

# Factoryless Goods Production (FGP) 2017 Economic Census Debriefing Interviews (Multi Units) DRAFT PROTOCOL

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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 is important to note that not all questions will be asked in every interview.

*Note: As much information about interview participants and enterprise/establishments should be obtained prior to the interview as possible. Conduct background research on each enterprise/establishment prior to each interview. In some cases probing may need to be adjusted based on the background research that was conducted.*

- Single or multi unit?
- Domestic and/or international locations?
- Where is HQ?
- What type of location are they?
- What is their main business activity?
- What products/goods does this establishment manufacture/produce?
- Answers to all FGP questions
- Answer to Total Revenue

**Expected Length of Interview:** 15-30 minutes

## **Research Questions to Address:**

1. How are respondents interpreting the FGP items?
2. Why are respondents answering these items the way they are? (i.e., what are they including/excluding)?
3. Were we successful in identifying FGPs?
4. What can we do to improve these items?

## General Probes:

- In your own words, what was that question asking?
- You answered, “...” could you tell me a little more about why you answered this way...?
- I want to make sure I understand, can you explain that again?
- Can you tell me how you arrived at that answer?
  - o What did you include? What did you exclude?
- Reflect back on R’s answer and ask R to correct (“I want to make sure I have this right. I think you said, “...?””)
- Could you explain to me how this works for this location?

## Recruiting/ Introduction

Earlier this year, you participated in the 2017 Economic Census [STATE NAME OF FORM]. And I have that you submitted on [DATE].

- Are you the person who completed or coordinated the completion of that questionnaire?
- If R answers “no” ask, Who was the person who completed this report? May I speak with that person? Proceed with the correct respondent.
- If R answers “yes”, continue with this respondent.

We appreciate your response to the 2017 Economic Census. In order to improve the survey, we would like to get your feedback on a few items on this survey. We are looking to evaluate some of the questions we included on this form. Would you mind taking 15-30 minutes to share your experience with us and help us improve? Your participation is voluntary and your data will be kept confidential.

Before I begin, would you be able to find a copy of the form that you submitted for this location? Either paper or .pdf copy will work. Please let me know when you have found it and are ready to begin. Note: If the respondent cannot find a copy of the form for this location, verbally provide them with a link to the form with instructions on how to find the items or email them a copy of the screenshots.

## Review of FGP Items

Please look at Item 1.

### **1. In 2017, did this establishment manufacture any products or produce any goods at this location?**

- For Item 1, you said X. Can you explain your company’s situation that led you to answer that?

- How did you go about answering this question?
- Could you tell me what this question is asking for in your own words?
- We use the term “this establishment” – what does that term mean to you?
- What does “manufacture any products” mean to you?
- What does “produce any goods” mean to you?
- Are those different things or the same?
- What does “at this location” mean to you?
- [If company has more than one location] Which location were you thinking of when you answered this question?
- What types of products or goods were you thinking of when you read this question?  
Can you give me some examples from your company?  
Are you thinking only of finished products—those that are ready to go to the consumer?  
Or are you including those that serve as an input to another production process?
- Did you consult any records or anyone else in your company in order to answer this question?

**2. In 2017, did this establishment have any manufacturing done on its behalf by any other locations of your company inside the U.S.?**

- For Item 2, you said X. Can you explain your company’s situation that led you to answer that?
- Could you tell me what this question is asking for in your own words?
- What does “manufacturing done on its behalf” mean to you?
- What does “any other locations of your company inside the U.S.” mean to you? Is this relevant for your establishment? Can you give me some examples?
- *If R answers “yes”* – What manufacturing were you thinking of? What specific products or goods were you thinking of?
- *If R answers “no”* – does anyone do any manufacturing for your company at all? Where is that?
- Does your company arrange for others to manufacture any components that go into your products? Would you include that type of activity in your answer to this question?
- Did you consult any records or anyone else in your company in order to answer this question?

**3. In 2017, did this establishment have any manufacturing done on its behalf by any affiliated companies inside the U.S.?**

- For Item 3, you said X. Can you explain your company’s situation that led you to answer that?
- Could you tell me what this question is asking for in your own words?
- What does “affiliated companies inside the U.S.” mean to you? Can you give me some examples? Do you use any other terms to describe this concept?

