

Attachment A: Cognitive Interview Protocol

1. In-person Interviews

- Thank you for participating today.
- I am [This is my colleague () who will be taking notes for us today]
- Explain cognitive testing
 - The goal of our session is for us to evaluate a new form we are developing for PPI. We want to see how you complete the form. We are looking for what works well and what is more difficult.
 - During this session, we will give you several simulated forms to complete, along with scenarios that provide the information you will need to complete the forms. The items/services in the forms will be similar to what you already price for us. However, the scenarios may or may not match actual situations in your business.
 - Please use the information in the scenarios to complete the forms. If a scenario is significantly different from what you would normally experience, please let us know.
 - We are testing the form, not you, so any problems you have are problems with the form that we need to fix. We would like to hear all your comments and suggestions so we can improve the form as much as possible.
 - The information you provide today will only be used for the purposes of improving the form. It will not be used for any other purpose, and it is not part of the regular PPI data collection.
- Administer consent form.
- Have the participant complete the scenarios.
- Conduct the debriefing (see Attachment D).
- Thank the participant.

2. Remote Participants

Instructions during initial call

- Thank you for agreeing to participate.
- Explain cognitive testing
 - The goal of our session is for us to evaluate a new form we are developing for PPI. We want to see how you complete the form. We are looking for what works well and what is more difficult.
 - We will send you several simulated forms to complete, along with scenarios that provide the information to complete the forms. The items/services in the forms will be similar to what you already price for us. However, the scenarios may or may not match actual situations in your business.
 - Please use the information in the scenarios to complete the forms. If a scenario is significantly different from what you would normally experience, please let us know.
 - We will also send a consent form, which states that participation is voluntary, and that you may stop at any time.
 - As you are entering the data, please note how long it takes to complete each form.
 - We would like you to fax back the completed PPI forms along with the consent form.
 - We will then arrange a call with you, so you we can get feedback on your experience with the new form.

- Set up time to call back

Introduction during the test session

- Thank you for participating today.
- I am... [My colleague(s) <names> will also be listening today]
- Explain cognitive testing
 - We have a series of questions to ask you about the forms and your experience.
 - We are testing the form, not you, so any problems you have are problems with the form that we need to fix.
 - As a reminder, your participation is completely voluntary and you can decline to answer any question at any time.
 - The information you provide today will only be used for the purposes of improving the form. It will not be used for any other purpose, and it is not part of the regular PPI data collection.
 - We would like to hear all your comments and suggestions so we can improve the form as much as possible.
- Conduct the debriefing (see Attachment D).
- Thank the participant.

Attachment B: Sample Scenarios

Note: These samples were taken from a cognitive test for the PPI form we conducted using BLS employees. For these tests, we created scenarios to cover a wide range of conditions. In the test with actual respondents, we plan to tailor the scenarios to the types of items or services they report.

Scenario A

Your company produces grain combines. Sales of model number A123 have been low in the past year and your company discontinued producing this combine on March 1, 2012. The replacement grain combine, model B 1234, has an additional two rows and the cab has a premium windshield wiper and washer system. The price for model B1234 is \$427,000. The mark up of both combines is the same. Model A123 cost you \$150,000 to manufacture, while model B1234 costs you \$200,000.

Scenario B

Your company produces a variety of lighting products, including flashlights. Over the last month your company has modified the flashlight's housing, so it is now 4 ½ inches in diameter, and 7 inches long. The new model number is AB12, and the price of the new item is \$53.

Scenario C

You are a large broker-dealer who specializes in making a market in investment grade corporate bonds. You report to BLS the bid-ask spread for several corporate bonds. Several times throughout the year, you replace the bond that you report with a new bond from a similar company.

Using the information below, please fill out the form for BLS:

New Bond:

Marathon Oil Corp
Coupon Rate: 7.5%
Maturity: 2/15/2019
Credit rating: Ba

Ask:118.19

Bid: 117.41

Attachment C: Sample Form



INFORMATION FOR THE PRODUCER PRICE INDEX

Please complete this form and **fax to: (555) 555-5555**.
 Or, return to U.S. Department of Labor, Bureau of Labor Statistics, Code 7, Washington, DC 20212.
 201202 RC: 123456789 IC: 333111G11A01 NAIC: 333111 BLS 473-P OMB NUMBER 1220-0008

1. Instructions: If you need assistance, please review the detailed instruction sheet, or contact Tiffany Hamilton at (202) 691-7725.

