SCRIPT FOR GREEN GOODS AND SERVICES FEASIBILITY INTERVIEW FINANCE

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 us if we could talk to you about your firm's various products. Would you be able to answer questions about your firm's revenues and employment for your products?
- 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 the variety of products they offer. 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. a. 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

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

   JUST GET A BASIC DESCRIPTION (WHAT TYPES OF PRODUCTS ARE PRODUCED THERE)

Product line questions

4. As I said, we are interested in information about <NAME OF FIRM> different product lines. How many financial product lines does your firm have in total?
   - ONE → GO QUESTION 23
   - MORE THAN ONE →
   What are some of those different products?
   LIST:_____
   GO TO QUESTION 5

Revenue by product

5. Do you track revenue by different financial products?
   - 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 this information. Would you be able to provide revenue by product for your individual worksites?
   - IF YES FOR BOTH → GO TO QUESTION 9
   - YES ONLY FOR A MAJOR PRODUCT LINE → GO TO QUESTION 9
   - YES ONLY FOR PRODUCT MODELS → GO TO QUESTION 9
   - NO → Why not? _____

8. How do you track revenue? _____

   GO TO QUESTION 13A

Time period

9. a. Do you track revenue for your products 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. Products?
    - DON'T KNOW
    - REFUSE
    - TIME ESTIMATE GIVEN: _____
    - OTHER/COMMENT: _____

    10b. BLANK

11. If you were asked what **percentage** of your total annual revenue comes from different products or models for a given reference period, how long do you think it would take you to compile the information:
    11a. Products?
    - DON'T KNOW
    - REFUSE
    - TIME ESTIMATE GIVEN: _____
    - OTHER/COMMENT: _____

    11b. BLANK

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 product or the percentage of your total revenue generated by that product?
- 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 a product, 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?

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    1      2      3      4      5
    ●      ●      ●      ●      ●
 Easiest                 Most Difficult
     GO TO QUESTION 14
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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 product to estimate the number of employees involved with that product. We want this employment estimate to account for all employee types at the worksite, including financial employees, administrative employees, sales and marketing employees, etc.

Do you think the amount of revenue could reasonably represent the employment associated with a particular product? (FOR EXAMPLE, MY FIRM HANDLES CONTRACTS FOR OIL AND GOLD COMMODITIES. 70% OF THE REVENUE IS FROM OIL, SO 70% OF THE FIRM'S TOTAL EMPLOYMENT IS ASSOCIATED WITH THE OIL PRODUCT.)
- YES
- NO

- DON'T KNOW

14b. Please explain why you answered this way_____

15. BLANK

16. a. (IF QUESTION 6 IS YES, OTHERWISE GO TO 17) Would revenue by product also be available at the worksite level?
- YES
- NO
- DON'T KNOW

16b. Please explain why you answered this way_____

17. BLS does not intend to publish information about products or revenue. If BLS asked you to provide the amount of total revenues accounted for by a product, 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? _____

Number of jobs by timeframe

18. a. If you were asked to estimate the percentage of your employees, including sales, marketing, and administrative employees, who work primarily on a product during **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

19. a. (IF QUESTION 6 AND 17A IS YES OTHERWISE SKIP TO 20) Would you be able to do this at the worksite level?
- 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 a product or employment numbers by product?
- REVENUE
- EMPLOYMENT
- BOTH EASY
- BOTH DIFFICULT

21b. Why is that so?_____

SKIP TO ENVIRONMENTAL INFORMATION QUESTION 28

Job compile

22. a. (ONLY IF 17A IS NO) If you don't track the percentage of employees, including sales, marketing, administrative employees, associated with a product, 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 28

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 28

One Product Type

23. Do you produce different versions of your product? For example, if you handle commodity contracts to you handle more than one commodity?
- YES → GO TO QUESTION 24
- NO → GO TO QUESTION 34

24. Do you track exact revenue generated by the different versions?
- YES
- NO → GO TO QUESTION 28

25. BLS is considering using the revenue generated by different versions, along with total annual revenue, to estimate the number of employees involved in producing that version. Do you think this approach is reasonable for your business?

- YES
- NO
- DON'T KNOW

     25b. Why is that so?_____

26. BLS does not intend to publish information on products or revenue. Would you be willing to provide revenue share by version to BLS on a survey form?
    - YES
    - NO → GO TO QUESTION 28
    - DON'T KNOW

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

     27b. Why is that so? _____

Environmental information

28. Do any of your products or specific versions address or help monitor any environmental issues? For example, do any of your commodities deal with environmental issues?
    - YES → A. All of your products or just certain ones?
        - ALL
        - JUST CERTAIN ONES
    - NO → GO TO QUESTION 33
    - DON'T KNOW → GO TO QUESTION 33

29. What are those environmental issues or what does your product help monitor?
    _____

30. If BLS were to ask for revenue shares for those products that dealt with one of those environmental issues or monitors an environmental issue, would you be able to provide that information? For example, what percent of revenue is represented by carbon trading?
    - YES
    - NO
    - DON'T KNOW

31. BLANK
32. BLANK

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 producing 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