

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

Welcome to the International Survey of Qualitative Testing Practice for Business and Establishment Surveys

Thank you for participating in our survey of statistical institutes and agencies.

This survey examines how statistical organizations are using and integrating qualitative methods into their testing for establishment or business surveys. Our goal is to understand the variations in qualitative methods regularly used for question and questionnaire evaluation in business surveys.

As someone in the field that is involved in development and testing of business surveys, we need your help to understand the use of qualitative methods in your statistical organization and to ensure that this study is useful for practitioners. Qualitative research covers interviews, focus groups, observations, record keeping, and or usability studies in the development of new and/or existing business or establishment survey questions and questionnaires. Please consider qualitative testing over the past 5 years, 2011-2016.

This study is conducted in collaboration with members of statistical institutes and universities. Your participation is voluntary. Your information will remain confidential and will be reported as summaries. Only with your generous help can we know the current international state of community practice for business establishment surveys.

If you are not involved with design and testing of business surveys for your organization or you feel someone else in your organization should do the survey, please forward the survey email. The access code will go to the survey login page and there will be an opportunity to register for the survey. This registration is important to logging organization's respondents and contacting respondents if we have further questions.

Sincerely,

Jacqui Jones, Australian Bureau of Statistics
Deirdre Giesen, Statistics Netherlands
Mojca Bavdaž, University of Ljubljana
Paul Smith, University of Southampton, UK
Danna L. Moore, Washington State University

If you have any questions about your participation as a respondent or registering information for the study please contact Danna L. Moore at 1-800-833-0867 or email SESRCweb7@wsu.edu

You have an access code

**Please enter Access Code assigned to you
or listed in the message we sent to you**

Submit Personal Access Code

You need access code and register for survey

**Please click the "Start survey" button
below to register and start the survey**

Start survey

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1 of 76

What is your contact information at your statistical organization?

All information you provide is completely confidential and will only be used by researchers to contact you for clarification and to send results.

Please update so we can contact you directly.

National Statistical Institute/Agency:

Country:

Your name:

Your Email address:

<< Back

Next >>

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4 of 76

Your direct telephone number to be reached at your organization:

Country code:

Direct telephone number:

<< Back

Next >>

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5 of 76

Does the organization you work in collect data using business or establishment surveys?

- ☐ Yes
- ☐ No

<< Back

Next >>

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6 of 76

Approximately how many separate business/establishment surveys does your organization conduct annually?

number conducted annually

☐ Check here if you don't know

<< Back

Next >>

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7 of 76

How many separate business surveys does your organization conduct annually?
(Please give your best estimate.)

- ☐ Less than 10
- ☐ 11 to 30
- ☐ More than 30
- ☐ Don't Know

<< Back

Next >>

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8 of 76

Does your organization carry out qualitative research (e.g. interviews, focus groups, record keeping, or observational studies) in the development of new and/or existing business or establishment survey questions and questionnaires?

- ☐ Yes
- ☐ No

<< Back

Next >>

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8a of 76

The next questions ask about the testing and evaluation of business survey questionnaires conducted by your organization. How would you describe the extent of your knowledge of the practices across your organization with respect to qualitative testing of business surveys? Would you say you know about...

- ☐ One business survey
- ☐ Some of the business surveys
- ☐ Most or all of the business surveys

<< Back

Next >>

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9 of 76

As you answer the next questions, please respond thinking about the surveys you know about for your organization.

For business or establishment surveys, how often does your organization conduct qualitative research in ...

	Not at All	Rarely	Sometimes	Often	Always
Development of new survey questions?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Existing survey questions to test if questions are understood as intended?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Existing survey questions with suspect measurement problems?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Existing survey questions where the understanding by respondent is questioned?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Existing survey questions where there is a high level of item nonresponse?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Existing survey questions where there are outliers?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Existing surveys where there is a need to increase accuracy of inferences made?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Existing surveys where there are unlikely or ambiguous survey quantitative findings?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

<< Back

Next >>

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

10 of 76

What methods do you generally use to conduct qualitative research of existing and/or new survey questions? How often do you use...

