

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 on some revised content for the 2016 Report of Organization Survey (also known as the Company Organization Survey, COS, NC-99001). The Report of Organization is an annual survey of selected companies that obtains current organization and operating information on multi-establishment companies in order to maintain the Business Register. It provides the sampling frame for Census business surveys and enables the Longitudinal Business Database - a resource for understanding the dynamics of U.S. businesses over time.

The new and revised questions are intended to be included on the form as part of the Enterprise Statistics Program (ESP), the purpose of which is to provide key measures of comprehensive company-wide data, including company support organization and selected financial activities. These new and revised questions will allow the ESP to publish additional data on intellectual property and contract manufacturing at the enterprise level, provide microdata for research conducted on factoryless goods producers as well as reduce respondent burden and improve data quality.

From June through October 2015, staff from the Data Collection Methodology & Research Branch (DCMRB, formerly the Response Improvement Research Staff) within the Economic Directorate of the Census Bureau will conduct two rounds of cognitive interviews with respondents from up to 40 businesses in 4 metropolitan areas (likely to include Seattle, WA, Silicon Valley, CA, and Chicago, IL). We will attempt to select a diverse sample of businesses with regard to size and complexity. Recruiting lists will be provided to DCMRB researchers by COS staff.

The goals of the cognitive interviewing are to determine whether respondents interpret questions and instructions in a manner that meets the questionnaire's intent, to identify likely respondents and data retrieval strategies, and to identify other related reporting issues or concerns. Results will be used to refine the questions and aid the development of contact strategies. The 2013 Report of Organization, a draft of the new survey content and a draft protocol are enclosed. (Note that the protocol includes two parts that ask about related issues/concerns to the Census Bureau. Part D includes some questions related more generally to factoryless goods producers (see OMB generic clearance letter on related testing sent on October 20, 2014). Part E includes some brief questions to gauge large and medium-sized business' experience with and reaction to the concept of data transfers.)

Interviews with the business respondents will be conducted at their offices. Subject area specialists from COS will participate in most, if not all interviews. They will observe the interviews and assist in instances where clarification of the subject matter is required. Interviews may be audio recorded, with the participants' permission, to aid researchers in accurately reporting findings and recommendations. We will not be providing monetary incentives to participants in this study.

After interviews are scheduled, participants will receive follow-up reminders about their appointments by fax, telephone, or e-mail. 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 employees.

We estimate that it will be necessary to interview up to two respondents at each business. We estimate that the length of the cognitive interviews will average 60 minutes. The estimated maximum burden for conducting cognitive interviews is 80 hours (1 hour x 2 respondents x 40 interviews). In order to schedule and complete 40 interviews, we expect to contact up to 200 potential interviewees, with each call lasting approximately 5 minutes. The estimated burden for recruiting these interviews is 16.6 hours (.083 hour X 200). The total estimated burden for this project is 96.6 hours.

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

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