

The Census Bureau plans to conduct additional research under the generic clearance for questionnaire pretesting research (OMB number 0607-0725). We will conduct cognitive testing of the 2010 Annual Survey of Manufactures Management and Organizational Practices Supplement (ASM-MOPS). The ASM-MOPS is a pilot survey that will be collected by the U.S. Census Bureau and is to be sponsored by a National Science Foundation grant. The purpose of this self-administered survey is to create a large-scale cross-sector management and organizational practice panel dataset, which can be matched to numerous existing Census datasets on productivity, employment, technology, energy use and indicators of worker well-being. Since the data will be publicly available through the Census Research Data Centers and public access anonymized datasets, this will benefit a wide group of researchers, including U.S. policy-makers trying to simulate U.S. economic growth.

From late April through May, 2010, staff from the Response Improvement Research Staff within the Economic Directorate of the Census Bureau will conduct one round of cognitive interviews, with respondents from up to 20 businesses in 3 metropolitan areas, to be determined. From June through August, 2010, staff from the Response Improvement Research Staff will conduct a second round of cognitive interviews and with respondents from up to 15 businesses in 2 metropolitan areas, to be determined. We will attempt to obtain interviews with businesses that vary in size and complexity.

The goals of the cognitive interviewing are to determine whether respondents understand and answer the draft questionnaire in a manner that meets the questionnaire's intent, identify likely respondents and data retrieval strategies, along with other related reporting issues or concerns. Results will be used to refine the questions and aid the development of contact strategies. Enclosed (Attachments 1 and 2) are a draft version of the instrument and a draft protocol.

Interviews will be conducted at the business site and subject area specialists from the Manufacturing and Construction Division staff and the Center for Economic Studies will accompany the research interviewer on most, if not all, of the interviews. They will assist with respondent debriefing, especially in cases where additional clarification of the subject matter is required. Interviews will be audio recorded, with the participants' permission, to aid researchers in accurately reporting findings and recommendations.

After businesses are recruited, participants will receive follow-up reminders about their appointments by fax, telephone, or e-mail via the Census Bureau's Secure Messaging Center (SMC). Participants will be informed that their response is voluntary and that the information they provide is confidential and will be seen only by Census Bureau or special sworn employees involved in the research project. We will not be providing monetary incentives to participants in this study.

We estimate that it will be necessary to interview only one respondent at each company. We estimate that the length of the cognitive interviews will average an hour and a half. Thus, the total estimated burden is 52.5 hours.

The contact person for questions regarding data collection and statistical aspects of the design of this research is:

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