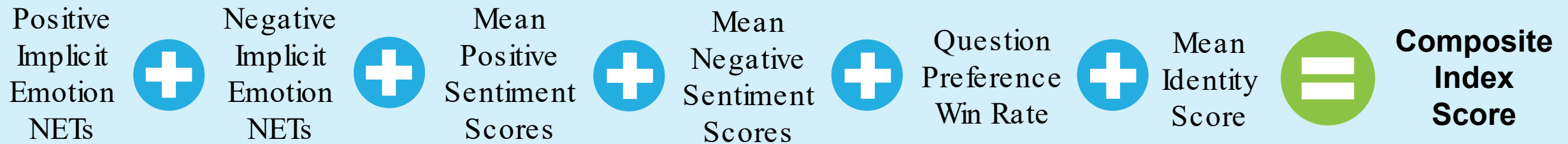
Questions 8, 10 and 5 perform best while Question 4 is least successful in asking race and ethnicity questions

Question Performance Index By Racial Group

| >120 | <80 |

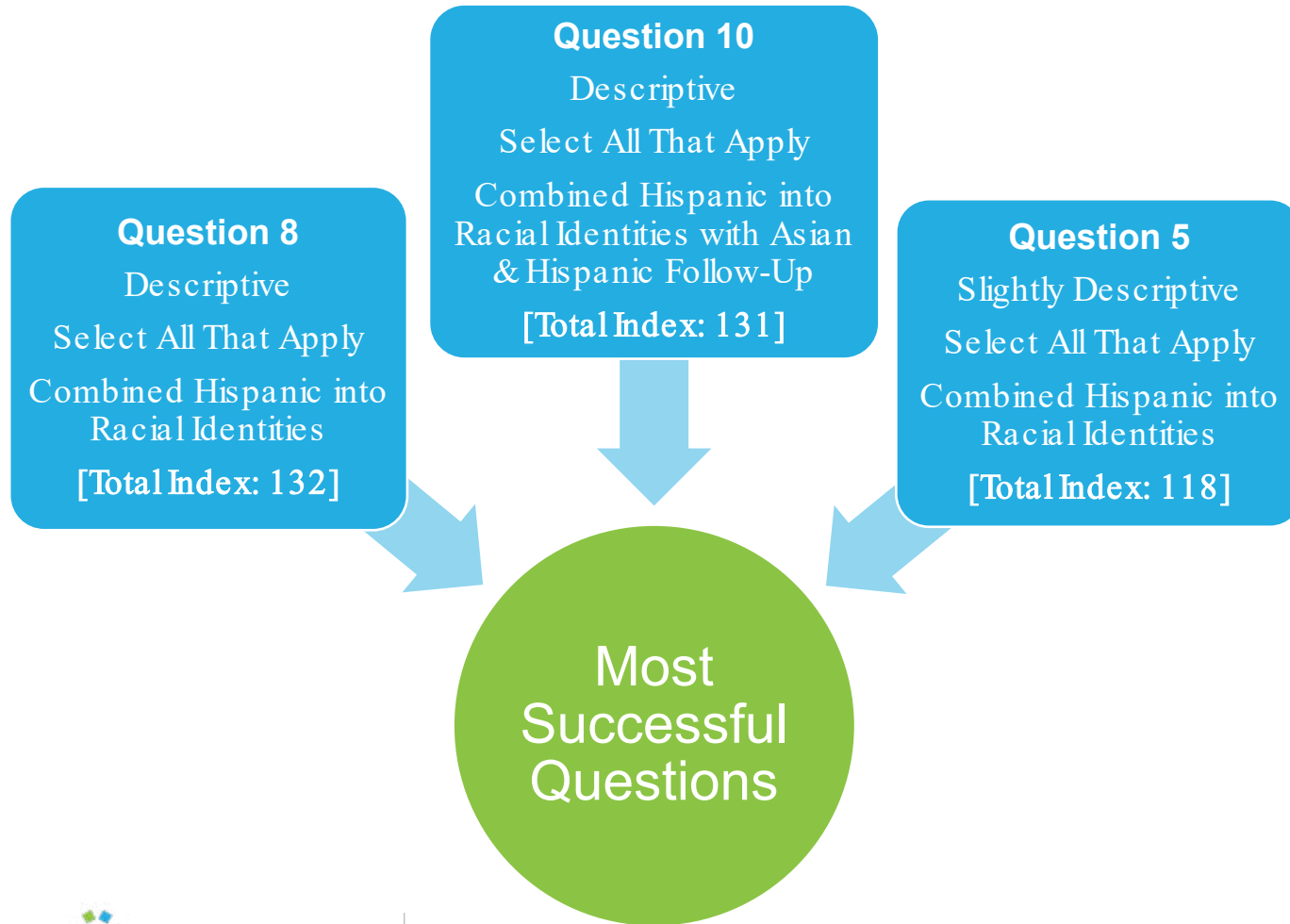| Question Format		Total	Black/African American	Hispanic/Latino	White/Caucasian	Asian	Multiple Races or Another Race/Ethnicity*
8	Census-Like: Single Descriptive Select All That Apply	132	121	114	104	131	133
10	Descriptive Select All with Asian & Hispanic Follow-up	131	121	148	91	107	131
5	Descriptive Single Select All That Apply	118	126	112	82	120	112
1	Simple Census: Hispanic Yes/No with Select All	103	134	69	164	52	94
7	Census: Detailed Hispanic with Descriptive Select All	99	84	85	106	126	108
2	Common Simple Select One	99	91	109	90	111	101
9	Open End Response	95	76	83	95	108	117
3	Common Simple Select All That Apply	91	79	116	110	86	79
6	Shortest List Select All That Apply	88	107	98	83	86	83
4	Simple Select One (without Specify Other)	44	62	66	75	74	43

