

## General Goat Management Survey (NAHMS)

### Potential probe questions for cognitive interviews

For any/all sections:

- How did you arrive at an answer for that question?
- In your own words, what does this question/this term mean to you?
- Were there any terms used in this section that you did not understand?
- Would you need to use your records to answer this question?
- Would you need to talk to someone else on this operation to answer this question/section?
- Were there any questions where the respondent did not know the answer?
- Were the instructions clear? If no, why not?
- Was this section easy or difficult to complete?
- Did you have any other issues with this section?

Section A:

- (Q1) Tell me about the goats you were thinking of when you answered this question. Who owns these goats? Were there any goats on this operation that you did not include? If so, who owns these goats?
- (Q1) What does “on this operation” mean to you in this question?
- (Q2) Did you report each goat under only one category? Were there any other goats that you did not report here?
- (Q2 and Q5) How did you choose how to categorize each of the goats on this operation?
- (Q5 and Q7) Did you report each goat under only one category? Were there any other goats that you did not report here?

Section B:

- (Q1) What does “primary operator” mean to you in this question? Who were you thinking of?
- (Q4) How did you arrive at an answer for this question?
- (Q6) When this question asked about “goat and kid production records” what were you thinking of?
- (Q6) [If respondent keeps records] Can you tell me more about the records you keep?
- (Q7) Were there any terms in this question that you are not familiar with?
- (Q12) [If respondent answered b-f] Did you purchase any of these feed sources from somewhere else, or did they come from your operation?

Section C:

- (Q2) What does the term “breeding season” mean to you?
- (Q5 and Q6) Are there any terms in this question that you are not familiar with?
- (Q11) How did you arrive at an answer for this question?

#### Section D:

- (Q2) What does “the most recent kid crop” mean to you?
- (Q6) Are there any terms used in this question that you are not familiar with?

#### Section E:

- (Q2, Q4, Q13) How did you arrive your answers for these questions?
- (Q17) [If respondent reports “at least a basic understanding of what it means”] What does a veterinarian client patient relationship (VCPR) mean to you?
- (Q17) What do you think of the official VCPR definition? [Probe on any discrepancies between the official definition and the respondents’ definitions].

#### Section F:

- (Q1) This question asked if visitors have contact with goats on this operation. What does “contact” mean to you?
- (Q3) How did you arrive your answers for these questions?

#### Section G:

- (Q6) What does “shipment” mean to you in this question?
- (Q6) Do you consider a “flea market, farmer’s market, or swap meet” to be the same as or different from “a fair or show?”
  - If different, how are they different?
- (Q15) What does “isolate” mean to you in this question?

#### Section H:

- (Q2) Are there any ID types listed here that you are not familiar with?
- (Q2) What does “goat number or name” mean to you in this question?
- (Q2) What does “herd number or name” mean to you in this question?
- (Q4) Are there any ID types in this question that are unfamiliar to you?

#### Section I:

- (Q2) Did you report each goat only once in this question?
- (Q4) What does “direct sales to consumers mean to you?”
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Section J:

- Any issues with this section?
- Any issues with the consent form?

General:

- How long do you think it would take for you to complete this entire questionnaire?
- Do you have any other comments about this questionnaire?