

The U.S. 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 new content that will be added to the 2015 Management and Organizational Practices Survey (MOPS). The purpose of the MOPS is to provide information on the use of decentralized decision rights, data-driven decision making, and investments in human capital. The results offer a better understanding of the benefits from these practices when measured in terms of firm productivity and/or firm market value. Understanding the drivers of productivity growth is essential to understanding the dynamics of the U.S. economy and the management of firms plays a central role in this. Since the data will be publicly available through the Census Research Data Centers and public access anonymized datasets, this will benefit a wide group of researchers, including US policy-makers trying to measure similar economic growth. Respondents to the MOPS are manufacturing establishments, both small and large, and are selected from the Annual Survey of Manufactures (ASM) frame.

From May through December 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 manufacturing businesses in the Washington, DC metropolitan area and four additional metropolitan areas yet to be determined. We will attempt to select a diverse sample of manufacturing businesses with regard to size and complexity. Recruiting lists will be provided to DCMRB researchers by staff that currently work on the MOPS.

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. A draft version of the survey content and a draft protocol are enclosed.

Interviews with the business respondents will be conducted at their offices or at other sites of their choosing, which may include public places such as libraries. Census staff working on the MOPS 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 involved in the research project.

We estimate that it will be necessary to interview one respondent at each manufacturing business (up to 40 businesses). We estimate that the length of the cognitive interviews will average 1 hour. The estimated maximum burden for conducting cognitive interviews is 40 hours (1 hour X 40 businesses). In order to schedule and complete 40 interviews, we expect to contact up to 120 potential interviewees, with each call lasting approximately 5 minutes. The estimated burden for

recruiting these interviews is 10 hours (5 minutes X 120 potential interviewees). The total estimated burden for this project is 50 hours.

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

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