- If R answers “yes” – What manufacturing were you thinking of? What specific products or goods were you thinking of? How are the affiliated companies related to your establishment?
- Does your company arrange for others to manufacture any components that go into your products? Did you include that type of activity in your answer to this question?
- Did you consult any records or anyone else in your company in order to answer this question?

**4. In 2017, did this establishment have any manufacturing done on its behalf by any unaffiliated companies inside the U.S.?**

- For Item 4, you said X. Can you explain your company’s situation that led you to answer that?
- Could you tell me what this question is asking for in your own words?
- What does “unaffiliated companies inside the U.S.” mean to you? Can you give me some examples? Do you use any other terms to describe this concept?
- Does your company arrange for others to manufacture any components that go into your products? Did you include that type of activity in your answer to this question?
- Did you consult any records or anyone else in your company in order to answer this question?

**5. In 2017, did this establishment have any manufacturing done on its behalf outside the U.S., by either affiliated or unaffiliated companies?**

- For Item 5, you said X. Can you explain your company’s situation that led you to answer that?
- Could you tell me what this question is asking for in your own words?
- What does “outside the U.S., by either affiliated or unaffiliated companies” mean to you? Can you give me some examples? Do you use any other terms to describe this concept?
- Does your company arrange for others to manufacture any components that go into your products? Did you include that type of activity in your answer to this question?
- Did you consult any records or anyone else in your company in order to answer this question?

**6. In 2017, did this establishment determine the design or specifications for any of the products that were manufactured on its behalf?**

*“Design or specifications” refers to the function of the product, not just the appearance or its packaging.*

- For Item 6, you said X. Can you explain your company's situation that led you to answer that?
- Could you tell me what this question is asking for in your own words?
- What does "design" mean to you?
- What does "specifications" mean to you?
- Are they the same or different? How?
- What does it mean to you to determine the design or specifications?
- When answering this question, what sorts of products were you thinking of?
- Did you read the instruction below the question?
- If yes, what would you say it meant?
- Was it helpful or not?
- Did you consult any records or anyone else in your company in order to answer this question?

**7. What percentage of this establishment's total revenue in 2017 was from the sale of products that were manufactured on its behalf, per this establishment's design or specifications?**

- \_\_\_ 0%
- \_\_\_ 1-25%
- \_\_\_ 26-50%
- \_\_\_ 51-75%
- \_\_\_ 76-99%
- \_\_\_ 100%

- For Item 7, you said X. Can you explain your company's situation that led you to answer that?
- Could you tell me what this question is asking for in your own words?
- How did you come up with your answer to this question? Did you use any records?
- What are you including in this part of the total revenue?
- [Look up total revenue for the establishment – XX.]
- The total 2017 revenue you reported was XX. X% of that would be about YY to ZZ. Does that sound about right? That much was made on products that your establishment designed but another company manufactured for you?
- [If are unable to look up total revenue.] How is that different from this establishment's total 2017 revenue?
- Did you consult with anyone else in the company in order to answer this question?
- How easy or difficult would you say this question was to answer?
- Do you have any suggestions to improve this question?

**8. In 2017, was your U.S. company as a whole responsible for the design of any products that were manufactured outside the U.S. or by any unaffiliated companies?**

- For Item 8, you said X. Can you explain your company's situation that led you to answer that?
- Could you tell me what this question is asking for in your own words?
- What does "U.S. company as a whole" mean to you? How is that different from "this establishment"?
- How easy or difficult would you say this question was to answer? What about your establishments situation made it difficult?

## **Wrap Up**

Thank you for your help. We are almost done. As you may have gathered from my questions, we are trying to understand the relationship that manufacturing companies may have with contractors. Specifically, there are some types of companies who are responsible for the manufacturing of products – they control the design and all the materials used to make them – but they do not physically make all of the products or components themselves. This is a phenomenon that the US government does not currently measure, but would like to, as it could be very informative about the US economy.

*Note: Follow up on any content that was not resolved earlier.*

1. How would you describe this concept in your own words?
2. Do you think your establishment falls into this group? Why or why not?
3. Overall, what do you think of the questions we discussed today?
4. Overall, how easy or difficult was it to answer the questions we discussed?
  - a. Do you feel that you were the right person to answer these questions for your company?
  - b. Did you have to go look up, or ask someone else, any information to answer these questions?
5. Did you have any difficulty reporting these items for this specific location?
6. Do you remember how long it took you to answer these questions, approximately?
7. Do you have any other comments, questions or suggestions for us?

**Thank you for your help today!**