*Includes those represented under panel tags such as Indigenous/Native Americans, Alaska Native, Pacific Islander, and Other as well as those who identify with multiple races for the panels that allowed for multi-select.

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The questions that resulted in more respondents being able to self-identify and elicited fewer negative reactions had 3 commonalities

Question 8
Descriptive
Select All That Apply
Combined Hispanic into Racial Identities
[Total Index: 132]

Question 10
Descriptive
Select All That Apply
Combined Hispanic into Racial Identities with Asian & Hispanic Follow-Up
[Total Index: 131]

Question 5
Slightly Descriptive
Select All That Apply
Combined Hispanic into Racial Identities
[Total Index: 118]

Most Successful Questions

"Although the races are the same, it is *more inclusive by listing specific countries* and that made all the difference in identifying myself better."

"It made me feel *more like a human being instead of a color*. Other makes you feel like a stat."

C-Space found that respondents' identities are complex and often difficult to fit into one consistent box

c_space

DEI ThinkTank

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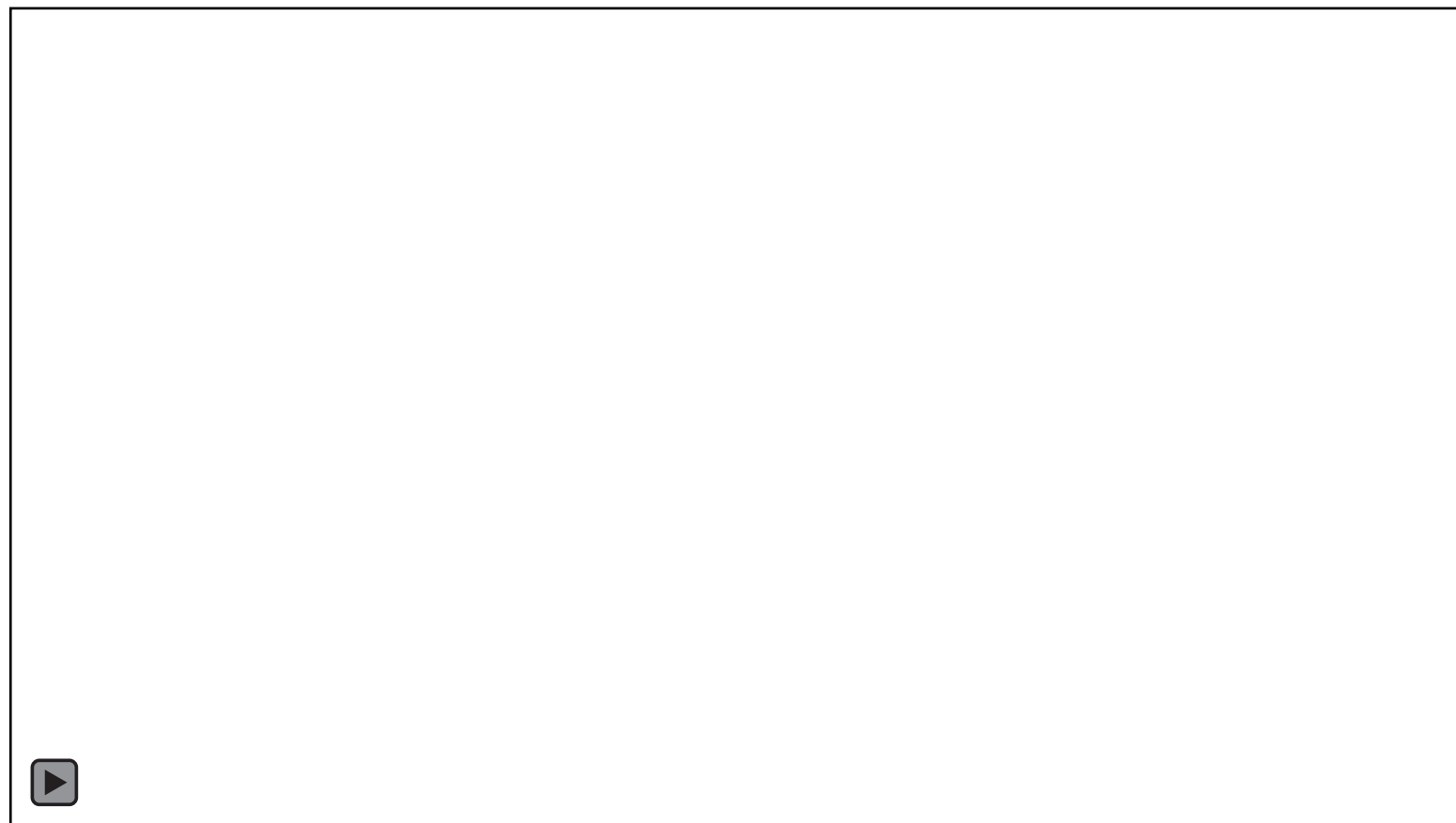
Ease of answering via mobile device is an important consideration for the respondent experience too, and questions 10 and 5 perform well

"[Question 10] was *precise and simple*. It allows me to select all options that apply to me and is *more specific* than most surveys that ask for this information."

Question 5
7 answer choices, concise
Select All That Apply
Single Question
[58% quick & easy]

Question 10
8 answer choices, detailed
Select All That Apply
Two-Part Question
[57% quick & easy]

Most Mobile-Friendly

The status quo is no longer serving its initial purpose and is negatively impacting our research results

Survey Respondent Demand Is Outpacing Supply

"The 2020 Census undercounted many of the same population groups we have historically undercounted..."

"...-undercounted the Black or African American population, the American Indian or Alaska Native population living on a reservation, the Hispanic or Latino population, and people who reported being of Some Other Race."

Tips for collecting surveys of hard-to-reach populations

"a statistically significant overcount for age 50-and-over males and females."

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Just a few changes to the status quo can help us re-prioritize the respondent experience

Consider all aspects of a respondent's identity

- Avoid "othering" when possible
- Brainstorm and test new demographic question types

Good Research Revolves Around the Respondent

Avoid asking questions that are not purposeful

- Why does race/ethnicity (or another demographic question) matter?
- Can representation be accomplished another way?
- Can quotas be filled another way?

