

## Unmoderated Online Survey (with cognitive probes)

### 2023 Race and Ethnicity Questions on the Annual Business Survey

03.02.23 Draft

#### Introduction:

- Hello. Thank you for your time today. We are looking to obtain feedback on some draft questions for the Annual Business Survey.
- We plan to use your feedback to improve the survey questions and make sure they make sense to respondents like you.
- We are *not* testing you- we only want to evaluate the questionnaire.
- Today, we will have you complete the short questionnaire, then you will be asked some questions to get your feedback.
- This study is being conducted under the authority of Title 13 USC.

#### Respondent Completes the Questionnaire:

#### Follow-up Probes:

Thank you for completing the survey questions. We have some follow-up questions about your experiences completing this survey.

### Short Version First

*(If shown the short version first)* We are testing an alternative version of the race and ethnicity question and we need your feedback.

*(If shown the long version first)* We are also testing a shorter alternative version of the race and ethnicity question and we need your feedback.

#### Short Question Mockup

1. **Owner #1: What is Owner X's race or ethnicity?** (Select [X] **ALL** that apply.)
  - a. White
  - b. Hispanic or Latino
  - c. Black or African American
  - d. Asian
  - e. American Indian or Alaska Native
  - f. Middle Eastern or North African
  - g. Native Hawaiian or Pacific Islander

1. Are you one of the owners of this business? [Yes, No] If no, what is your role within the company?
2. Did you consult records or others within your company to answer the questions on race and ethnicity? Check all that apply.  
 Yes, records (What types of records did you consult?)  
 Yes, others within company (Who did you consult with?)  
 No
3. If Yes, records #2, do the race and/or ethnicity categories in your records or systems match the categories offered in this question? If not, please describe the categories in your records or systems.
4. Are you familiar with the race and ethnicity categories in this question? [Yes, No] If no, please describe.
5. Which of the following do you prefer: 'race or ethnicity,' 'race and/or ethnicity,' or no preference?
6. If your company has race and ethnicity records on its owner(s), do the records or information systems already include is the categories Middle Eastern or North African? [Yes, we keep both of these categories in our records; We keep only the Middle Eastern category in our records; We keep only the North African category; No, we do not keep Middle Eastern or North African categories]
7. How comfortable were you in answering these questions for your business's owner(s)?
  - Very comfortable
  - Somewhat comfortable
  - Not very comfortable (Can you say more about this?)
  - Not at all comfortable (Can you say more about this?)
8. How confident are you in your answers to these questions?
  - Very confident
  - Somewhat confident
  - Not very confident (Can you say more about this?)
  - Not at all confident (Can you say more about this?)

## Long Version

1. Are you able to provide this information at this level of detail? [Yes, No] If no, please describe why not.
2. Are you familiar with the race and ethnicity categories in this version of the question? [Yes, No] If no, please describe.
3. Do you have a preference for the first version, alternative version, or no preference? [I prefer the first version, I prefer the second version, I have no preference]

## Wrap-Up

Do you have any other comments or suggestions? [text box]

Thank you very much for your time today. We really appreciate your help.