

Economic Census Proposed Content: Part 2
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.

To be asked of NAICS 424710 and 424720

Petroleum Storage Tank Capacity, **Owned and Operated** by This Company

On the last business day of 2017, how much bulk petroleum storage tank capacity, in thousands of gallons, did this establishment **own and operate**, on or off premises, for the petroleum products listed below? **Include** underground tanks, except gas stations.

1) Refined petroleum products, including fuels, oils, lubricants and intermediates.....	Gallons ●●●,●●●,●●●,000
2) Liquefied petroleum gases (excluding natural gas)	●●●,●●●,●●●,000
3) Crude oil.....	●●●,●●●,●●●,000
TOTAL OWNED BULK PETROLEUM STORAGE TANK CAPACITY.....	<hr style="width: 100%; border: 0.5px solid black;"/> ●●,●●●,●●●,●●●,000

(Sum lines 1 through 3.)

Probes:

- In your own words, what do you think this question is asking?
- How would you answer this question?
- What were you including when you were answering this question?
- What does “owned and operate” mean to you?
- Does this business own or operate capacity off premises? (If yes) Can you tell me more about that?

Petroleum Storage Tank Capacity, **Leased** from Another Company

On the last business day of 2017, how much bulk petroleum storage tank capacity did this establishment **lease** from another company, in thousands of gallons, for the petroleum products listed below? **Include** underground tanks, except gas stations.

1) Refined petroleum products, including fuels, oils, lubricants and intermediates.....	<u>Gallons</u> ●●●,●●●,●●●,000
2) Liquefied petroleum gases (excluding natural gas)	●●●,●●●,●●●,000
3) Crude oil.....	●●●,●●●,●●●,000
TOTAL LEASED BULK PETROLEUM STORAGE TANK CAPACITY	<hr/> ●●,●●●,●●●,●●●,000

(Sum lines 1 through 3.)

Probes:

- In your own words, what do you think this question is asking?
- What does “leased” mean to you?
- How would you answer this question?
- What were you including when you were answering this question?
- (If respondent indicates leased capacity) You mentioned that you lease [X]. Can you tell me more about that?

Other Storage Tank Capacity, **Owned and Operated** by This Company

On the last business day of 2017, how much other storage tank capacity, in thousands of gallons, did this establishment **own and operate**, on or off premises, for the products listed below? **Include** underground tanks, except gas stations.

1) Asphalt	<u>Gallons</u> ●●●,●●●,●●●,000
2) Ethanol or Biofuels	●●●,●●●,●●●,000
3) Other (<i>please specify</i> _____).....	●●●,●●●,●●●,000
TOTAL OTHER OWNED STORAGE CAPACITY	<hr/> ●●,●●●,●●●,●●●,000

(Sum lines 1 through 3.)

Probes:

- In your own words, what do you think this question is asking?
- How would you answer this question?
- What were you including when you were answering this question?

Other Storage Tank Capacity, **Leased** from Another Company

On the last business day of 2017, how much other storage tank capacity did this establishment **lease** from another company, in thousands of gallons, for the products listed below? **Include** underground tanks, except gas stations.

	<u>Gallons</u>
4) Asphalt	●●●,●●●,●●●,000
5) Ethanol or Biofuels	●●●,●●●,●●●,000
6) Other (<i>please specify</i> _____).....	●●●,●●●,●●●,000
TOTAL OTHER OWNED STORAGE CAPACITY	●●,●●●,●●●,●●●,000

(Sum lines 1 through 3.)

Probes:

- In your own words, what do you think this question is asking?
- How would you answer this question?
- What were you including when you were answering this question?

To be asked of all NAICS 23

SALES, SHIPMENTS, RECEIPTS, OR REVENUE

5A. What were the receipts for all business activities done by this domestic reporting unit, including receipts, billings, or sales for construction work? (Construction work includes new construction and remodeling, as well as maintenance and repair work. The activities of prime and trade contractors are considered to be construction. Some trades not traditionally thought of as construction are included, such as land subdivision, excavation, building demolition, painting, carpet-laying, water well drilling, plumbing and electrical work.)

Include:

- *Receipts (or billings) derived from contract construction work done for others
- *Sales of houses and other buildings you built and sold
- *Construction management and design-build contracts
- *Site preparation receipts, such as land clearing, laying roads, installing utilities, and subdividing land into lots (Exclude purchase cost of land or estimated value of raw land for construction projects.)
- *Architectural services, except the design portion of integrated design-build contracts
- *Engineering services
- *Rental or lease of properties
- *Real estate commissions and property management fees
- *Rental of construction machinery or equipment to others, without an operator
- *Manufacturing, mining, and transportation activities
- *Retail and wholesale trade
- *Other business activities

Exclude:

- *Cost of manufacturing and production machinery, furniture, etc. (any item installed that is not part of a building structure)

\$ _____,000.00

5B. Does the total you reported above include the cost of land or estimated value of raw land?

Yes

No

5A Probes:

- In your own words, what do you think this question is asking?
- How would you answer this question?
- How is the information you need to answer this question kept in your records?
- Would you be able to exclude land costs in your answer? (If no) Can you tell me more about that?

5B Probes:

- In your own words, what do you think this question is asking?
- How would you answer this question?

What was the purchased cost of land or estimated value of raw land for reported construction projects during the covered time?

Exclude:

*Site preparation receipts

\$ _____,000.00

Probes:

- In your own words, what do you think this question is asking?
- How would you answer this question?
- What were you including when you were answering this question?
- How is the information you need to answer this question kept in your records?

To be asked of NAICS 22110 and 22120

Cost of Electricity

Cost of purchased electricity for resale \$ _____,000.00

2. Revenue from the sale of electricity purchased for resale
(Revenue reported here should be less than or equal to
the revenue reported in 5) \$ _____,000.00

Cost of Natural Gas

1. Cost of natural gas purchased for resale \$ _____,000.00

2. Revenue from the sale of natural gas purchased for resale
(Revenue reported here should be less than or equal to
the revenue reported in 5) \$ _____,000.00

Q1 Probes:

- In your own words, what do you think this question is asking?
- How would you answer this question?
- What were you including when you were answering this question?
- How is the information you need to answer this question kept in your records?

Q2 Probes:

- In your own words, what do you think this question is asking?
- How would you answer this question?
- What were you including when you were answering this question?
- How is the information you need to answer this question kept in your records?
- Did you notice or not notice the instruction? What do you think it is telling you?

Thank the respondent for their time.