SCRIPT FOR GREEN GOODS AND SERVICES FEASIBILITY INTERVIEW PROJECT BASED COMPANIES (CONSULTING, ENGINEERING, ETC.)

Typographical conventions: *italics for programmer notes*, ALL CAPS FOR ITEMS NOT READ OR INSTRUCTIONS TO THE INTERVIEWER.

Introduction

Intro1. Hello. My name is _____. I am calling on behalf of the Bureau of Labor Statistics. I'm calling in reference to a new data initiative being undertaken by BLS. It would be very helpful to BLS if we could talk to you about your firm's various projects. Would you be able to answer questions about your firm's revenues and employment for your projects?
- YES → GO TO INTRO2.
- NO → Do you know who at your firm would be able to answer those questions for us?
Name:_____
Position/Department:_____
Phone:_____
Fax:_____

Thank you for your time. (HANG UP AND CONTACT NAME GIVEN).

Continue with correct respondent

Intro2. BLS routinely asks businesses questions that help collect the best data possible, so we are contacting a small sample of respondents to discuss an important new data initiative that we are very excited about. We recently mailed you a letter about this. Did you receive our letter?

- YES
- NO →   Can I can fax or email you a copy of that letter now?
What is your fax number/email address?
Would you like me to call you back once I've sent you the fax/email or would you rather schedule for another time?
CALL ME RIGHT BACK → CONFIRM NAME AND PHONE NUMBER, HANG UP
RESCHEDULE
When would be a good time to call you back?

APPOINTMENT INFORMATION:

APPT DAY: _____   TIME OF DAY: _____
NAME:_____   PHONE #:_____

Intro3. I realize you are very busy, but would you have some time now to answer a few questions? The questions usually take about 20 minutes.

- YES, HAVE TIME
- NO → When would be a good time to call you back?

    APPOINTMENT INFORMATION:

    APPT DAY: _____   TIME OF DAY: _____

Intro4. I called [*Phone number*]. Is this the best phone number to use to reach you?

- YES
- NO → CORRECT THE INFORMATION HERE: _____

Questionnaire Script

BLS has been asked to produce measures of employment in U.S. industries that produce green goods and services. Before we can do this, we need to better understand how businesses track information regarding their variety of services or projects. The questions I will ask you today will help BLS collect the most accurate and reliable data possible.

Before we begin, let me assure you that the purpose of this call 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.

NAICS index item mapping questions

1. Do you have the introductory letter that we sent to you available, so you can refer to it?
    - YES
    - NO

2. Are you familiar with the concept of NAICS, which is the North American Industry Classification System?
    - YES
    - NO → Briefly, the North American Industry Classification System (NAICS) was developed and is used by the US, Canada, and Mexico. NAICS is the standard in classifying business establishments based on their production process for the collection, tabulation, presentation, and analysis of data describing the North American economy. Use of the standard provides uniformity and comparability in the presentation of these statistical data.

3. Please look at the list of major activities at the end of the letter. This list reflects the NAICS code that BLS has assigned to your worksite (READ WORKSITE NAME AND ADDRESS) listed on the same sheet. Does this list provide an accurate description of your **primary** business activity at that worksite? If you do not have the list, I can read these items for you. (IT MIGHT BE ON THE BACK SIDE – IF RESPONDENT DOESN'T HAVE LETTER READ OFF ACTIVITIES TO THEM).
   - YES → GO TO QUESTION 4
   - NO

   3a. Can you tell me about your primary business activities at that location?

   JUST GET A BASIC DESCRIPTION (IT, ENGINEERING, ETC.)

Consulting/engineering/etc. project questions

4. As I said, we are interested in information about the different types of projects <NAME OF FIRM> is involved in. How many <u>different types</u> of projects do you typically engage during the course of a year? By different types of projects I mean project categories such as IT consulting, landscape design, environmental engineering, etc. I am not asking about individual projects.
   - ONE → GO TO QUESTION 23
   - MORE THAN ONE →
     What are some of those different projects?
     LIST:_____
     GO TO QUESTION 5

Revenue by project

5. Do you track revenue by different types of projects? For example, could you provide total annual revenues for all the different types of IT consulting, landscape design, environmental engineering, etc. projects you undertook?
   - YES →
     What about for each individual project (for example, each engagement)?
     - YES → GO TO QUESTION 6
     - NO → GO TO QUESTION 6
   - NO →
     What about for each individual project (for example, each engagement)?
     - YES → GO TO QUESTION 6
     - NO → GO TO QUESTION 8

6. Does your firm have multiple worksites?
   - YES → GO TO QUESTION 7   FLAG THIS RESPONSE FOR REFERRAL
   - NO → GO TO QUESTION 9   FLAG THIS RESPONSE FOR REFERRAL

