

## **B. Collection of Information Employing Statistical Methods**

- 1. Describe (including a numerical estimate) the potential respondent universe and any sampling or other respondent selection method to be used. Data on the number of entities (e.g., establishments, State and local government units, households, or persons) in the universe covered by the collection and in the corresponding sample are to be provided in tabular form for the universe as a whole and for each of the strata in the proposed sample. Indicate expected response rates for the collection as a whole. If the collection had been conducted previously, include the actual response rate achieved during the last collection.*

TSA will conduct voluntary Web site surveys to collect feedback for the improved content and usability of the TSA web site. The surveys will be available via the TSA Web site ([www.tsa.gov](http://www.tsa.gov)). A link to the survey will be placed in the header section of each page so users will be able to readily access the survey. Participation to the survey will be voluntary. The survey will be run periodically for a total of 30 days through out a calendar year, thus the potential respondent universe is anyone who visits the TSA Web site and chooses to participate. TSA estimates that approximately 1.5 million unique visitors will visit the TSA Web site during the 30 days of the survey operation. (TSA receives approximately 50,000 visits to its Web site per day and  $50,000 \times 30 = 1.5$  million.) TSA expects a response rate of less than 10 percent which is consistent with similar Web-based surveys conducted in the past. Assuming a 10 percent response rate, that would equal approximately 150,000 completed surveys, as TSA indicated in Question 12 of the Supporting Statement. This survey has not been conducted previously.

TSA will provide a list of approximately 20 approved survey questions, which are made available to Web site users who choose to provide their feedback on the content and the usability of the website. This survey is geared towards generating a general understanding of user satisfaction and overall usability and utility of the site, and is not intended to generate statistically valid results. Responses to survey questions will be geared, to the greatest extent possible, towards facilitating qualitative analysis rather than statistically valid efforts such as the Customer Satisfaction Index for Aviation (CSI-A), which is currently ongoing under a separate OMB control number. The analysis effort will general qualitative aspects, such as overall satisfaction, or what information users were trying to access, but the analysis will also include cross-tabulation of questions, allowing the TSA to understand, for example, whether users with certain types of internet connections rated the site. TSA also understands Due to the expected response rate, TSA does not plan on including an "other" category for written responses as resources will not allow analysis of that data. A possible outcome of the Web survey effort may be identification of the need for further survey efforts to explore facets of user interaction of the Web site. Future surveys will be handled separately from this effort and submitted to OMB.

**2. Describe the procedures for the collection of information including:**

- **Statistical methodology for stratification and sample decision,**
- **Estimation procedure,**
- **Degree of accuracy needed for the purpose described in the justification,**
- **Unusual problems requiring specialized sampling procedures, and**
- **Any use of periodic (less frequent than annual) data collection cycles to reduce burden.**

The potential respondent universe for the survey information collection will consist of individuals visiting the TSA Web site and choosing to complete the online survey during the 30 day period it operates. The potential respondent universe for the focus groups will be approximately 1.5 million (based on 50,000 visitors to the TSA Web site daily, multiplied by 30 days).

TSA does not foresee any unusual problems with the instruments associated with this collection requiring specialized sampling procedures. TSA anticipates respondents will respond to the collection of the information on annual basis; however, Web site visitors may submit more than one survey response depending on their desire to provide feedback. Limiting the effort to 30 days will limit the impact of one respondent submitting multiple surveys. Since the survey is intended for general qualitative understanding of users' thoughts of the Web site for internal use only, the overall impact of users submitting multiple surveys is not a major concern.

TSA is confident regarding the degree of accuracy that can be expected from the online survey. TSA is also confident that the burden on respondents as a result of the data collection will be minimal.

**3. Describe methods to maximize response rates and to deal with issues of non-response. The accuracy and reliability of information collected must be shown to be adequate for intended uses. For collection based on sampling, a special justification must be provided for any collection that will not yield "reliable" data that can be generalized to the universe studied.**

This survey effort is not designed to support statistically valid results, but rather qualitative analysis of user satisfaction. The methods for data collection are designed to collect specific information to maximize the responses received. TSA intends to encourage participation in the survey by emphasizing the value of the travelers' feedback on the TSA Web site.

This collection is not based on sampling and is intended for general qualitative understanding user satisfaction with the Web site, thus no special justification is needed for this collection. Additionally, the results of this survey are intended for internal use and will survey as a guide to identify future areas of Web site development. Currently, no data on user satisfaction or other feedback concerning the Web site exists. This survey

effort will allow TSA to plan further Web site developments, including in depth studies if warranted, based on the data.

***4. Describe any tests of procedures or methods to be undertaken. Testing is encouraged as an effective means of refining collections of information to minimize burden and improve utility. Tests must be approved if they call for answers to identical questions from 10 or more respondents. A proposed test or set of tests may be submitted for approval separately or in combination with the main collection of information.***

TSA will implement the information gathering technique, as described in Question 1, an online survey. TSA will not conduct any test of procedures for these collections.

***5. Provide the name and telephone number of individuals consulted on statistical aspects of the design and the name of the agency unit, contractor(s), grantee(s), or other person(s) who will actually collect and/or analyze the information for the agency.***

The below mentioned individual was consulted on all aspects of the design and will be responsible for collecting and analyzing the data once collected.

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