

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

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

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 >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016

Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

4 of 76

Your direct telephone number to be reached at your organization:

Country code:

Direct telephone number:

<< Back

Next >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016

Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

5 of 76

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

- Yes
- No

<< Back | Next >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

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 >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

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 >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

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 >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

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 >>](#)

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

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"/> |
| Existing survey questions to test if questions are understood as intended? | <input type="radio"/> |
| Existing survey questions with suspect measurement problems? | <input type="radio"/> |
| Existing survey questions where the understanding by respondent is questioned? | <input type="radio"/> |
| Existing survey questions where there is a high level of item nonresponse? | <input type="radio"/> |
| Existing survey questions where there are outliers? | <input type="radio"/> |
| Existing surveys where there is a need to increase accuracy of inferences made? | <input type="radio"/> |
| Existing surveys where there are unlikely or ambiguous survey quantitative findings? | <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"/> |
| In-depth interviews? | <input type="radio"/> |
| Cognitive interviews? | <input type="radio"/> |
| Pretest interviews? | <input type="radio"/> |
| Usability tests? | <input type="radio"/> |
| Observations? | <input type="radio"/> |
| Record Checks? | <input type="radio"/> |

<< Back | Next >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016

Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

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 >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016

Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

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 >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

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 >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

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 >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

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 >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

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 >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016

Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

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 >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016

Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

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"/> |
| Time limitations | <input type="radio"/> |
| Budget limitations | <input type="radio"/> |
| Access to sample frame | <input type="radio"/> |
| Limitations of the accuracy of the sample frame | <input type="radio"/> |
| Accuracy of respondent contact information | <input type="radio"/> |
| The goal of the qualitative research | <input type="radio"/> |
| The need to test new questions | <input type="radio"/> |
| The need to test existing questions | <input type="radio"/> |
| The need to test questionnaire skip or branching in questionnaire | <input type="radio"/> |
| Lack of willing or cooperative businesses | <input type="radio"/> |
| The need to cover subgroups of businesses | <input type="radio"/> |
| Inability to gain cooperation of the actual respondent representative for the business | <input type="radio"/> |
| Paying respondents cash incentives for participating | <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"/> |
| The business has previously participated in the survey | <input type="radio"/> |
| The business has previously agreed to be re-contacted | <input type="radio"/> |
| Your organization selects volunteer businesses found by advertising | <input type="radio"/> |

<< Back | Next >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

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"/> |
| Random probability selection within strata | <input type="radio"/> |
| Quotas or strata (non-random) selection with pre-specified characteristics | <input type="radio"/> |
| By practical considerations such as reduced travel time or cost | <input type="radio"/> |

<< Back | Next >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

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 >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

21 of 76

What are those limitations or conditions?

<< Back | Next >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

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"/> |
| Coverage across size of businesses | <input type="radio"/> |
| Coverage of businesses with multiple locations | <input type="radio"/> |
| Coverage across geographical locations | <input type="radio"/> |
| Inclusion of businesses with problematic responses or behaviors | <input type="radio"/> |
| Inclusion of businesses with no problems | <input type="radio"/> |
| Inclusion of new businesses to the survey | <input type="radio"/> |
| Inclusion of previously surveyed businesses | <input type="radio"/> |

<< Back | Next >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

23 of 76

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

- Yes
- No

<< Back | Next >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

23a of 76

What are those criteria?

<< Back | Next >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

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"/> |
| The contact name for a person reached and that agreed to the survey testing? | <input type="radio"/> |
| The contact name for the business that is the listed business survey respondent? | <input type="radio"/> |
| Telephone contacts? | <input type="radio"/> |
| Mail contacts? | <input type="radio"/> |
| Email contacts? | <input type="radio"/> |
| The promise of any incentives to persuade businesses to cooperate? | <input type="radio"/> |

<< Back | Next >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

25 of 76

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

<< Back | Next >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

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"/> |
| Professional survey methods staff | <input type="radio"/> |
| Staff responsible for analyzing the data | <input type="radio"/> |
| Call center or clerical staff | <input type="radio"/> |
| Other staff | <input type="radio"/> |

Please specify:

<< Back | Next >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

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"/> |
| Record the outcome of a contact (e.g. accepted, refusal, call back)? | <input type="radio"/> |
| Record time of day and date of each call? | <input type="radio"/> |
| Leave a message (voice mail or with person answering for business)? | <input type="radio"/> |
| Record reasons for refusals? | <input type="radio"/> |
| Conduct analyses of attempts to contact? | <input type="radio"/> |
| Produce quality measures or summary statistics on the sample? | <input type="radio"/> |

<< Back | Next >>

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"/> |
| Staff from the survey business area (that is staff with statistical or content area expertise) | <input type="radio"/> |
| Staff with specialized knowledge or experience in qualitative research | <input type="radio"/> |
| Staff who drafted or developed the questions | <input type="radio"/> |
| Staff with at least a Masters degree | <input type="radio"/> |
| Other staff | <input type="radio"/> |
| Please specify: | <input type="text"/> | | | | |

<< Back

Next >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

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 >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

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 >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

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 >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

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"/> |
| Prepare a detailed script to be used verbatim | <input type="radio"/> |
| Prepare probes that might be used during the interview | <input type="radio"/> |
| Send a questionnaire in advance of the interview | <input type="radio"/> |

<< Back | Next >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

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 >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

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"/> |
| Mail surveys | <input type="radio"/> |
| Telephone administration | <input type="radio"/> |
| Web or online administration | <input type="radio"/> |
| Record checks | <input type="radio"/> |
| Observations | <input type="radio"/> |

<< Back | Next >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

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 >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

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"/> |
| At the respondent's work place or desk at the business | <input type="radio"/> |
| At your organization | <input type="radio"/> |

<< Back | Next >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
 Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

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"/> |
| To explain how they completed the questionnaire | <input type="radio"/> |
| To explain how they would go about completing the questionnaire | <input type="radio"/> |
| To think aloud where the respondent explains what they are thinking about as they complete the questionnaire | <input type="radio"/> |
| To answer the interviewer's probes | <input type="radio"/> |

<< Back | Next >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
 Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

38 of 76

When is "think aloud" used?