	Not at All	Rarely	Sometimes	Often	Always
Focus groups?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In-depth interviews?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cognitive interviews?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pretest interviews?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Usability tests?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Observations?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Record Checks?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

<< Back

Next >>

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11 of 76

Does your organization have a central unit or team responsible for carrying out qualitative research or testing of business/establishment survey questions and questionnaires?

- ☐ Yes
- ☐ No

<< Back

Next >>

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11b of 76

What is the most recent year your organization conducted qualitative research for new and existing business or establishment survey questions and questionnaires?
(Please give your best estimate)

year (YYYY)

☐ Check here if don't know or have not conducted

<< Back

Next >>

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12a of 76

In 2015, how many of the business surveys in your organization, had qualitative methods used to develop or evaluate new or existing questions or questionnaires?

Number of surveys using qualitative methods

<< Back

Next >>

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12b of 76

Please give your best estimate. In 2015, how many separate business surveys had qualitative methods used to develop or evaluate new or existing questions or questionnaires?

- ☐ Less than 10
- ☐ 11 to 30
- ☐ More than 30
- ☐ Don't Know

<< Back

Next >>

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13 of 76

The next questions are about how qualitative testing is conducted. We start with questions about sampling and recruitment.

What determines the number of business units (sample size) selected for qualitative testing?

<< Back

Next >>

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15 of 76

When conducting qualitative research for the development and evaluation of business/establishment survey questions and questionnaires, how many businesses are typically selected for the project?

Minimum Number

Maximum Number

Typical Total Number

<< Back

Next >>

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16 of 76

What generally determines the number of business units (sample size) selected for qualitative testing e.g. time, money, access to information on suitable businesses?

<< Back

Next >>

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17 of 76

How often does each of the following determine the number of businesses selected for qualitative testing or research of business establishment surveys?

	Not at All	Rarely	Sometimes	Often	Always
Internally or externally imposed agency rule	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Time limitations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Budget limitations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Access to sample frame	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Limitations of the accuracy of the sample frame	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accuracy of respondent contact information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The goal of the qualitative research	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The need to test new questions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The need to test existing questions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The need to test questionnaire skip or branching in questionnaire	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lack of willing or cooperative businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The need to cover subgroups of businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inability to gain cooperation of the actual respondent representative for the business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Paying respondents cash incentives for participating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

<< Back

Next >>

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

18 of 76

For existing business establishment surveys, how often do any of the following conditions apply when selecting units for interviewing in qualitative testing of questionnaires?

	Not at All	Rarely	Sometimes	Often	Always
The business is currently participating in the target survey	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The business has previously participated in the survey	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The business has previously agreed to be re-contacted	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Your organization selects volunteer businesses found by advertising	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

<< Back | Next >>

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19 of 76

From those available, how are businesses or establishments generally selected to participate in qualitative survey testing?

	Not at All	Rarely	Sometimes	Often	Always
Randomly according to a probability sampling process	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Random probability selection within strata	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Quotas or strata (non-random) selection with pre-specified characteristics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
By practical considerations such as reduced travel time or cost	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

<< Back | Next >>

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20 of 76

Do you have any other limitations or conditions for selecting businesses or establishments for participation in qualitative testing?

- ☐ Yes
- ☐ No

<< Back

Next >>

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21 of 76

What are those limitations or conditions?

<< Back

Next >>

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International Survey of Qualitative Testing Practice for Business and Establishment Surveys

22 of 76

For qualitative testing of business surveys, how often do you generally use each of the following as selection criteria for choosing participants?

	Not at All	Rarely	Sometimes	Often	Always
Coverage across Industries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coverage across size of businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coverage of businesses with multiple locations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Coverage across geographical locations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inclusion of businesses with problematic responses or behaviors	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inclusion of businesses with no problems	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inclusion of new businesses to the survey	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Inclusion of previously surveyed businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

<< Back

Next >>

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23 of 76

Are there any other criteria you use to choose participants for qualitative testing in business surveys?

- ☐ Yes
- ☐ No

<< Back

Next >>

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23a of 76

What are those criteria?

<< Back

Next >>

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24 of 76

For qualitative testing, how do you generally make initial contacts with the selected businesses? How often do you use...

