

Health Management on U.S. Feedlots 2020 Survey (NAHMS)

Potential probe questions for cognitive interviews

For any/all sections:

- How did you arrive at an answer for that question?
- In your own words, what does this question/this term mean to you?
- Were there any terms used in this section that you did not understand?
- Would you need to use your records to answer this question?
- Would you need to talk to someone else on this feedlot to answer this question/section?
- Were there any questions where the respondent did not know the answer?
- Were the instructions clear? If no, why not?
- Was this section easy or difficult to complete?
- Did you have any other issues with this section?

Section A – Cattle on Feed:

- (Q1) Would you need to use your records to arrive at an answer to this question? If no, how would you decide on an answer? What would you include/exclude in your answer?
- (Q2/3) Is it easier to report these cattle on feed by weight and then breed, breed and then weight, or does it not make a difference? How is this information kept in your records?
- (Q9) How did you arrive at an answer for this question? What does the term “private treaty” mean to you? What are some other sources that we didn’t list? How common is it to purchase your cattle from this [insert source]?
- (Q10) How do you know this distance? How confident are you in your answer?
- (Q11) Would it be useful to have a map to assist in answering this question? Or would it make no difference?
- (Q12) In your own words, what is this question asking? What does the phrase “individual official identification” mean to you?
- (Q13) What does the term “electronic (RFID) tag” mean to you? What about “National Uniform Ear-tagging System Number”? Are there other types of “official identification” used that we currently don’t list? If so, what?
- (Q14) How did you arrive at an answer to this question? Tell me about it...

Section B – Antimicrobial/Antibiotic Use and Stewardship:

Label Claims:

- (Q1) How did you decide where to allocate your cattle for this question? Tell me about that process...
- (Q1) How confident are you in your response?
- (Q2) What does the term “antimicrobial” mean to you? Can you think of some examples?
- (Q2) What does the term “antibiotics” mean to you? Can you think of some examples?

- (Q2) Are antimicrobials and antibiotics the same things or something different?

Record Keeping:

- (Q5) In your own words, what is this question asking?
- (Q5) Is this question easy or difficult to answer?
- (Q6) How did you arrive at an answer for this question? Tell me about it...
- (Q7) In your own words, what is this question asking?
- (Q7) Is this question easy or difficult to answer?
- (Q9) What the phrase “medically important antimicrobials” mean to you?
- (Q9) What would you include/exclude when thinking about “medically important antimicrobials?”
- (Q10) What does the phrase “non-medically important antimicrobials in feed” mean to you? Can you give me some examples?
- (Q11) In your own words, what is this question asking you?
- (Q13) In your own words, what is this question asking you?

Training:

- (Q18) Are you familiar or unfamiliar with a Beef Quality Assurance Feedyard Assessment? If familiar, tell me about it...

Use of Veterinarians:

- (Q23/24) How did you arrive at an answer to this question? How confident are you in your response?

Veterinary Feed Directive:

- (Q26) Are you familiar with the Veterinary Feed Directive? If yes, tell me about it?
- (Q26/27) In your own words, what is this question asking you?
- (Q28) How did you arrive at an answer to these questions? Tell me about it...
- (Q29/30/31/32/33/34) What do you think of this question? Is this something you would want to answer? Is it easy or difficult to answer this question? How much time do you think it would take to answer this question? Do you have any concerns with answering this question?

General:

- How long do you think it would take for you to complete this entire questionnaire?
- Do you have any other comments about this questionnaire?