Keep national & global research trends top of mind

- Design surveys mobile-first
- Test with diverse employees
- Strive to be better than the census

NEXT STEPS

1 See the question formats & full results
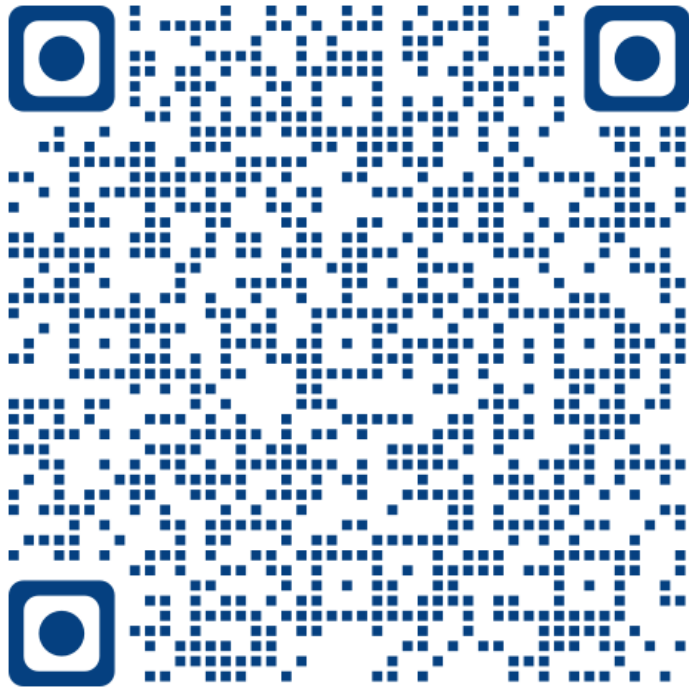
2 Test, learn and evolve methods of collecting demographics & sample design

3 Get involved in the next phases of research!
Email: IDEACouncil@insightsassociation.org

- *Race/ethnicity (globally)*
- *Gender & Sexual Orientation*
- *Access & Ability*

Appendix

CONTEXT

This research originated with a position paper by the IDEA Council that recommended testing different demographic questions, including:

- Race/ethnicity

- Gender

- Sexual orientation

THE EVOLUTION OF DEMOGRAPHIC QUESTIONS

Position Paper on How to Ask Demographic Questions on Gender, Sexual Orientation, and Race and Ethnicity and Needed Research-on-Research in the Industry

Prepared by the IDEA Council | September 2021

idea COUNCIL

OBJECTIVES

Develop a recommended approach to asking race and ethnicity:

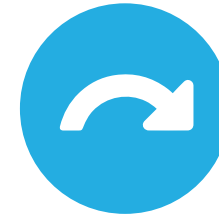- Inclusive and sensitive to all identities

- Allows for sample design

IMPLICIT/EXPLICIT TEST™

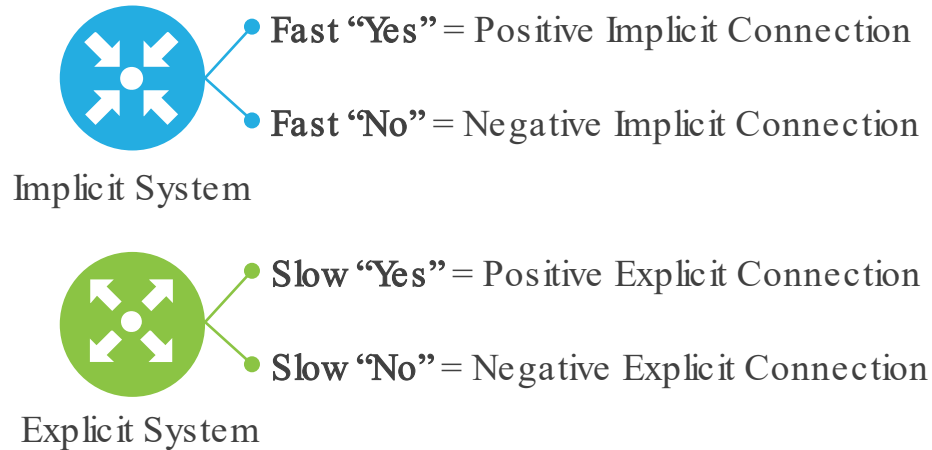**THE UNCOVERS SUBCONSCIOUS ASSOCIATIONS**

This approach was used to:

Understand emotions associated with people's experience reading and answering the question, e.g., "happy," "angry," etc.