2. Have the Description, Adjustments to Price, or Terms of Transaction changed? No Yes → If Yes, please update below
 Combine, grain type. Brand name: ABC. Model name/number: A123. Number of rows: 8. Model 608c corn head/code 636jh 30in row. Spacing/knife roll hydraulically adjustable deckplates/less stalkmaster. Stalk chopping. Cab w/ windshield wiper. Autotractor ready. Heavy duty crop feeder.

Adjustments to Price		Reflected in the price below?	Terms of Transaction
Type of Discount Competitive	Value/Terms None Currently	No	Type of Sale: Market sale Domestic/Foreign Buyer: Domestic buyer Type of Buyer: Retailer Contract Terms: Purchase order Size of Shipment: Not applicable Unit of Measure: Combine Freight: FOB factory
Type of Surcharge Surcharge	Value/Terms None Currently	No	

3. Are there any updates to the Previously Reported Prices? No Yes → If yes, please update below.

Date	Value/Terms	Price
January 10, 2012	\$300,900.0000	_____ , _____ , _____ . _____
February 14, 2012	\$300,900.0000	_____ , _____ , _____ . _____
March 13, 2012	\$300,900.0000	_____ , _____ , _____ . _____
April 10, 2012	Please provide	_____ , _____ , _____ . _____

4. Has the price changed between April 10, 2012 and May 15, 2012? No Yes → If yes, enter the price below.

\$ _____ , _____ , _____ . _____ cents
 Per: Combine
 Type of Price: Average price

5. Please provide reason(s) for significant price changes and/or other remarks.



Please review contact information and make corrections in the Remarks section.

JOHN DOE
 COMMERCIAL SALES REP
 ABC COMBINE COMPANY
 1234 MAIN STREET
 WASHINGTON DC 10000

Phone: (321) 555-1234 x123
 Fax: (321) 555-4321
 Email: John.doe@abccombine.com

If you have questions, please contact:

Tiffany Hamilton
 Economist
 Phone: (202) 691-7725
 Hamilton.tiffany@bls.gov
 www.bls.gov/ppi/

Item Code: 333111G11A01

Attachment D: Debriefing Items

Complete questions 1 – 4 for each item or service.

For the in-person participants, we will ask these four questions after they complete each form, then start with question 5 (Q5) after they have finished all the forms. The remote participants will start with Q5, then insert the item-specific questions after Q13.

- Q1 What steps did you take to complete the form? (Probe: What information did you report on the form?)
- Q2 Did you have any difficulty completing the form? (Probe: Was anything particularly confusing or challenging?)
- Yes
 - No (**go to Q4**)
 - Don't Know/Not Sure/No Opinion (**go to Q4**)
- Q3 What was difficult?
- Q4 (this question will only be used as needed. The test moderator will review the form to determine if there are any other questions to ask, such as how the participant decided on a specific entry).
- Q5 I'd like to begin by asking about your initial reaction to the form. (Probes: When you first saw the form, what did you think about it?)
- Q6 How easy or difficult was it to complete the form? Very Easy, Easy, Neither Easy nor Difficult, Difficult, Very Difficult.
- Very Easy
 - Easy
 - Neither Easy nor Difficult
 - Difficult
 - Very Difficult
 - No Opinion/Don't Know/Not Sure
- Q7 Did you look at the cover sheet at all? (**check one**)
- Yes
 - No (**go to Q10**)
 - Don't Know / Not Sure / No Opinion (**go to Q10**)
- Q8 How helpful was the cover sheet? Not At All Helpful, Slightly Helpful, Somewhat Helpful, or Very Helpful.
- Not At All Helpful
 - Slightly Helpful
 - Somewhat Helpful
 - Very Helpful

Q9 When did you look at the coversheet? (**check all that apply**)

- Before starting
- When I wasn't sure what to do
- Other, please specify _
- Don't Know / Not Sure / No Opinion

Q10 What was your general reaction to the coversheet? (Probes: When you first saw the coversheet, what did you think about it?)

Q11 Was there anything about the cover sheet that was particularly confusing or difficult to understand?

Q12 Was there anything about the cover sheet that was particularly helpful?

Q13 Do you have any other comments on the cover sheet?

For remote participants, Q1-Q4 will be here, repeated for each form

Instructions for remote participants: "Next I'd like to look at the form itself. Let's start/continue with <brief item description & item code>."

Q14 [Additional question for remote participants] Approximately how long did it take you to complete this form?

Q15 If you were completing these forms with real information, how much additional time would it take for you to locate the information you need for a single form?

Q16 Overall, what didn't you like about the form?

Q17 Overall, what did you like about the form?

Q18 (this question will only be used as needed. The test moderator will review the discussion so far to determine if there are any other questions to ask).

Q19 Do you have any other comments that would help us improve the form?