

The Census Bureau plans to conduct additional research under the generic clearance for questionnaire pretesting research (OMB number 0607-0725). We will be conducting cognitive interviews for the 2008 Annual Wholesale Trade Report: Agents, Broker, and Electronic Markets form. This survey is conducted annually to measure the dollar volume of sales for non-merchant wholesalers such as agents, merchandise or commodity brokers, and commission merchants. Testing is being conducted to determine whether problems with the questionnaire could be affecting the quality of the data obtained from respondents.

We plan to conduct unstructured interviews with approximately 35 companies, divided among three rounds of interviews. The cognitive interviews will focus on the respondents' ability to provide the requested data as well as their understanding of the wording and terminology used on the form. A copy of the test questionnaire is enclosed. The results of the interviews will be used to revise the questionnaire, and a second round of testing will focus on any changes that were made to the form. Revisions may also be made following the second round, and a third round will serve as a confirmatory round to establish that the changes made during rounds 1 and 2 were positive changes.

Interviews will be conducted from April through August 2008. Companies will be recruited in the Washington, D.C. metropolitan area as well as several other areas nationwide that are yet to be determined. Interviews will take place at the business site and will be conducted by members of the Establishment Survey Methods Staff within the Census Bureau's Office of Statistical Methods and Research for Economic Programs. Subject area specialists from the Census Bureau will accompany the researcher on most, if not all, of the interviews. They will assist with respondent debriefing, especially in cases where additional clarification of the subject matter is required.

After businesses are recruited, participants will receive follow-up reminders about their appointments. Participants will be informed that their response is voluntary and that the information they provide is confidential and will be seen only by employees involved in the research project. Interviews will be audio recorded, with the participants' permission, to aid researchers in accurately reporting findings and recommendations. We will not be providing monetary incentives to participants in the study.

We estimate that it will be necessary to interview only one respondent at each company. We estimate the length of the interview will average 1 hour. Thus, the maximum estimated burden for this research is 35 hours.

The contact person for questions regarding data collection and statistical aspects of the design of the research is:

Grace E. O'Neill  
Establishment Survey Methods Staff  
7K130E  
U.S. Census Bureau  
Washington, D.C. 20233  
(301) 763-3537

[grace.e.oneill@census.gov](mailto:grace.e.oneill@census.gov)