<< Back | Next >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

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"/> |
| Retrospective probes (i.e. asked after questionnaire's completion) | <input type="radio"/> |
| Spontaneous probes (i.e. created and asked on the spot) | <input type="radio"/> |

<< Back | Next >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

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 >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

41a of 76

On average how long does each qualitative interview usually last?

Minutes

<< Back | Next >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

41b of 76

On average how long does each qualitative interview usually last?

Hours

<< Back

Next >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

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 >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

43 of 76

How are qualitative interviews generally documented?

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

<< Back

Next >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

44 of 76

Do you use any other ways to document qualitative interviews?

- Yes
- No

<< Back

Next >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

44a of 76

What other ways do you use to document qualitative interviews?

<< Back | Next >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

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"/> |
| Other people in the central qualitative testing team | <input type="radio"/> |
| Other people in the business area survey team | <input type="radio"/> |
| Contracted out to another organization | <input type="radio"/> |
| Others | <input type="radio"/> |
| Please specify: | <input type="text"/> | | | | |

<< Back | Next >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

46 of 76

How often are data from qualitative interviews coded?

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

<< Back | Next >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

47 of 76

How often are standardized coding schemes used?

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

<< Back | Next >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

48 of 76

How would you describe the standardized coding schemes you use?

<< Back | Next >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

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"/> |
| Recordings are listened to or watched | <input type="radio"/> |
| Recordings are partially transcribed or summarized | <input type="radio"/> |
| Recordings are completely transcribed | <input type="radio"/> |
| Data from each interview is summarized in a standard format | <input type="radio"/> |
| More than one person analyses the same data | <input type="radio"/> |
| Each reviewer's findings are discussed and compared to others | <input type="radio"/> |
| Findings from interviews are consensual, that is all people involved in analysis agree on the findings | <input type="radio"/> |

<< Back | Next >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

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"/> |
| By establishment size | <input type="radio"/> |
| By establishment industry | <input type="radio"/> |
| By whether the establishment has multi sites or single locations | <input type="radio"/> |
| By types of errors, wording issues or data problems | <input type="radio"/> |

<< Back

Next >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

51 of 76

Who is involved in proposing recommendations from qualitative testing?

<< Back

Next >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

52 of 76

How do you arrive at recommendations from qualitative testing?

<< Back | Next >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

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"/> |
| Results are presented in meeting(s) at your organization | <input type="radio"/> |
| Results are presented at other meetings outside your organization | <input type="radio"/> |
| Others | <input type="radio"/> |
| Please specify: | <input type="text"/> | | | | |

<< Back | Next >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

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"/> |
| The types of businesses interviewed | <input type="radio"/> |
| How the data were collected | <input type="radio"/> |
| How the interviewing data were analyzed | <input type="radio"/> |
| The tested survey questions or data collection instrument | <input type="radio"/> |
| The questions asked about the survey questions tested | <input type="radio"/> |

<< Back

Next >>

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

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 >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

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 >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

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"/> |
| Gaining coverage across all kinds of businesses | <input type="radio"/> |
| Gaining cooperation from the largest businesses | <input type="radio"/> |
| Analyzing data more systematically? | <input type="radio"/> |
| Analyzing data more in depth | <input type="radio"/> |
| Getting the recommendations from the qualitative studies implemented | <input type="radio"/> |
| Understanding how correct the recommendations were | <input type="radio"/> |

<< Back | Next >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

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 >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

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 >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

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 >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

60 of 76

What is the statistical purpose of the survey?

<< Back | Next >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

61 of 76

What was the year the qualitative testing study was conducted?

 year (YYYY)

<< Back | Next >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

62 of 76

Why was this specific testing project important to your organization?

<< Back

Next >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016

Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

63 of 76

What was the main purpose of the qualitative testing study?

<< Back

Next >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016

Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

64 of 76

How many business units were interviewed for this study?

Number of businesses

<< Back | Next >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

65 of 76

What industry levels were included in the study?

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

<< Back | Next >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

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 >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

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 >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

68 of 76

What is your job title?

<< Back

Next >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

69 of 76

How many years have you worked in your current organization?

 Number of years

<< Back

Next >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

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 >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

71 of 76

May we contact you for follow-up questions?

- Yes
- No

<< Back

Next >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

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 >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016

Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

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 >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016

Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

74 of 76

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

<< Back | Next >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

75 of 76

Would like to receive summary results of this research?

- Yes
- No

<< Back | Next >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

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 >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

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 >>

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

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

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016

Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

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. 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

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

You have finished answering the questions!
To submit the survey, click the "Submit survey" button below.
To review your answers starting from the beginning, click the "Review your answers" button.

Review your answers

Submit survey

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016
Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA

International Survey of Qualitative Testing Practice for Business and Establishment Surveys

Your completed questionnaire has been received.

Thank You!

Contact us: sesrcweb7@wsu.edu 1-800-833-0867 | - © SESRC 2016

Social and Economic Sciences Research Center, 133 Wilson-Short Hall, Washington State University, Pullman, WA, 99164-4014 USA