

1The U.S. Census Bureau plans to conduct additional research under the generic clearance for questionnaire pretesting research, Office of Management and Budget (OMB) No. 0607-0725. We will conduct usability testing of the Internet reporting application for the 2012 Economic Census General Classification Report (NC-99023) and the 2012 Economic Census Classification Report (NC-99026). Both of these forms are part of the 2012 Economic Census. In the year prior to the economic census, some single-unit establishments that have not been assigned a detailed NAICS classification are mailed the NC-99023 and NC-99026 in order to obtain a complete industry code. This ensures that the proper economic census form is mailed in 2012.

We plan to conduct usability testing on the electronic versions of the NC-99023 and NC-99026. Usability testing of the Internet application will focus on issues such as the layout of questions and screens, the navigation within and between screens, the main menu, the submission process, and edits. Copies of the current screens, as well as the first draft of the testing protocol, are enclosed.

From June through August 2011, staff from the Response Improvement Research staff within the Census Bureau's Economic Directorate will conduct up to two rounds of usability interviews with respondents from up to 16 businesses in two major cities and the Washington, DC area. Interviews will be conducted at the business site. Specific businesses will be selected by staff responsible for the NC-99023 and NC-99026 from the sample of new, local establishments.

Subject area specialists from the staff responsible for the NC-99023 and NC-99026 and staff from the project team involved in designing these surveys will accompany the usability tester on most, if not all, of the interviews. They will assist with respondent debriefing, especially in cases where additional clarification of the subject matter is required. Interviews will be audio recorded, with the participants' permission, to aid researchers in accurately reporting findings and recommendations.

After businesses are recruited, participants will receive follow-up reminders about their appointments by fax, telephone, or e-mail via the Census Bureau's Secure Messaging Center. Participants will be informed that their response is voluntary and that the information they provide is confidential and will be seen only by Census Bureau employees involved in the research project. We will not provide monetary incentives to participants in this study.

We estimate that it will be necessary to interview only one respondent at each company, and the length of the interviews will average one hour. Thus, the maximum estimated burden for this research is 16 hours.

If you have any questions regarding data collection and statistical aspects of the design of this research, please contact the following individual:

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