Understand associations with sentiments and longer statements, e.g. "It is quick and easy to answer"
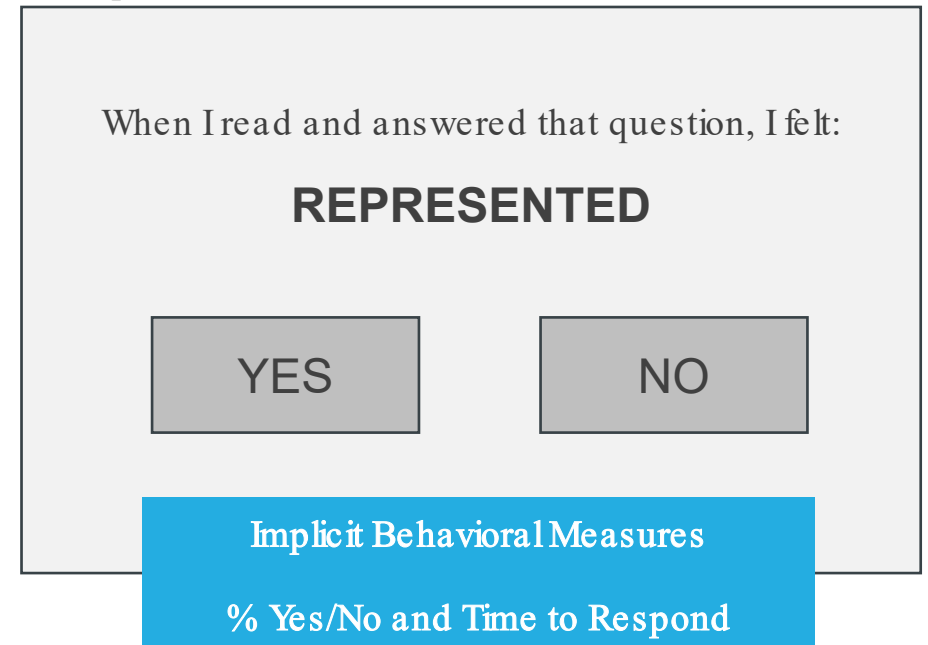
THE IMPLICIT/EXPLICIT TEST™

The output is a percentage of people who have one of the four responses:

Fast "Yes" = Positive Implicit Connection

Fast "No" = Negative Implicit Connection

Implicit System

Slow "Yes" = Positive Explicit Connection

Slow "No" = Negative Explicit Connection

Explicit System

**The response time** for implicit and explicit reactions is calibrated for each individual at the start of the survey

Example:

When I read and answered that question, I felt:

REPRESENTED

YES   NO

Implicit Behavioral Measures

% Yes/No and Time to Respond

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Reactions for the majority are positive when asked about race/ethnicity—with important caveats

