

OMB Supporting Statement
Financial Management Service/NAVY CASH Merchant Survey
Quantitative Survey

Background

The Financial Management Service (FMS), a bureau of the Department of the Treasury (Treasury), has requested the JP Morgan Chase (JPMC), acting as Treasury's Financial Agent, to plan and execute a survey for the merchants participating in the NAVY CASH program. To perform this task, the JPMC has contracted HealthcareData.com LLC, a data and research company. FMS/Treasury and JPMC began the implementation of the NAVY CASH program in 2003, which will be completed in CY2011. NAVY CASH is a financial transaction system currently being installed across the Navy's surface fleet. The program, which is designed to reduce cash and coinage on board Naval vessels, is managed by the US Treasury. On board Navy ships merchants provided services that require monetary exchange (i.e. ship's store, vending machines, recreation, barbershop). The Navy Cash Merchant survey is necessary for the NAVY CASH program to collect, analyze, and present data gathered from Navy Cash Merchants to provide meaningful, understandable and useful information to evaluate the project's success, ease of use, and current level of understanding. From this information, the NAVY CASH program management team will be able to discern the areas in which to improve training and to gather feedback from the Users in the field.

This research is a component of the data collection approved in the October 2003 Electronic Funds Transfer (EFT) Market Research Study submitted to the Office of Management and Budget (OMB). In this case the research is directed toward a general consumer audience and topically is similar to the research referenced in the October 2003 EFT Market Research Study Supporting Statement for Paper Work Reduction Act (PRA) Submission (OMB Control #1510-0074).

The objective of this voluntary paper survey is to allow us to understand recent developments in attitudes toward NAVY CASH from the perspective of merchants located on Navy vessels positioned around the globe servicing the United States Navy personnel. The information gathered will also allow us to build on our current body of research to deepen our understanding of consumer perceptions and attitudes toward the NAVY CASH program. Focusing on how to best improve the program from the standpoint of merchants involved in the NAVY CASH program is extremely important for the long term success of Treasury's efforts to greatly reduce the cash and coinage located on the United States Navy's surface fleet.

Methodology

To provide up-to-date information about NAVY CASH merchants' attitudes toward NAVY CASH, HealthcareData.com LLC will conduct a survey via a paper survey instrument. The process selected reflects survey participant location and survey budget. This is a one-time collection of information. It will provide critical information to allow

the NAVY CASH program to improve its service to participants. Survey is for 940 disbursing personnel and merchants on 81 ships. Estimated completion time is 15 minutes each to fill out survey, equals 235 hours.

Previous surveys of this population produced a 100% response rate. We expect all of the 940 surveyed to respond.

Breakdown:

4 Aircraft Carriers Appx 20 Surveys ea	= 80
18 Large Navy Ships Appx 15 Surveys ea	= 270
59 Small Navy Ships Appx 10 Surveys ea	= 590

The entire NAVY CASH Merchant population is known and expected to respond to the voluntary survey as the ultimate findings are designed to identify issues to improve the functionality for merchants using the NAVY CASH program.

Estimated Burden Hours

Completion of the paper survey of 940 NAVY CASH merchants is expected to take a total of 235 hours.

This estimate is based on completing 940 15-minute interviews (940 interviews x 15 minutes)/60 = 235 hours.

Contact

For questions regarding the paper survey, contact:

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