7. BLS does not intend to publish information about projects or revenue. Would you be able to provide revenue by project type or the individual projects for your individual office locations?
   - YES FOR BOTH→ GO TO QUESTION 9
   - YES ONLY FOR A PROJECT TYPE→ GO TO QUESTION 9
   - YES ONLY FOR INDIVIDUAL ENGAGEMENTS → GO TO QUESTION 9
   - NO → Why not? _____GO TO QUESTION 9

8. How do you track revenue?_____

   GO TO QUESTION 13A

Time period

9. a. Do you track revenue for your projects or engagements by different time periods?
   - YES → GO TO QUESTION 9B
   - NO → How do you track revenue?_____ → GO TO QUESTION 10

   9b. If yes, by what time periods?
   - FISCAL YEAR→ How long after the fiscal year is this information available? _____
                   When is this information available?_____
   - CALENDAR YEAR→ When is this information available?_____
   - OTHER:(SPECIFY)_____
     When is this information available?_____

10. If you were asked to provide information about revenue on a survey form for a given reference period, for example, fiscal year, calendar year, most recent 4 quarters, how long do you think it would take you to compile the information about the amount of revenues generated by:
    10a. different categories of projects (for example, IT consulting, landscape engineering, commercial architecture)?
    - DON'T KNOW
    - REFUSE
    - TIME ESTIMATE GIVEN: _____
    - OTHER/COMMENT: _____

    10b. each individual engagement?
    - DON'T KNOW
    - REFUSE
    - TIME ESTIMATE GIVEN: _____
    - OTHER/COMMENT: _____

11. If you were asked what **percentage** of your total revenue comes from different projects or individual engagements for a given reference period, how long do you think it would take you to compile the information for:

11a. different categories of projects (for example, IT consulting, landscape engineering, commercial architecture)?
- DON'T KNOW
- REFUSE
- TIME ESTIMATE GIVEN: _____
- OTHER/COMMENT: _____

11b. each individual engagement?
- DON'T KNOW
- REFUSE
- TIME ESTIMATE GIVEN: _____
- OTHER/COMMENT: _____

11c. How exact would your percentage be? (VERY, JUST AN ESTIMATE, ETC.)
- VERY EXACT
- JUST AN ESTIMATE
- DON'T KNOW

12. a. Which would be easier for you, providing the actual annual revenue from a project or the percentage of your total revenue generated by that project?
- ACTUAL ANNUAL REVENUE
- PERCENTAGE OF TOTAL REVENUE

12b. Please explain why you answered this way _____

GO TO QUESTION 14

Revenue compile

13. a. If you don't track the revenue associated with project categories or individual engagements, would you would be able to compile that information if asked?
- YES
- NO → GO TO QUESTION 13C
- COMMENT_____

13b. On a scale of 1 to 5 (with 1 being the easiest and 5 being the most difficult), how difficult would it be to compile this information?

1	2	3	4	5
●	●	●	●	●

Easiest   Most Difficult

GO TO QUESTION 14

13c. Why not? _____

13d. Is there anyone else who would be able to compile that information?

        IF YES: Name:_____

        Position/Department:_____

        Phone:_____

Employment

14. a. BLS is considering using revenue by project type or individual engagement to estimate the number of employees associated with that project. We want this employment estimate to account for all employee types, including consulting employees, engineers, administrative employees, sales and marketing employees, etc.

    Do you think the amount of revenue could reasonably represent the employment associated with a particular project type? (FOR EXAMPLE, MY FIRM DOES BOTH IT AND ENVIRONMENTAL CONSULTING. 70% OF THE REVENUE IS FROM ENVIRONMENTAL CONSULTING PROJECTS, SO 70% OF THE FIRM'S TOTAL EMPLOYMENT IS ASSOCIATED WITH ENVIRONMENTAL CONSULTING.)
    - YES
    - NO
    - DON'T KNOW

    14b. Please explain why you answered this way _____

15. a. Would revenue for a particular engagement reasonably represent employment associated with that project?
    - YES
    - NO
    - DON'T KNOW

    15b. Please explain why you answered this way _____

16. a. (IF QUESTION 6 IS YES, OTHERWISE GO TO 17) Would revenue by project also be available for each office location?
    - YES
    - NO
    - DON'T KNOW

    16b. Please explain why you answered this way _____

17. BLS does not intend to publish information about projects or revenue. If BLS asked you to provide the amount of total revenues accounted for by a project category or individual engagement, would you share this information?
    - YES
    - NO → Would you be willing to tell us why not? _____
    - DON'T KNOW/NOT SURE→ Would you be willing to explain? _____

