

**Form #NC99023 – Paper Respondents**

**2012 Economic Census: Re-file Survey**

Hello, this is \_\_\_\_\_ from the U.S. Census Bureau. I'd like to speak with <contact name from COVERSHEET label>.

<If unable to reach person named on the label, record outcome on the CALL RECORD and continue as appropriate or instructed.>

I'm calling about the 2012 Economic Census: General Classification Report form we sent you at the end of 2011. The form number is NC-99023. We are trying to improve our survey and I was hoping you could give me 5-10 minutes of your time? <Set up a call-back time if they aren't available at that moment, but are willing to participate.>

**1.**

**a. First, can you tell me if you remember completing a survey by that name?**

- Yes → <Go to 2>
- No → <Continue with 1b>

**b. The survey contained four pages of check-boxes. It asked respondents to select their Principal Business or Activity. There were also questions about verifying the physical location of the business, providing information about customers, and some percentages for sales of services or merchandise sold. Given that description, do you remember completing that survey?**

- Yes → <Continue with 2>
- No → <Go to 13 >

**2. Do you remember seeing a colored flyer in the envelope containing the survey?**

- Yes → <Continue with 3>
- No → <Go to 4>

**3. What did you remember about the flyer?**

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<Continue with 4>

**4. Would reporting online for this survey be an option that you would have been interested in?**

- Yes → <Go to 6>
- No → <Continue with 5>

**5. What are reasons why you wouldn't have been interested in reporting online to this survey?**

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\_\_\_\_\_ <Continue with 13 >

**6. Do you remember seeing information on any of the materials within the envelope about being able to report online?**

- Yes → <Go to 8>
- No → <Continue with 7>

**7. How could we have made it more obvious to you that this option was available?**

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\_\_\_\_\_ < Continue with 13>

**8. The materials gave a website address for online reporting. Did you go to the website that was provided?**

- Yes → <Continue with 9>
- No → <Go to 12>

**9. Did you look through any of the information on the website? If yes, what information did you look at?**



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**<Continue with 16 >**

**16. Generally, do you also receive paper versions of these forms in the mail with the requests?**

- Yes → <Continue with 17>
- No → <Continue with 17>

**17. What could we do to encourage business respondents like you to complete our surveys online?**

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**Thank you for your help. <Terminate the Interview.>**

**Form #NC99023 – Electronic Respondents****2012 Economic Census: Re-file Survey**

**Hello, this is \_\_\_\_\_ from the U.S. Census Bureau. I'd like to speak with** *<contact name from COVERSHEET label>*.

*<If unable to reach person named on the label, record outcome on the CALL RECORD and continue as appropriate or instructed.>*

**I'm calling about the 2012 Economic Census: General Classification Report form we sent you at the end of 2011. The form number is NC-99023. We are trying to improve our survey and I was hoping you could give me 5-10 minutes of your time?** *<Set up a call-back time if they aren't available at that moment, but are willing to participate.>*

**1.**

**a. First, can you tell me if you remember completing a survey by that name?**

- Yes → *<Go to 2>*  
 No → *<Continue with 1b>*

**b. The survey contained four pages of check-boxes. It asked respondents to select their Principal Business or Activity. There were also questions about verifying the physical location of the business, providing information about customers, and some percentages for sales of services or merchandise sold. Given that description, do you remember completing that survey?**

- Yes → *<Continue with 2>*  
 No → *<Go to 4 >*

**2. Do you remember seeing a colored flyer in the envelope containing the survey?**

- Yes → *<Continue with 3>*  
 No → *<Go to 4>*

**3. What did you remember about the flyer?**

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**<Continue with 4>**

**4. What were the reasons for why you chose to respond to this survey online versus on paper?**

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**<Continue with 5>**

**5. Did you experience any problems completing your survey online?**

- Yes → <Continue with 6>
- No → <Go to 7>

**6. What issues did you experience?**

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**<Continue with 7 >**

**7. How would you say you feel about your overall experience with the online form – are you very satisfied, satisfied, dissatisfied, or very dissatisfied?**

- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied

**8. Can you tell me what you liked about reporting online?**

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**<Continue with 9 >**

**9. Have you ever completed other surveys or forms for your business online?**

- Yes → <Continue with 10>
- No → <Go to 13>

**10. Where any of these mandatory filings?**

- Yes → <Continue with 11>
- No → <Continue with 11>

**11. In general, what type of information was being requested when you've completed surveys or forms online?**

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<Continue with 12 >

**12. Generally, do you also receive paper versions of the forms in the mail with the requests?**

- Yes → <Continue with 13>
- No → <Continue with 13>

**13. What could we do to encourage business respondents like yourself to complete our surveys online?**

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**14. And lastly, would you please tell me what web browser that you use? *(If they are confused by this terminology, you can mention that examples include Internet Explorer, Firefox, Safari, etc.)***

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**Thank you for your help. <Terminate the Interview.>**