

# SCRIPT FOR GREEN GOODS AND SERVICES FEASIBILITY INTERVIEW UTILITIES

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 services. Would you be able to answer questions about your firm's revenues and employment for your services?

- 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 (INFORMATION TECHNOLOGY, ENGINEERING, RETAIL, ETC.)

### **Consulting/engineering/etc. project questions**

4. As I said, we are interested in information about the different types of utility services <NAME OF FIRM> is involved in. How many different types of services are you involved in?

- ONE → GO TO QUESTION 27
- MORE THAN ONE →

What are some of those different projects?

LIST: \_\_\_\_\_

GO TO QUESTION 5

### **Revenue by project**

5. Do you track revenue by the different types of services? For example, could you provide total annual revenues for natural gas and electricity services (USE THEIR EXAMPLES IS THEY GAVE THEM)?

- 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 services or revenue. Would you be able to provide revenue by service type for your individual office locations?
- YES → 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 different services 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 types of services (for example, natural gas and electric, etc.)?

- DON'T KNOW
- REFUSE
- TIME ESTIMATE GIVEN: \_\_\_\_\_
- OTHER/COMMENT: \_\_\_\_\_

10b. BLANK

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

11a. different types of services (for example, natural gas and electric, etc.)?

- 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



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 service to estimate the number of employees associated with those services. We want this employment estimate to account for all employee types, including line workers, managers, administrative employees, sales and marketing employees, etc.

Do you think the amount of revenue could reasonably represent the employment associated with a particular type of service? (FOR EXAMPLE, MY FIRM PROVIDES BOTH NATURAL GAS AND ELECTRICITY. 70% OF THE REVENUE IS FROM ELECTRICITY, SO 70% OF THE FIRM'S TOTAL EMPLOYMENT IS ASSOCIATED WITH THE ELECTRICITY.)

- 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 service 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 service types or revenue. If BLS asked you to provide the amount of total revenues accounted for by a particular type of service, 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, administrative employees associated with each type of service (natural gas, electricity, etc.) 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

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 services or providing the employment associated with different types of services?

- 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 type of service, 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. BLANK  
24. BLANK  
25. BLANK  
26. BLANK

### Environmental information

27. Do you produce electricity?  
• YES → A. What is your main source of fuel?  
\_\_\_\_\_ → GO TO QUESTION 28  
• NO → GO TO QUESTION 28  
• DON'T KNOW → GO TO QUESTION 28
28. Do distribute electricity to the final consumer or to other distribution facilities or electric utilities?  
• YES → A. Do you buy energy from different power plants?  
• YES → GO TO QUESTION 29  
• NO → GO TO QUESTION 33  
• NO → GO TO QUESTION 33  
• DON'T KNOW → GO TO QUESTION 33
29. Would you be able to provide the amount of revenue you collect for those different power sources? For example, what portion of your revenue is from electricity sold that is generated by a natural gas fired power plant?  
• YES  
• NO  
• DON'T KNOW
30. a. BLS is also considering using revenue by power source to estimate the number of employees associated with energy distributed by those different sources. We want this employment estimate



to account for all employee types, including line workers, managers, administrative employees, sales and marketing employees, etc.

Do you think the amount of revenue could reasonably represent the employment associated with a particular power source? (FOR EXAMPLE, MY FIRM PROVIDES ELECTRICITY FROM A NATURAL GAS PLANT AND A COAL PLANT. 70% OF THE REVENUE IS FROM THE COAL PLANT, SO 70% OF THE FIRM'S TOTAL EMPLOYMENT IS ASSOCIATED WITH THE ELECTRICITY FROM COAL.)

- YES
- NO
- DON'T KNOW

30b. Please explain why you answered this way \_\_\_\_\_

31. a. (IF QUESTION 6 IS YES, OTHERWISE GO TO 17) Would revenue by power source also be available for each office location?

- YES
- NO
- DON'T KNOW

31b. Please explain why you answered this way \_\_\_\_\_

32. BLS does not intend to publish information about revenue. If BLS asked you to provide the amount of total revenues accounted for by a particular power source, 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? \_\_\_\_\_

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](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.