

Economic Census Proposed Content
Cognitive Testing Protocol

Note – This protocol is a guide. The questions presented here will not necessarily be asked exactly as worded in the protocol or in this order. It also is important to note that not all questions will be asked in every interview.

I. Before beginning

- Introductions (if necessary)
- *Audio taping – would only be done if interviews take place in a conference room.*
 - *Permission to audio- record discussion?*
 - *Before we get started: I'd like to audio record this interview, so I don't have to rely on my memory later. This session is confidential. Only people connected with this project will have direct access to your recording. Is this all right with you?*
- Setting up WebEx:
 - *May I send you an email with a link to a WebEx meeting? You may be asked to download a WebEx client for your browser. (If the respondent cannot or will not use WebEx, email the spreadsheets directly to them).*

II. Participant Background

- How long have you been with the company?
- What is your title/role?
- What are your major responsibilities?
- What are your government reporting responsibilities?
- What other government surveys or filings, if any, do you also handle?

III. Survey Background

- Can you tell me about how you/your company usually handles filling out the economic census?
 - What is your role? How many people are involved?
 - How do you typically gather the data?

IV. General Probes

- In your own words, what was that question asking?
- What are you thinking about?
- Can you tell me more about that?
- You answered, “...” because...?
- I want to make sure I understand, can you explain that again?

- Can you tell me how you arrived at that answer? What did you include? What did you exclude? What records did you use?
- Reflect back on R's answer and ask R to correct ("I want to make sure I have it right. I think you said, "...?")

V. Draft Questions

Today, you are going to be helping us gather feedback on different ways to present new questions that you may answer in the next economic census. I would like you to review each item and then I will ask you some questions about it.

Self-Service Question 1 to be asked only to select retail companies operating under 2017 NAICS: 444110, 445110, 445120, 446110, 452111, 452112, 452910, 452990:

Take a moment to read through this question.

- In your own words, what do you think this question is asking?
- How did you come up with your answer?
- What kinds of things were you including?
- What does the term 'dedicated self-checkout' mean to you?

(If company is in NAICS 445120, 446110, 452111, or 452910 continue to "Retail Health Clinic" questions. If they are not, thank them for their time.)

Retail Health clinic questions to be asked to establishments operating in 2017 NAICS 452111, 45211210, 45211220, 452210, 45291010, 45291020, 445110, 445120, 445210, 445220, 445230, 445291, 445310, 446110, 446120, 446191, 446199:

Question 1:

- In your own words, what do you think this question is asking?
- How did you come up with your answer?
- What does the term "retail clinic" mean to you? Can you give any examples?

(If respondent answered "Yes" to Question 1, continue to Question 2. If the respondent answered "No," thank them for their time.)

Question 2:

- How would you go about answering this question?
- What items would you include or exclude from your answer?
- Is this something that your business would track in its records?
- What does the term "patient-care services" mean to you?

Question 3:

- How would you answer this question?
- Are there any other items you think may be missing from this list?
- Are there any items you would not include in this list?
- How would you answer this question if your business did not provide any of these services?

Question 4:

- How would you answer this question?

Question 5:

- How would you answer this question?
- What does the term “telemedicine” mean to you?
- What does the term “Mobile coaching application” mean to you? Can you give any examples?
- What does the term “interactive patient-interview” software mean to you?
- Can you think of a time when a retail clinic would not use any of these items?
- (If business leases space to other businesses operating retail clinic:)
 - Would you be able to provide this information about the business operating the retail clinic?

Question 6:

- How would you answer this question?
- Is this number easily accessible in your records?
- Does your business distinguish retail-clinic employees from other employees?
- (If business leases space to other business operating retail clinic:)
 - Would you be able to provide this information about the business operating the retail clinic?

Question 7:

- How would you answer this question?
- Does your business track employees by occupation? If so, how?
- What records would you consult to answer this question?
- (If business leases space to other business operating retail clinic:)
 - Would you be able to provide this information about the business operating the retail clinic?

Wrap Up:

- Overall, what did you think of the questions we looked at today?
- How long do you think these questions would take you to answer?
- Do you think you are the right person to answer these questions?