	Not at All	Rarely	Sometimes	Often	Always
The general business contact information?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The contact name for a person reached and that agreed to the survey testing?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The contact name for the business that is the listed business survey respondent?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Telephone contacts?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mail contacts?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Email contacts?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The promise of any incentives to persuade businesses to cooperate?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

<< Back

Next >>

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25 of 76

Please describe the types or amounts of incentives you typically use in in qualitative testing.

<< Back

Next >>

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26 of 76

For qualitative testing studies of business surveys, how often are various staff of your organization involved in recruiting respondents?

	Not at All	Rarely	Sometimes	Often	Always
Staff that will conduct the interviews or testing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Professional survey methods staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Staff responsible for analyzing the data	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Call center or clerical staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Please specify:	<input type="text"/>				

<< Back

Next >>

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27 of 76

For qualitative testing studies of businesses, how often do you ...

	Not at All	Rarely	Sometimes	Often	Always
Record each attempt to make contact with a selected business?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Record the outcome of a contact (e.g. accepted, refusal, call back)?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Record time of day and date of each call?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leave a message (voice mail or with person answering for business)?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Record reasons for refusals?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Conduct analyses of attempts to contact?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Produce quality measures or summary statistics on the sample?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

<< Back

Next >>

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International Survey of Qualitative Testing Practice for Business and Establishment Surveys

28 of 76

Who usually conducts the business or establishment survey qualitative research?

	Not at All	Rarely	Sometimes	Often	Always
Interviewers or field staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Staff from the survey business area (that is staff with statistical or content area expertise)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Staff with specialized knowledge or experience in qualitative research	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Staff who drafted or developed the questions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Staff with at least a Masters degree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other staff	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Please specify:	<input type="text"/>				

<< Back

Next >>

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29 of 76

How many people from your organization usually attend each interview conducted as part of the qualitative research for business or establishment surveys?

Number from your organization

<< Back

Next >>

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30 of 76

How many interviewers are usually involved in the conduct of each project to research new questions or changes to existing questions?

Number of interviewers from your organization

<< Back

Next >>

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31 of 76

How many respondents from a selected business usually participate in an interview when you are conducting qualitative research testing with a business?

Number of respondents participating in research interviews for a business

<< Back

Next >>

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32 of 76

How often do you usually do each of the following in advance of questionnaire testing interviews?

	Not at All	Rarely	Sometimes	Often	Always
Prepare topics to discuss during the interview	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prepare a detailed script to be used verbatim	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Prepare probes that might be used during the interview	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Send a questionnaire in advance of the interview	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

<< Back

Next >>

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International Survey of Qualitative Testing Practice for Business and Establishment Surveys

33 of 76

How often do you ask respondents to complete the questions or questionnaire prior to qualitative testing interviews?

- ☐ Not at all
- ☐ Rarely
- ☐ Sometimes
- ☐ Often
- ☐ Always

<< Back

Next >>

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International Survey of Qualitative Testing Practice for Business and Establishment Surveys

34 of 76

How often do you usually use each during qualitative questionnaire testing for business surveys?

	Not at All	Rarely	Sometimes	Often	Always
Face-to-face interviews	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mail surveys	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Telephone administration	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Web or online administration	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Record checks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Observations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

<< Back

Next >>

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35 of 76

If questionnaires are available in multiple survey modes, are all modes tested and evaluated?

- ☐ Not at all
- ☐ Rarely
- ☐ Sometimes
- ☐ Often
- ☐ Always
- ☐ Not applicable, no mixed mode surveys are done.

<< Back

Next >>

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36 of 76

For face to face interview testing, where are the interviews usually conducted?

	Not at All	Rarely	Sometimes	Often	Always
In a meeting room at the business's site	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
At the respondent's work place or desk at the business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
At your organization	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

<< Back

Next >>

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37 of 76

What do you typically ask respondents to do during the qualitative testing interviews?

	Not at All	Rarely	Sometimes	Often	Always
To complete the questionnaire	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To explain how they completed the questionnaire	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To explain how they would go about completing the questionnaire	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To think aloud where the respondent explains what they are thinking about as they complete the questionnaire	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
To answer the interviewer's probes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

<< Back

Next >>

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38 of 76

When is "think aloud" used?

<< Back

Next >>

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39 of 76

What kind of probes do you usually use?

