<center>**2017 NAPCS Debriefings Protocol**</center>

1. **Participant Background**
   - How long have you been with the company/in your current position?
   - 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?

2. **General Probes** (Use these whenever necessary)
   - In your own words, what would you say is the purpose of this survey question?
   - In your opinion, is the information/ instructions on this screen helpful or not helpful?
   - Can you tell me what you are thinking about?
   - Can you tell me more about that?
   - I want to make sure I understand; can you explain that again?
   - Reflect back on R's answer ("I want to make sure I have it right. I think you said, "...?")

3. **NAPCS Background**
   - Can you tell me about your process for filling out Economic Census?
     - *Additional probes (if necessary):*
       - Was this your first time filling out this survey?

       - What was your role completing the Economic Census? Were others involved in helping gather the data? If so, Did you complete Item 22 which asks about the *Details of Sales, Shipments, Receipts or Revenue* in the 2017 Economic Census survey? –may reference image that was emailed if needed

       - How do you typically gather the data for this survey item?
       - Did someone else have to review the data to this survey item before you submitted it?

   Now I would like to ask you specific questions about your experience using the Census website to report. Please open the attachment that I sent you via e-mail. The document is in PDF form and each page is numbered. As I ask you questions, I will indicate which page you should be looking at.

4. **Item 22 (Part A)**

   - Now I would like for you to navigate to Item 22 *Details of Sales, Shipments, Receipts or Revenue* in the instrument using the instructions provided
   - In your own words, what was the purpose of this survey item?
   - Describe to me how you reported to this item?
     - Via the spreadsheet or form (screen by screen) view?
       - *If used the spreadsheet,* Was the format/layout of the spreadsheet template useful?
         - How easy or difficult was it to input your information
         - Any recommended changes or additional information needed?

- - - *If used the form*, Tell me about your experience using the form to complete this survey item? Any recommendations for improvements?
  - o Did you use any records or other documentation?
    - If so, describe the nature and content of these records.
  - o Did you obtain assistance from others?
    - *(optional)* If so, please describe others who assisted – e.g., their role in the company, why you involved them, how you contacted them and requested their help.
  - o How easy or difficult was it to report to this survey item? Describe.
    - Any thoughts on the pre listed options that were presented to you?
      - Number of items
      - Ordering
      - Display
    - How easy or difficult was it to find the services/products that you needed to report?
      - Please tell me about how you went about identifying your products/services among the items that were listed.
  - o *Listen for descriptions about skimming the list, scrolling, looking for particular keywords (what were the keywords?), whether R reviewed the entire list, how R decided to stop looking for their products/services (e.g., accounting for most versus all of company revenue; how tedious; degree of mismatch between our product descriptions and their terminology), etc. Probe as needed or appropriate.* Were the product/services listed relevant/applicable to your company? Did they accurately reflect your products/services?
  - o Were you able to report all of your products/services from the listing? Were there any missing?

    - If so, how did you account for the products and services that were not pre listed?
  - o To what extent did the descriptions used for your pre listed products/services match the way your business describes them in your records?
    - How easy or difficult was it for you to identify the products/services from your records on the listing
    - Is there another way you would want to report this information? How easy/difficult would it be to report this information in percentages?

5. Item 22 (Part B)
- Now I would like for you to navigate to *Item 22 Details of Sales, Shipments, Receipts or Revenue-continued* by clicking the Save and Continue button to get to the next screen
- <u>Alternative:</u> Please take a look at the Page 2 of the attachment which shows *tem 22 Details of Sales, Shipments, Receipts or Revenue-continued*.
  - In your own words, what was the purpose of this screen?
    - o Anything missing (e.g., expectations)
  - Any thoughts on this screen? What is it showing you/asking you to do here?
  - How do you feel about being shown only products/services that you selected on that previous screen?
  - Any thoughts on being able to provide or include products/services that were not originally selected from the previous listing on that first screen?

- Please describe how you arrived at your answers to these items? That is, how did you go about determining the revenue/receipts/sales values requested here?
  - o Did you use any records?
    - If so, describe the nature and contents of these records.

- How are these records maintained?
- o How easy or difficult was it to report to this survey item? Describe.
  - *For respondents who had prior reporting experience-* Do you recall any differences from the way you may have reported this in the past? Describe.

- o Were you able to report revenue/receipts/sales values for all of your products/services selected from the previous listing?
  - *If no*, tell me more about that.

- o Write ins
  - Did you have to write in any products or services in the Other categories at the bottom of the screen?
    - If yes, tell me more.
    - If available, Remind R of write-in: I noticed from your submission that you wrote X, can you tell me more about this?
    - If no, is it clear what the purpose of the write ins are for? Describe.
    - Is it clear how to enter an additional product/services in Other?
      - o Describe this process for me.
      - o *If needed, provide an example of a product/service to add*.

- Did you receive any error messages (like the one shown) when reporting to this survey item? Describe.
  - o *If so*, how easy or difficult was it to make a correction? Describe
  - o Did you experience any difficulties with Survey item 5 while reporting?
    - If so, describe.
    - How did you resolve this?

Wrap-up

- Do you have any final recommendations or comments on any of the screens/questions we went over today?

This concludes our meeting. Thank you for your time and valuable feedback.