Experienced A Positive Implicit Emotion When Asked Race and Ethnicity Question

POSITIVE REACTION

74% 75% 69% 66% 72% 71% 76% 74% 76% 72%

1 2 3 4 5 6 7 8 9 10
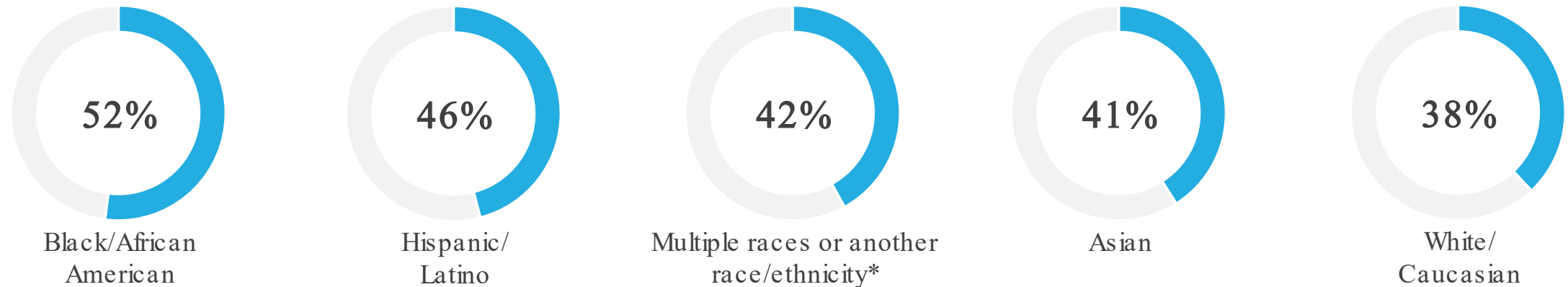
QUESTION FORMAT
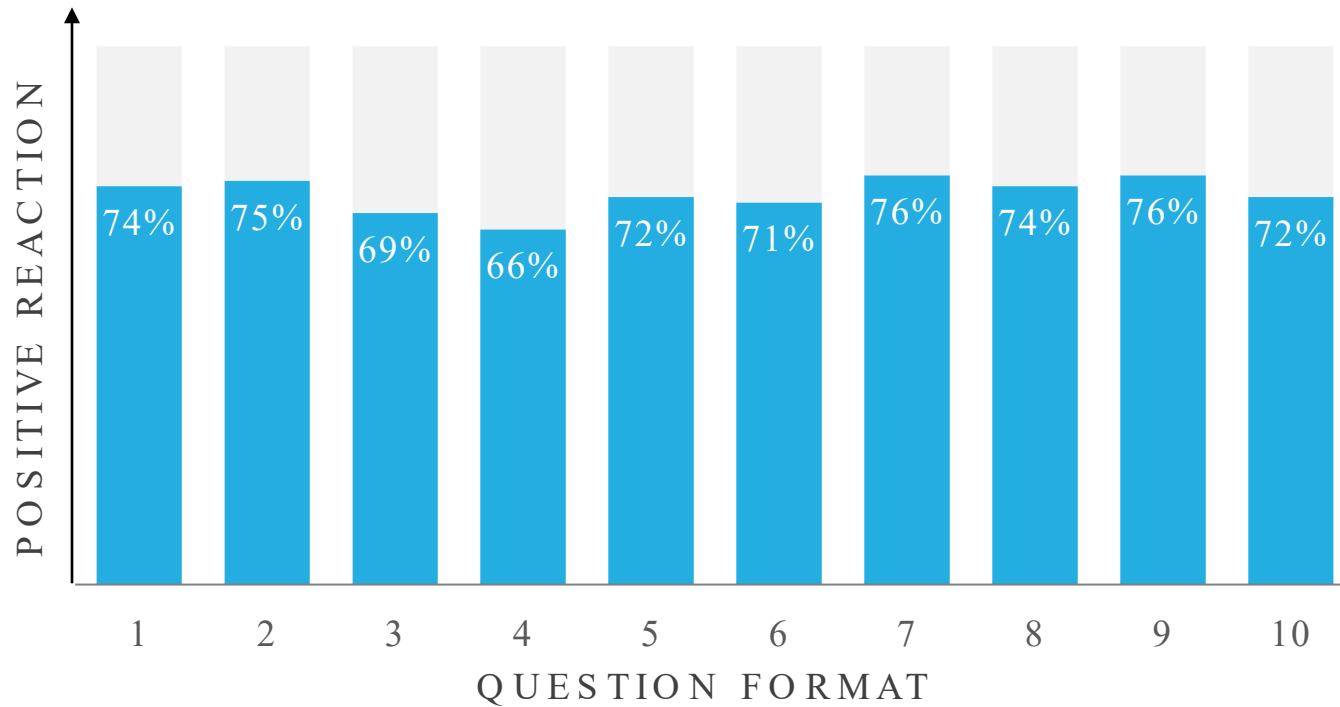
Positive Comments with Negative Aspects

