

SCRIPT FOR GREEN GOODS AND SERVICES FEASIBILITY INTERVIEW  
MUSEUMS/ZOOS/NATURE INSTITUTIONS

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 exhibits. Would you be able to answer questions about how your tracks information about its various exhibits?

- 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 EXHIBITS DO THEY HAVE)

**GO TO QUESTION 28**

**Product line questions**

4. BLANK

**Revenue by product**

5. BLANK

6. BLANK

7. BLANK

8. BLANK

**Time period**

9. a. BLANK

9b. BLANK

10. BLANK

10a. BLANK

10b. BLANK

11. BLANK

11a. BLANK

11b. BLANK

11c. BLANK

12. a. BLANK

12b. BLANK

**Revenue compile**

13. a. BLANK

13b. BLANK

13c. BLANK

13d. BLANK

**Employment**

14. a. BLANK

14b. BLANK

15. BLANK

16. a. BLANK

16b. BLANK

17. BLANK

**Number of jobs by timeframe**

18. a. BLANK

18b. BLANK

19. a. BLANK

19b. BLANK

20. BLANK

21. a. BLANK

21b. BLANK

**Job compile**

22. a. BLANK

22b. BLANK

22c. BLANK

22d. BLANK

### One Product Type

23. BLANK

24. BLANK

25. BLANK

25b. BLANK

26. BLANK

27. a. BLANK

27b. BLANK

### Environmental information

28. As I said, we are interested in information about <NAME OF FIRM> different exhibits. What types of exhibits or areas of study do you offer? \_\_\_\_\_

29. a. Do you track employment by exhibit or area of study?

- YES → Would you be willing to provide employment shares, including sales, marketing, and administrative employees, by exhibit or area of study to BLS on a survey form?
  - YES
  - NO
  - DON'T KNOW
- NO
- DON'T KNOW

29b. BLANK

30. Do you track revenue by exhibit or area of study?

- YES → BLS is considering using the revenue generated by different exhibits or areas of study, along with total annual revenue, to estimate the number of employees, including administrative and support staff, involved in that area. Do you think this approach is reasonable for your business?
  - YES → WHY?
  - NO → WHY NOT?
  - DON'T KNOW
- NO → WHY NOT?

- DON'T KNOW

31. Do you track attendance by exhibit or area of study?

- YES → Would attendance generated by different exhibits or areas of study, along with total annual attendance, be a reasonable method for BLS to use to estimate the number of employees, including administrative and support staff, involved in that area?
  - YES → WHY?
  - NO → WHY NOT?
  - DON'T KNOW
- NO → WHY NOT?
- DON'T KNOW

32. (ONLY ASK IF ANSWERED YES TO 30 AND/OR A YES TO 31) BLS does not intend to publish revenue or attendance information. Would you be willing to provide revenue or attendance information to BLS on a survey form?

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](http://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