

Respondent Debriefing Protocol

ASM = <https://respond.census.gov/asm>

COS = <https://respond.census.gov/cos>

Goals: To find ways to improve the Direct Internet Reporting (DIR) tool. We want to conduct phone call follow-ups for 2010 Direct Internet Reporting (DIR) of Annual Survey of Manufactures and Report of Organization forms in order to determine why respondents do and do not report electronically. The following groups will be contacted: 1.) Respondents who reported electronically, 2.) Respondents who logged into the electronic reporting tool but sent in a paper form, and 3.) Respondents who reported electronically in 2009 but reported on paper in 2010. In general, we would like to know how respondents found out about electronic reporting and why if anything was deficient in the DIR.

Cases will be selected randomly and calls made until there are 50-60 completions from each of the above groups (total sample will be 150 to 180 respondents) to determine what variables resulted in their method of reporting. The questions selected for cold calling the respondents are below and have been organized by Respondent Group:

Reported Electronically:

Goal: Determine what the respondent did and did not like about the DIR.

Greeting:

Hello, my name is <state your name> with the U.S. Census Bureau. First of all, thank you for completing the <2010 Annual Survey of Manufactures> or <2010 Report of Organization>. We are following up with you to ask just a few questions to help us find ways to improve our web based survey. Do you have a few minutes to answer a few questions? <Wait for answer>

Yes = Great! <Move onto question 1>

No = Could I call you back at a later time today or tomorrow? Thank you for reporting.

1. When completing the web based survey, how satisfied were you with your overall experience? Were you ---

- Very satisfied
- Somewhat satisfied
- Neither satisfied or dissatisfied
- Somewhat Dissatisfied
- Very Dissatisfied

2. Why did you choose to use the web based survey?

a. <As applicable-,> How did you find out about the web based reporting option?

b. <If the respondent does not mention the Internet reporting flyer,> Do you recall seeing the EZ-123 Flyer we enclosed along with the reporting form? How helpful was it?

3. What things did you like about the web based survey?

4. Was there any particular area of the web based survey that gave you trouble? *<Ask probing questions, if necessary: submit process, site navigation, specific questions on the form, concern about security, process too long, etc.>*
 - a. *< As applicable,>* Do you recall seeing the tools left hand navigation bar? Was it helpful?
 - b. *<As applicable,>* Did you find the Warnings and Errors helpful?

5. What can we change about the web based survey to encourage businesses to report electronically in the future?

*<Go To **THANK YOU**>*

THANK YOU

Is there anything else you care to share about your experience? *<Wait for answer>*

Again, thank you. Your feedback will help us improve our web based surveys. If you have any questions, please feel free to call the Census Bureau at (###) ###-####.

Reported by Paper but logged into Electronic Reporting Tool:

**Goal: To determine why the respondent started with the electronic tool but eventually decided to report on paper.
What made them change their minds?**

Greeting:

Hello, my name is <state your name> with the U.S. Census Bureau. First of all, thank you for completing the <2010 Annual Survey of Manufactures> or <2010 Report of Organization>. We see that prior to completing the paper survey, your company logged into our web based reporting tool. We are following up with you to ask just a few questions to help us find ways to improve our web based survey. Do you have a few minutes to answer a few questions? <Wait for answer>

<Keep in mind it is possible that the respondent might not have been the person from the company that logged into the system, so in the end maybe the respondent did not know about the web based option. If so ask: I'd like to speak with the person who actually completed the form. I'd appreciate it if you could transfer me to them or give me their contact information. Thank you.)>

Yes = Great! Move onto question 1

No = Could I call you back at a later time today or tomorrow? Thank you for reporting

1. How did you find out about web based survey?
 - a. What do you suggest about how we might alert you to our web based reporting option in the future?
 - b. Do you recall seeing the EZ-123 Flyer we enclosed along with the reporting form? How helpful was it?
2. Were there any particular reasons that you were unable to complete your 2010 ASM/COS form on-line after logging in? <If needed remind them: you did not like navigation, did not like the Errors or Warnings indicating that certain cells should be completed, did not understand how to submit, etc.?
 - a. Was there a particular area that gave you trouble? <Ask probing questions, if necessary: submit process, site navigation, specific questions on the form, concern about security, process too long, etc.>
 - b. Have you complete other surveys on-line?
3. In the future, would you like to report electronically?
 - a. If not, why not?
 - b. What can we do to help you report using the web based tool in 2011?

THANK YOU

Is there anything else you care to share about your experience? <Wait for answer>

Again, thank you. Your feedback will help us improve our online surveys. If you have any questions, please feel free to call the Census Bureau at (###) ###-####.

Reported Electronically in 2009 but on Paper in 2010:

Goal: To determine what changed between 2009 and 2010? Why did they become a paper respondent after previously reporting via Surveyor (the 2009 electronic reporting medium).

Greeting:

Hello, my name is <state your name> with the U.S. Census Bureau. First of all, thank you for completing the <2010 Annual Survey of Manufactures> or <2010 Report of Organization>. We see that in 2009 your company reported electronically, and in 2010 your company reported on paper. We are following up with you to ask just a few questions to help us find ways to improve our online survey. Do you have a few minutes to answer a few questions? <Wait for answer>

Yes = Great! Move onto question 1

No = Could I call you back at a later time today or tomorrow? Thank you for reporting

1. Are you aware that we offered a web based reporting option in 2010?
2. What do you suggest about how we might alert you to our web based reporting option in the future?
 - a. Do you recall seeing the EZ-123 Flyer we enclosed along with the reporting form? How helpful was it?
 - b. In the future, would you like to report electronically?
3. Are you the person who completed the survey electronically in 2009? <if yes, go to part A, and if no go to the next question>
 - a. What factors contributed to your decision to file by paper for 2010 instead of electronically? <Ask probing questions, if necessary: Did you try to log into the tool, were there issues reporting electronically for 2009 that you can tell me about, are you worried about security, etc.? >
4. (If applicable)Would you like to report electronically in 2011?
5. (If applicable)What can we do in the future to encourage you to report electronically?

THANK YOU

Is there anything else you care to share about your experience? <Wait for answer>

Again, thank you. Your feedback will help us improve our online surveys. If you have any questions, please feel free to call the Census Bureau at (###) ###-####.