Pre-Ordering or Delivery Services Question to be asked only to 2017 NAICS 4511 establishments:

Take a moment to read through this question.

- In your own words, what do you think this question is asking?
- How did you come up with your answer?
- What kinds of thing were you including?
- What does the term “pre-ordering” mean to you?
- What does the term “delivery services” mean to you?

Self-Service Question 2 to be asked only to select Food Services and Drinking Places operating under 2017 NAICS 722410, 722511, 722513, 722514, and 722515:

Take a moment to read through this question.

- In your own words, what do you think this question is asking?
- How did you come up with your answer?
- What kinds of thing were you including?
- What does the term “self-service table orders” mean to you?
- Can you give an example of restaurant-provided electronic device?

Water Use to be asked of companies operating under the 2017 NAICS 333110, 325199, 325193, 322121, 324110, 325180, 322130, 211111, 3221110, 325312, 325110, 325312, 325110, 211112, 322122, 212234, 212321, 325311, 325130, 311611, 311411, 311421, 311615, 213111, 311314, 325211, 331313, 327310, 32520, 311221, 325998, 331511, 212392, 321113, 312120, 325194, 212210, 212312, 212322, 331315, 212112, 322299, 331210, 326199, 311224, 325320, 321912, 212111, 311511, 311422, 325220, 325212, 325411

Question 1:

- How would you answer this question?
- How is water intake tracked at your business?

Question 2:

- How would you answer this question?
- What records would you use to answer this question?
- Did you find the example clear or confusing? Was it helpful or unhelpful?

Question 3:

- How would you answer this question?

- (If respondent uses multiple sources:) How would you determine your main source of new water?

Question 4:

- How would you answer this question?
- Did you notice the instructions at the beginning of this question?

Question 5:

- How would you answer this question?
- Do these categories make sense to you?
- Did you notice the instructions at the beginning of this question?

(If the company operates in NAICS 31-33, continue to “‘Split between Machinery and Equipment’ and ‘Buildings and Other Structures’ Questions”.)

(If the company operates in NAICS 211111, continue to “Multiple Investors/Joint Ventures Questions”.)

Split between “Machinery and Equipment” and “Buildings and Other Structures” Question to be asked to manufacturing companies in 2017 NAICS 31-33:

Please take a moment to review this question.

- (Pay attention to how the respondent would answer the question both horizontally and vertically.)
- (Note how they would enter values in the response fields.)
- How would you answer this question? Is the task clear?
- What records would you consult to answer this question?
- What does “retirements and disposition of depreciable assets” mean to you?

Multiple Investors/Joint Ventures Questions to be asked to establishments operating in 2017 NAICS 211111:

Question A:

- How would you answer this question?
- Is it clear what this question is asking you?
- What does “other multiple investors” mean to you?

(If respondent answered “Yes,” go to question B. If respondent answered “No,” thank them for their time.)

Question B:

- How would you answer this question?

- Would you be willing to share this information?
- What records would you consult to answer “Percentage of Investment”?

Break out of Percentage of Receipts for Wired Telecommunications Carriers Questions to be asked of establishments in 2017 NAICS 51711010, 51711020, 51711030, 51721010, 51721020:

Take a moment to review this question

- How would you answer this question?
- What records would you consult? How are they organized?
- Does your business break out total receipts by “bundled” and “unbundled” services?
- Are these the terms or phrases you would use to describe your businesses services?

Cloud Computing from the Distribution of Software on Physical Mediums to be asked of businesses operating in 2017 NAICS 511210:

Take a moment to review this question.

- How would you answer this question?
- How are software revenues tracked at your business?
- What does the phrase “cloud access” mean to you?
- How does your business distinguish digital distribution from cloud access in your records?

Property Type Questions to be asked of establishments operating in 2017 NAICS 721110, 721120, 721191, 721199:

Take a moment to review this question.

- How would you answer this question?
- Are the terms “Limited-service facility, Full-service facility, and Luxury facility” used at your business or within your industry? Would you use any other terms to describe your business?
- Do you feel any response options are missing?

After all interviews, thank the respondent for their time!