"I have no problem stating that I am Black. The only issue I have is when it says African American. When referring to white, we don't say European American. So I prefer Black. And I proudly state this. *I love when they ask my race.*"

More Black and African American respondents feel pride when answering race and ethnicity questions

% Experiencing Implicit Pride

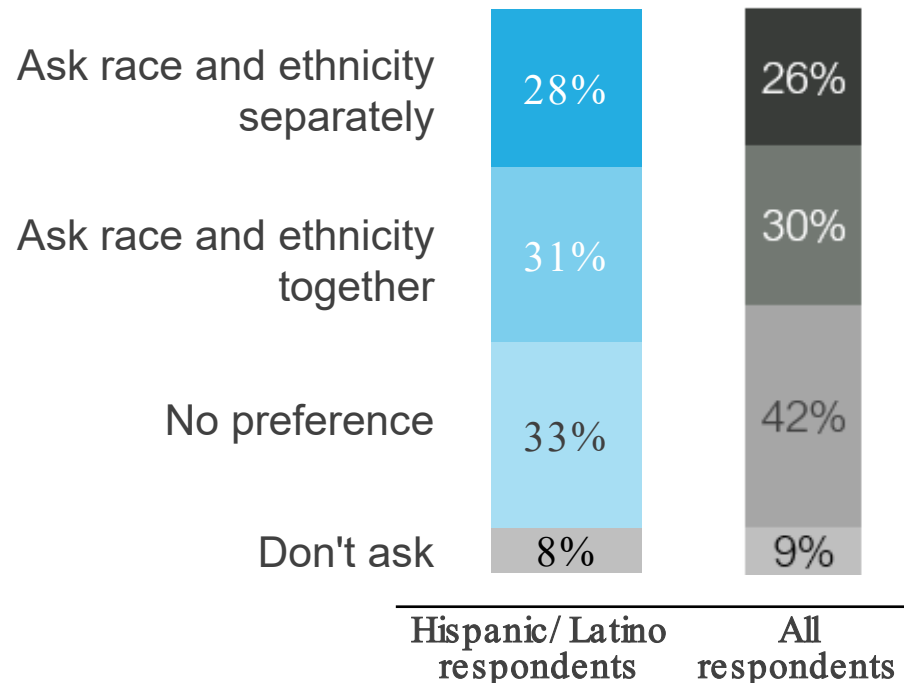| 52%	46%	42%	41%	38%
Black/African American	Hispanic/ Latino	Multiple races or another race/ethnicity*	Asian	White/ Caucasian

> I am proud to be a *beautiful black woman*."

> I have *never been ashamed of my race*. I was always taught to be *proud* of it."

*Includes those represented under panel tags such as Indigenous/Native Americans, Alaska Native, Pacific Islander, and Other as well as those who identify as biracial/multiracial for the panels that allowed for multi-select.

There are varying preferences about having the Hispanic ethnicity question separate or alongside racial identities

Hispanic Ethnicity Question Format Preference

|	Hispanic/Latino respondents	All respondents
Ask race and ethnicity separately	28%	26%
Ask race and ethnicity together	31%	30%
No preference	33%	42%
Don't ask	8%	9%

"I like how the Hispanic portion was included in the race options instead of the ethnicity portion. I feel like *this is less offensive and allows people to feel more comfortable* with answering that question."

"Hispanic is a catch-all term... It ties us back to our colonizers... but *leaves no room for ourselves...* I was *made to only choose one option* and there was no mixed race option."