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Number of jobs by timeframe

18. a. If you were asked to estimate the percentage of your employees, including sales, marketing, administrative employees associated with each project category (IT CONSULTING, ENVIRONMENTAL ENGINEERING) for **a given reference period such as your fiscal year or the calendar year**, would you be able to provide that information?
    - YES → In what month of the year would that information be available? _____

        (FISCAL YEAR ONLY) How long after the reference period is that? _____

    - NO → Why not? _____GO TO QUESTION 22A

    18b. Could you do this for each individual engagement?
    - YES → In what month of the year would that information be available? _____
    - NO → Why not? _____

19. a. (IF QUESTION 6 AND 18A OR 18B IS YES) Would you be able to do this for each office location?
    - YES
    - NO
    - DON'T KNOW

    19b. Why is that so? _____

20. How long do you think it would take you to compile this information if asked in a survey?
    - DON'T KNOW
    - REFUSE
    - TIME ESTIMATE GIVEN: _____

21. a. Which of the following would be easier for you, providing the annual revenue generated by different projects or providing the employment associated with a project?
    - REVENUE
    - EMPLOYMENT
    - BOTH EASY
    - BOTH DIFFICULT

    21a. Why is that so?_____

    SKIP TO QUESTION 27

Job compile

22. a. If you don't track the percentage of employees associated with a project, including sales, marketing, administrative employees, would that information be something you would be able to compile if asked?
    - YES
    - NO → GO TO QUESTION 22C

22b. On a scale of 1 to 5 (with 1 being the easiest and 5 being the most difficult), how difficult would it be to compile this information?

    1   2   3   4   5
    ●   ●   ●   ●   ●
  Easiest   Most Difficult

SKIP TO QUESTION 27

22c. Why not? _____

22d. Is there anyone else who would be able to compile that information?
        IF YES: Name:_____
        Position/Department:_____
        Phone:_____

    SKIP TO QUESTION 27

One project type

23. Do you track exact revenue by your individual projects or engagements?
- YES → GO TO QUESTION 24
- NO → GO TO QUESTION 33

24. BLS is considering using the revenue generated by individual projects, along with total revenues, to estimate the number of employees involved in that project. Do you think this approach is reasonable for your business?
- YES
- NO
- DON'T KNOW
   24b. Why is that so?_____

25. BLS does not intend to publish information on revenue or projects. Would you be willing to provide revenue shares by project to BLS on a survey form?
- YES
- NO → GO TO QUESTION 27
- DON'T KNOW

26. a. Which of the following would be easier for you, providing the amount of annual revenue generated by different projects or providing the percentage of your total revenue generated by that project?
- ACTUAL ANNUAL REVENUE
- PERCENTAGE OF TOTAL REVENUE

26b. Please explain why you answered this way _____

Environmental information

27. Do any of your projects help clients meet any environmental standards, such as EnergyStar or LEED?

- YES → A. Do all of your projects or just certain projects help clients meet these standards?
  - ALL
  - JUST CERTAIN PROJECTS

- NO → GO TO QUESTION 30
- DON'T KNOW → GO TO QUESTION 30

28. a. What are those environmental standards (CHECK ALL THAT APPLY)?
- ENERGYSTAR → GO TO QUESTION 29
- LEED → GO TO QUESTION 29
- OTHER:_____ → GO TO QUESTION 28B
- OTHER:_____ → GO TO QUESTION 28B

28b. Are these national, state, or local area specific standards?

29. If BLS were to ask for revenue shares for projects that dealt with one of those environmental standards, would you be able to provide that information? For example, what percent of revenue is represented by EnergyStar-related projects?
- YES
- NO
- DON'T KNOW

30. Do you do any projects that make a home or business more energy efficient or reduce pollution?
- YES → Would you describe one of those projects? _____
- NO → GO TO QUESTION 33
- DON'T KNOW → GO TO QUESTION 33

31. If BLS were to ask for revenue shares for those particular projects, would you be able to provide that information?
- YES
- NO
- DON'T KNOW

32. If BLS were to ask for employment shares for projects meeting environmental standards or promoting energy efficiency, would you be able to provide that information?
- YES
- NO
- DON'T KNOW

33. I'm done with my questions. As I've mentioned before, BLS is trying to find the best approach to measure the number of jobs involved in green goods and services. Do you have any suggestions as to how BLS can best capture this information in your firm or industry?

IF ANY QUESTIONS ABOUT GREEN DEFINITION, PLEASE DIRECT THEM TO www.bls.gov/green WEBSITE.

Closing

Those are all the questions I have for you. Thank you for your time. The information you have provided is very useful.