

**SUPPORTING STATEMENT**

**Part B**

**Voluntary Customer Survey Generic Clearance  
for the Agency for Healthcare Research and Quality  
OMB No. 0935-0106**

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Agency of Healthcare Research and Quality (AHRQ)

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

### ***1. Respondent universe and sampling methods***

In some instances statistical methods will apply.

The respondent universe will be separately identified for each program whose customers are to be surveyed. Surveys will be designed to minimize burden on respondents while obtaining essential information. The majority of information collections will require no more than 10-15 minutes response time, on average. Appropriate probability sampling techniques will be used to select samples whenever possible.

In many instances there will be an existing list of "customers" readily available for sampling (e.g., mailing lists for publications or recipients of particular materials or services within known customer groups). In these cases probability sampling techniques will be used.

### ***2. Information Collection Procedures***

All information collection will be conducted in a manner that is consistent with the following guidelines:

- Participation will be fully voluntary, and non-participation will have no effect on eligibility for, or receipt of, future AHRQ health services research.
- Appropriate sample sizes will be determined for each activity to ensure that burden is minimized while reliable estimates are produced.
- Information collection will be limited to that needed to assess customer reaction to AHRQ products and services. Repeated implementation of quantitative surveys will be at an interval appropriate to measure the impact of changes and to monitor reaction levels.
- Given the voluntary nature of the data collection surveys, efforts will be made to obtain the highest possible response rates. Efforts will also be made to assess non-response bias, to the extent feasible.

### ***3. Methods to Maximize Response Rates***

The design of each quantitative survey will include approaches to maximize response rates, while retaining the voluntary nature of the effort, consistent with appropriate survey methodology. Additional formal pretesting will be carried out at a level and in a manner consistent with the specific survey.

#### ***4. Tests of Procedures***

It is anticipated that most surveys will begin with efforts by AHRQ staff or in some cases by focus groups to identify the views/concerns of customers. Most formal pretesting will be carried out at a level and in a manner consistent with the specific survey.

#### ***5. Statistical Consultants***

Each program will obtain input from statisticians as to the development, design, conduct, and analysis of customer surveys. This statistical expertise will be available from AHRQ statisticians/contractors. Technical assistance in survey design and statistics may, in some cases, be sought through The National Center for Health Statistics.