

Forms Design and Pilot Testing for the BLS Green Jobs Survey

Interview Guide for Cognitive Interviews

INTRODUCTION

THIS CAN BE TAILORED AS APPROPRIATE TO THE CIRCUMSTANCE

Hello, I'm [NAME]. Thank you for taking the time to meet with me today. I work for IMPAQ International, an independent research and consulting firm based here in Columbia. The U.S. Department of Labor's Bureau of Labor Statistics has contracted with us to help design a survey of U.S. businesses about environmental sector employment -- that is, jobs related to "green" goods and services. This includes things like renewable energy, energy efficiency, pollution prevention, and environmental regulation and education. Your responses today will help guide the development of the survey.

The interview takes about 1 hour to complete. I will ask you to fill out a short survey, and then we will talk about your answers. Your participation is voluntary and you may skip any questions you do not want to answer. Your answers will be kept strictly confidential and will be used only for research purposes. I do not have a vested interest in receiving any particular point of view, so please feel free to be candid in your responses.

Do you have any questions before we begin?

YES → ANSWER ANY QUESTIONS/RESPOND TO CONCERNS AS APPROPRIATE (SEE FAQ)

NO → PROCEED WITH INTERVIEW

CONFIDENTIALITY STATEMENT (OMB REQUIRES THIS TO BE READ)

Before we begin, let me assure you that the purpose of this interview is strictly for informational and statistical purposes. The information you provide will help BLS better understand business record-keeping and will aid in designing a new survey. Your participation is completely voluntary and you can decline to answer any question at any time. Information related to this study is confidential and will not be released to the public in any way that would allow identification of individuals or establishments except as prescribed under the conditions of the Privacy Act Notice. This interview is approved by the Office of Management and Budget, number 1220-0181, which expires on September 30, 2010.

SCRIPT FOR COGNITIVE INTERVIEWS

Let's start with some general questions about your company.

Please tell me about the product and/or service lines offered by your company.

Does your company track revenue by product and/or service line? ___ Yes ___ No

How easy or difficult would it be to report revenue by product and/or service line?

IF NEEDED: Please tell me more about that. _____

Where and with whom at your company is this kind of information available?

Does your company keep employment records by product and/or service line? ___ Yes ___ No

How easy or difficult would it be to report employment by product and/or service line?

Where and with whom at your company is this kind of information available?

GIVE DATA COLLECTION FORM TO RESPONDENT AND MAKE SURE THEY HAVE A PEN/PENCIL.

Now I am going to ask you to fill out the survey, and after you're done we will discuss it. To make this experience as close as it can be to what it will be like when companies receive this form in the mail, please pretend I am not here while you fill it out. I cannot answer any questions that you may have as you go through the survey but feel free to think aloud, that is, to mention anything you are thinking about or wondering as you answer the form. I will make a note of any comments you make and we can discuss them later.

Please read the instructions at the top of the first page and complete sections 1-3 of the survey. When you get to end of the first page, let me know.

GIVE RESPONDENT A FEW MINUTES TO COMPLETE THE FIRST PAGE OF THE SURVEY. NOTE ANY BODY LANGUAGE OR FACIAL EXPRESSIONS.

Let's start by discussing the instructions at the top of the page. What is your impression of these instructions?

RECORD ANY CONCERNS OR REACTIONS TO THE INSTRUCTIONS: _____

Now let's talk about Section 1. In your own words, please tell me what Section 1 is asking. _____

IF NEEDED: Please tell me more about that. _____

Now let's talk about Section 2. In your own words, please tell me what Section 2 is asking. _____

IF NEEDED: Please tell me more about that. _____

Now let's talk about Section 3. In your own words, please tell me what Section 3 is asking. _____

IF NEEDED: Please tell me more about that. _____

Now let's talk about Section 4. In your own words, please tell me what Section 4 is asking. _____

IF NEEDED: Please tell me more about that. _____

Please turn to the next page of the survey and complete sections 5-6. Let me know when you are done.

GIVE RESPONDENT A FEW MINUTES TO COMPLETE THE NEXT PAGE OF THE SURVEY. NOTE ANY BODY LANGUAGE OR FACIAL EXPRESSIONS.

Let's talk about Section 5. In your own words, please tell me what Section 5 is asking. _____

BLS is considering using revenue by product line, service type, or business activity to estimate the number of employees involved with producing that product, providing that service, or engaging in that business activity. (DO THE MATH USING EMPLOYMENT FROM ITEM 4 AND THE % OF REVENUE FROM ONE OF THE PRODUCTS/SERVICES LISTED IN ITEMS 5. ASK IF THE CALCULATED EMPLOYMENT FIGURE SEEMS REASONABLE) Do you think this is reasonable?

If not, what would be an easier way for your company to report this kind of information?

Are you able to provide information using the reporting period requested?

If not, what reporting period(s) would be easiest for your company to use?

Now let's talk about Section 6. In your own words, please tell me what Section 6 is asking. _____

BLS does not intend to publish information about services/product lines/models or revenue. If BLS asked you to provide the amount of total revenues accounted for by a major product or model, would you share the information asked for in this form with BLS? _____

Those are the questions I have. Thank you very much for your time and input on the survey.

Frequently Asked Questions and Answers

What is this interview about?

The purpose of the interview is to test a survey that collects data on green goods and services employment. Information from the interview will be used to improve the design of the survey.

How long will this take?

The interview takes about 1 hour to complete. Depending on your answers, it may take slightly less or more time.

Will I be compensated for my time?

No. Unfortunately, we will not be able to offer you compensation for participating in the interview.

Do I have to participate?

No. Your participation is completely voluntary and you can decline to answer any question at any time.

Will my answers be confidential?

Yes. The purpose of this interview is strictly for informational and statistical purposes. The information you provide will help BLS better understand business record-keeping and will aid in designing a new survey. Your participation is completely voluntary and you can decline to answer any question at any time. Information related to this study is confidential and will not be released to the public in any way that would allow identification of individuals or establishments except as prescribed under the conditions of the Privacy Act Notice. This interview is approved by the Office of Management and Budget, number 1220-0181, which expires on September 30, 2010.

How will my answers be used?

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