

## Memorandum

**To:** Office of Management and Budget  
**From:** Lin Wang, Center for Survey Measurement, U.S. Census Bureau  
**Subject:** Cognitive Interview Protocol for Satisfaction Construct  
**Date:** July 10, 2016

The Census Bureau plans to conduct additional research under the generic clearance for questionnaire pretesting research (OMB number 0607-0725).

This submission seeks approval of an add-on component for future pretesting research. This add-on will collect data on respondent-reported satisfaction with completing a survey. The data will be used to develop a standardized satisfaction questionnaire for Web survey completion.

We developed a 6-question cognitive interview protocol to elicit elements for Web survey satisfaction construct (Enclosure A), and have conducted a pilot study of 9 participants. The preliminary results from the pilot study suggest a potentially different construct from those currently used in usability testing.

To further the research, we plan to continue this cognitive interview with an expanded sample of 120 respondents. We will analyze the responses collected from the cognitive interviews, and qualitatively synthesize the data to form themes that may contribute to the satisfaction construct.

Below is a list of materials to be used in the study.

1. Protocol used for the study (Enclosure 1)

It will take the participant no more than 10 minutes to perform this task. The maximum burden for this add-on study is 20 hours. There is no recruiting needed for this study because we will use the participants recruited for other approved studies.

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

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