	Not at All	Rarely	Sometimes	Often	Always
Concurrent probes (i.e. asked immediately after a survey question)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Retrospective probes (i.e. asked after questionnaire's completion)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spontaneous probes (i.e. created and asked on the spot)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

<< Back

Next >>

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40 of 76

On average, how long does each qualitative interview usually last?

- ☐ Less than one hour
- ☐ 1 to 2 hours
- ☐ More than 2 hours

<< Back

Next >>

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41a of 76

On average how long does each qualitative interview usually last?

Minutes

<< Back

Next >>

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41b of 76

On average how long does each qualitative interview usually last?

Hours

<< Back

Next >>

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42 of 76

How often do you combine qualitative interviewing with observations of the respondent actually completing all or parts of the questionnaire using the actual data collection instrument?

- ☐ Not at all
- ☐ Rarely
- ☐ Sometimes
- ☐ Often
- ☐ Always

<< Back

Next >>

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43 of 76

How are qualitative interviews generally documented?

	Not at All	Rarely	Sometimes	Often	Always
Notes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Audio recording	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Video recording	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eye tracking	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Professional on-site transcription	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Collection and entry of completed questionnaires from respondents	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

<< Back

Next >>

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44 of 76

Do you use any other ways to document qualitative interviews?

- ☐ Yes
- ☐ No

<< Back

Next >>

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44a of 76

What other ways do you use to document qualitative interviews?

<< Back

Next >>

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45 of 76

Who usually analyses the data collected from qualitative interviews?

	Not at All	Rarely	Sometimes	Often	Always
The same person who conducted the qualitative interviews	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other people in the central qualitative testing team	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other people in the business area survey team	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Contracted out to another organization	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Please specify:	<input type="text"/>				

<< Back

Next >>

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46 of 76

How often are data from qualitative interviews coded?

- ☐ Not at all
- ☐ Rarely
- ☐ Sometimes
- ☐ Often
- ☐ Always

<< Back

Next >>

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47 of 76

How often are standardized coding schemes used?

- ☐ Not at all
- ☐ Rarely
- ☐ Sometimes
- ☐ Often
- ☐ Always

<< Back

Next >>

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48 of 76

How would you describe the standardized coding schemes you use?

<< Back

Next >>

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49 of 76

Which practices do you generally use in analyzing qualitative interview data?

	Not at All	Rarely	Sometimes	Often	Always
Notes of interviews are reread	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recordings are listened to or watched	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recordings are partially transcribed or summarized	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recordings are completely transcribed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Data from each interview is summarized in a standard format	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
More than one person analyses the same data	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Each reviewer's findings are discussed and compared to others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Findings from interviews are consensual, that is all people involved in analysis agree on the findings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

<< Back

Next >>

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50 of 76

How are qualitative interview data summarized?

	Not at All	Rarely	Sometimes	Often	Always
At the question level (or meaningful part of the questionnaire)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
By establishment size	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
By establishment industry	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
By whether the establishment has multi sites or single locations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
By types of errors, wording issues or data problems	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

<< Back

Next >>

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51 of 76

Who is involved in proposing recommendations from qualitative testing?

<< Back

Next >>

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52 of 76

How do you arrive at recommendations from qualitative testing?

<< Back

Next >>

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53 of 76

For business surveys, how are qualitative testing research projects documented or presented?

	Not at All	Rarely	Sometimes	Often	Always
Project is documented in a report	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Results are presented in meeting(s) at your organization	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Results are presented at other meetings outside your organization	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Others	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Please specify:	<input type="text"/>				

<< Back

Next >>

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54 of 76

What information is included in business establishment survey qualitative testing reports?

	Not at All	Rarely	Sometimes	Often	Always
The number of businesses interviewed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The types of businesses interviewed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How the data were collected	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
How the interviewing data were analyzed	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The tested survey questions or data collection instrument	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The questions asked about the survey questions tested	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

<< Back

Next >>

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55 of 76

Generally, how often are recommendations from qualitative interviewing projects implemented?

- ☐ Not at all
- ☐ Rarely
- ☐ Sometimes
- ☐ Often
- ☐ Always

Please provide any comments you might have about your agency's use of recommendations from qualitative questionnaire testing?

<< Back

Next >>

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56 of 76

How often do you use other data to check how correct the recommendations from qualitative interviewing or testing were?