Multiple races or another race/ethnicity* need more inclusive answer choices too

Across questions, most often select more than one race/ethnicity, identify as mixed race, or select other

Multiple Races or Another Race/ Ethnicity*
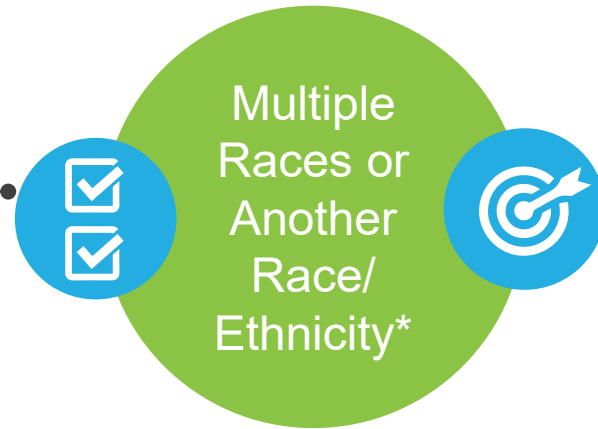
Emphasizes need for specific response options:

- Nationalities included in categories
- Multiple select with specify option

"Different subgroups were described and separated, *which made me feel respected and cared for*."

"Because I am mixed race, *allowing me to select all of my ethnicities is my truth*."

*Includes those represented under panel tags such as Indigenous/Native Americans, Alaska Native, Pacific Islander, and Other as well as those who identify as biracial/multiracial for the panels that allowed for multi-select.

White respondents are the most likely to say their identity is fully captured, but they too have negative reactions being asked this question

"Because I'm white. Just plain old white bread. *White is always included, "seen," recognized, represented...* It's easy for me to feel like this question fully captured my identity because *it is the one always without a doubt included* with the exact same word(s)."

"I felt uncomfortable... because I am NOT part of a minority. *My privilege is totally obvious each time I click that white/Caucasian box*. And I feel almost... guilty? Uncomfortable... And then it makes me angry and sad. Such a simple but loaded question."

For those often falling into broader categories like Asian, drilling down beyond the term "Asian" is critical

"It is a good way to classify my ethnicity. However, it is a general classification, so *being able to select the exact sub-ethnicity within the general classification would be best*, like Japanese or Korean."

"Asia is a gigantic continent with an extremely diverse population and many countries. *Calling me South Asian narrows my ethnicity sufficiently* for non-Asians to understand something about my ancestry and background."

How to implement change today: use attributes from Questions 8, 10, and 5

Please describe your race / ethnicity.

Please select all that apply.

☐ African

☐ African American/Black

☐ Asian-American

☐ Caribbean American

☐ East Asian (Including Chinese, Japanese, Korean, Mongolian, Tibetan and Taiwanese)

☐ Hispanic/Latinx

☐ Indigenous American/First Nations (Including Native American/American Indian, Alaska Native, Pacific Islander, and Native Hawaiian)

☐ Middle Eastern or North African

☐ South Asian (Including Bangladeshi, Bhutanese, Indian, Nepali, Pakistani and Sri Lankan)

☐ Southeast Asian (Including Burmese, Cambodian, Filipino, Hmong, Indonesian, Laotian, Malaysian, Mien, Singaporean, Thai, and Vietnamese)

☐ White

Not Listed (Please specify) _____

Question 10 has detailed drop-down list for Hispanic/ Latino and for Asian.

Question 5 has simple multi-select with some detail in description.

Options in less successful formats like Question 4 were limited, making the task harder for respondents to fully describe themselves

Question 4: Simple Select One (without specify other)
Total Index: 44

Which of the following best describes you?
<mark>Select one answer.</mark>
1. Asian
2. Black
3. Hispanic
4. Indian
5. Pacific Islander
6. White
7. <mark>Other</mark> ●———

40% of Multiple races or another race/ethnicity* answered Other

"I have two races and can only select one. *I cannot be true to myself in this manner*, nor can I truly honestly even answer the question."

"It just blankets all [race] in one category. There are many types of [race] in the world and *you don't see them individually*."

*Includes those represented under panel tags such as Indigenous/Native Americans, Alaska Native, Pacific Islander, and Other as well as those who identify with multiple races for the panels that allowed for multi-select.