

BSR-12 Cognitive Interview Protocol (DRAFT)

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Before the Questionnaire

- Tell me a little about your role in this business. How long have you been here, and what are your major responsibilities?
- Have you filled out government forms in the past?
- Generally speaking, how do government forms get completed?

Now I'm going to hand you a copy of the questionnaire. We'll go through it page by page. Please write on it, and complete it as if we weren't here. I'll ask you questions when you've finished the page.

Survey Coverage (SAS, QSS)

- How did you go about answering this question?
- Were there any words/phrases in particular that were useful in the survey coverage statement?

Organizational Change (AWTS, ARTS, SAS, QSS)

- How did you go about answering this question?
- How easy or difficult is it to provide the information requested?
- How easy or difficult was it to identify where you were supposed to report the information?

Number of Establishments (SAS, QSS)

- How did you arrive at your answer to this question?
- How easy or difficult was it to come up with your response to this question?

Reporting Period (all)

- How did you arrive at your answer to this question?
- How easy or difficult was it for you to answer this question?
- (Probe on fiscal vs. calendar year, typical reporting cycles)

Sales, Receipts, or Revenue (all)

- How did you arrive at your answer to this question?
- What, if any, reports would you need to reference in devising your response? When are those records typically available?
- Did you happen to read the include/exclude list? Is there anything on those lists that seems odd or out of place to you?
- Is there anything listed on the include list that you normally exclude?

Sales Tax (ARTS, AWTS, SAS)

- What did this question mean to you?
- How did you arrive at your answer to this question?
- What, if any, reports would you need to reference in devising your response? When are those records typically available?

Leased Department Sales (ARTS, MRTS)

- In your own words, what is this question asking?
- How did you arrive at your answer to this question?
- What, if any, reports would you need to reference in order to answer this question?

E-Commerce (ARTS, AWTS, MARTS, MRTS, SAS)

- Did you happen to read through the definition provided? Was it helpful or unhelpful to you in answering these questions? [Probe further, based on response.]
- What does the word “negotiated” mean to you, in the context of this definition?
- How did you arrive at the answer to this question?
- What, if any, reports would you need to reference in order to answer this question?

Source of Revenue (QSS, SAS)

- How did you arrive at the answer to this question?
- What, if any, reports would you need to reference in order to answer this question?

Class of Customer (ARTS, QSS, SAS)

- What does “household consumers and individual users” mean to you in the context of this question?
- What does “business firms and not-for-profit organizations” mean to you?
- (ARTS) How did you decide to split your response between “business firms and not-for-profit organizations” and “wholesalers and other retailers”?
- How did you arrive at the answer to this question?

Value of Inventories (ARTS, AWTS, MRTS, MWTS)

- How did you arrive at the answers to these questions?
- How easy or difficult is it to compile this information?
- What do your inventories records look like? How similar or different are they, compared to the data that is requested?

Purchase of Products/Total Purchases (ARTS, AWTS)

- In your own words, what is this question asking you?
- What does the phrase “took title” mean to you in the context of this question?
- Is this information available within your company’s records?

Wrap-up

- How much time would it take you to complete this report (actual time, not elapsed time)?
- Are you the person who would probably answer these questions, or would someone else answer them?
- Would the information requested on this form generally be available to you, or would information have to come from someplace else?
 - How would you go about getting that information?
 - Would you pass the form over to that department, or just get information from them over the phone/e-mail?
- Overall, how easy or difficult was it to complete this form?
- Any other comments?