- ☐ Not at all
- ☐ Rarely
- ☐ Sometimes
- ☐ Often
- ☐ Always

<< Back

Next >>

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57 of 76

To what extent are the following a problem for your qualitative testing studies with businesses?

	Not at All	Rarely	Sometimes	Often	Always
You are not able to interview the respondent for business that would generally complete the actual survey	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gaining coverage across all kinds of businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gaining cooperation from the largest businesses	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Analyzing data more systematically?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Analyzing data more in depth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Getting the recommendations from the qualitative studies implemented	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Understanding how correct the recommendations were	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

<< Back

Next >>

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58 of 76

Is there anything novel or innovative that you have tried or implemented for qualitative testing studies with businesses or establishments?

- ☐ Yes
☐ No

<< Back

Next >>

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58a of 76

Please describe the novel or innovative things you have tried or implemented for qualitative testing studies with businesses or establishments.

<< Back

Next >>

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59 of 76

Please select ONE important establishment survey interview questionnaire testing project you were personally involved with over the past 3 years and answer the following questions.

What was the title of the survey or questionnaire you were testing?

<< Back

Next >>

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60 of 76

What is the statistical purpose of the survey?

<< Back

Next >>

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61 of 76

What was the year the qualitative testing study was conducted?

 year (YYYY)

<< Back

Next >>

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62 of 76

Why was this specific testing project important to your organization?

<< Back

Next >>

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63 of 76

What was the main purpose of the qualitative testing study?

<< Back

Next >>

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64 of 76

How many business units were interviewed for this study?

Number of businesses

<< Back

Next >>

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65 of 76

What industry levels were included in the study?

- ☐ Single industry
- ☐ A few industries
- ☐ Most industries
- ☐ All industries

<< Back

Next >>

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66 of 76

What size groupings of businesses were covered?

- ☐ Small businesses only
- ☐ Medium businesses only
- ☐ Large business only
- ☐ Combination of small, medium, and large businesses

<< Back

Next >>

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67 of 76

Were multi-location, single location or both multi- and single location businesses included in the testing?

- ☐ Single location businesses only
- ☐ Multi location businesses only
- ☐ Both single and multi-location businesses
- ☐ Don't know

<< Back

Next >>

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68 of 76

What is your job title?

<< Back

Next >>

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69 of 76

How many years have you worked in your current organization?

 Number of years

<< Back

Next >>

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70 of 76

How many years have you been involved in testing and evaluation of business or establishment survey questions or questionnaires?

Number of years

<< Back

Next >>

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71 of 76

May we contact you for follow-up questions?

- ☐ Yes
☐ No

<< Back

Next >>

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72 of 76

Please provide complete contact information

Please update so we can contact you directly.

National Statistical Institute/Agency:

Country:

Your name:

Your Email address:

<< Back

Next >>

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73 of 76

Our research group is collecting information and materials that describe the procedures for testing questionnaires, and/or cognitive interviewing. If your statistical organization has written documents on these topics we would greatly appreciate if you could send those to us.

Please select the file to upload

Browse...

☐ Check this box to continue if you done with uploading files

<< Back

Next >>

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74 of 76

Do you have any comments about this survey or the topic of qualitative testing of business or establishment surveys?

<< Back

Next >>

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75 of 76

Would like to receive summary results of this research?

- ☐ Yes
☐ No

<< Back

Next >>

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76 of 76

What is your E-mail address?

Your Email address is
Please update below to add new E-mail for the results.

Email address

<< Back

Next >>

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77 of 76

Thank you so much for your time today.

That is the last question for you.

If you have any comments, please put them in the space below.

<< Back

Next >>

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Thank you so much for your time today.

That is the last question for you. This survey only applies to organizations that collect data using business or establishment surveys.

If you feel you reached this page in error, click the "Review your answers" button below to return to the beginning of the survey. Please click the "Leave the survey" button to leave the survey.

If you have any comments, please put them in the space below.

Review your answers

Leave the survey

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Thank you so much for your time today.

That is the last question for you. This survey only applies to organizations that carry out qualitative research in the development of new and/or existing business or establishment survey questions and questionnaires.
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You have finished answering the questions!
To submit the survey, click the "Submit survey" button below.
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Your completed questionnaire has been received.

Thank You!

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