

B. Collections of Information Employing Statistical Methods – NAHMS & NVSL Customer/Stakeholder Satisfaction Survey

1. Describe the potential respondent universe and any sampling or other respondent selection methods to be used.

The potential respondent universe for individuals receiving NAHMS customer/stakeholder satisfaction surveys is all:

- ❖ NAHMS study participants (producers);
- ❖ recipients of NAHMS publications; and
- ❖ recipients of the annual U.S. Animal Health Report publications.

NAHMS will provide OMB with information on the sampling procedures and a range of burden to producers as each survey is submitted for approval. Based on previous producer surveys, the estimated response rate for the NAHMS study participants surveys is 30 percent (sample attached). The response rate for recipients of the NAHMS publications and U.S. Animal Health Report is anticipated to be considerably less than the study participant survey. The estimated response rate for these surveys is 10 percent.

The NVSL satisfaction surveys will be distributed to randomly selected laboratory customers. NVSL will provide OMB with information on the sampling procedures and a range of burden for laboratory customers as the survey is submitted for approval. Based on previous NAHMS surveys, the estimated response rate for the NVSL surveys is 30 percent.

2. Describe the procedures for the collection of information, including

- **Statistical methodology for stratification and sample selection**

Sampling methodology—All producers who participate in NAHMS Veterinary Medical Officer phase of the studies; and all individuals who receive and utilize the NAHMS study reports and/or the U.S. Animal Health Report will be offered the opportunity to provide feedback. Upon the completion of the NAHMS study, each participant will be provided with a questionnaire and business reply envelope for feedback on the value of the survey. NAHMS study participants will have two months to respond after the last visit. Each NAHMS descriptive and interpretive publication and the U.S. Animal Health Report will carry a web address where the reader can provide feedback on the utility of the report through an electronic survey. All individuals who utilize reports will have up to three months after the date of publication to provide feedback.

The NVSL feedback will be solicited randomly from test requests each year. Feedback will be solicited by use of an internet survey, mail, or fax.

- **Estimation procedure**

Respondent data will be summarized and no inferences will be made to a larger population.

- **Degree of accuracy needed**

All producers who participate in the NAHMS Veterinary Medical Officer portion of the studies will be eligible to provide feedback. All recipients of the NAHMS study reports and the U.S. Animal Health Reports will be eligible to participate.

Each quarter the NVSL will send out up to 1250 surveys with reports generated from laboratory accessions during that quarter. Surveys will be distributed (electronically, by fax, or by mail), or by making available a link for a survey on the internet for a predetermined length of time.

- **Unusual problems requiring specialized sampling procedures, and**

There are no unusual problems requiring specialized sampling procedures.

- **Data collection cycles**

Data will be collected up to two months after the date of the last visit for the NAHMS study participant surveys. Data will be collected up to three months from the date of publication for the reports surveys.

Laboratory feedback data will be collected periodically over the calendar year.

3. Describe methods to maximize response rates and to deal with issues of non-response.

Study Design for NAHMS Study Participant Surveys

- Surveys will be pretested to ensure accurate information is collected.
- Anonymous data collection is ensured by not collecting a farm number or associated farm ID, only state location is requested.
- Customer/stakeholder satisfaction surveys will be provided to all participants of NAHMS studies at the last visit, or mailed shortly thereafter, along with a cover letter and business reply envelope.
- Participants in the NAHMS studies will have two months to respond after the last visit.
- Survey results will be summarized in an excel spreadsheet and available three months after the date of the last visit.

Study Design for recipients of NAHMS Study Reports and U.S. Animal Health Reports

- Surveys will be pretested to ensure accurate information is collected.
- Recipients of one descriptive report per study will receive a hard copy of the survey along with a business reply envelope.
- Web links to electronic surveys will be placed in all reports.
- Recipients will have three months from the publication date to respond.
- Commercially available collection and summarization software will be used to collect information via the internet.
- Results will be reported in an information sheet for internal use and not published.

Study Design for NVSL Customer Satisfaction Surveys

- Surveys will be pretested to ensure accurate information is collected.
- Laboratory responses will not reference any customer associated referral numbers, submitter identification, or accession numbers.
- Laboratory feedback requests will be distributed by mail, fax, or internet survey with an explanation about the survey.
- Laboratory participants may respond throughout the calendar year.

Contacting Respondents

- APHIS-designated data collector, typically a Veterinary Medical Officer, will provide surveys, a cover letter to explain the importance of their input and to encourage participation, and a business reply envelope at the last visit of the NAHMS study.
- The descriptive and interpretive publications; and the U.S. Animal Health Reports will carry a web link directed to an electronic survey.
- The data collection instrument for the U.S. Animal Health Report will require the respondent to identify U.S. or non-U.S. origin.
- Laboratory personnel will distribute the laboratory feedback request with a description of importance and use of the feedback.
- Non-response follow up will not be possible for any of these components.

Data Collection Steps

- For the NAHMS study participant surveys, the window of opportunity for responding will be two months after the date of the last possible visit, to ensure timely feedback.
- For the publications surveys, the window of opportunity for recipients will be three months from the report date to ensure timely feedback.
- Respondents for the laboratory survey will have until the end of the calendar year in which the survey was distributed to respond.
- The NAHMS publications data collection instrument/web based will be generic and used to assess each descriptive and interpretative report produced by NAHMS. The respondent will be required to identify the specific report for which the feedback applies.
- The data collection instrument/web based for the U.S. Animal Health Report will be specific to that publication.
- Commercially available collection and summarization software will be used to collect information via the internet.

Data Analysis Steps

- Inferences covering non-respondents will not be made.
- No inferences will be made to a larger population.
- An Excel spreadsheet will be used to summarize the data.
- Survey results will be available three months after date of last possible visit, for the NAHMS study participant survey. Results of the publications survey will be available four months after NAHMS study reports and the U.S. Animal Health Report are published. And for the laboratory component, survey results will be available three months after the end of the calendar year in which the survey was distributed.

- Results of all the surveys will be reported in an information sheet format for internal use.
- These information sheets will not be published.

4. Describe any test procedures or methods to be undertaken.

The proposed customer/stakeholder satisfaction surveys will be pretested, involving fewer than 10 respondents, during the initial questionnaire design phase. Surveys change very little from one study to the next. Results of these initial pretests will be used to refine the information collection to reduce respondent burden and improve the usefulness of the information received. To reduce the burden upon customers, the NVSL methods (mail, fax, internet) used to collect data will be evaluated annually and an alternative method or combination of methods may be used in subsequent years if response rates continue to be stable after the switch.

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 statistical aspects of the design were coordinated by Mr. George Hill, Statistician, USDA, APHIS, Veterinary Services, CEAH, Fort Collins, CO, (970) 494-7250. Contact persons for data collection are:

- Dr. John Clifford, Deputy Administrator, USDA, APHIS, Veterinary Services, Washington, DC, (202) 447-6835.

Analysis of the data will be accomplished by statistical assistants and veterinary assistants under the direction of

- Dr. Nora Wineland, Center Director, National Animal Health Monitoring System, USDA, APHIS, VS, CEAH, 2150 Centre Avenue, Building B MS2E7, Fort Collins, CO 80526-8117, (970) 494-7230.

The statistical aspects of the design were coordinated by Ms. Tina Buffington, USDA, APHIS, Veterinary Services, NVSL, Ames, IA, (515) 663-7739. Contact persons for data collection are:

- Dr. John Clifford, Deputy Administrator, USDA, APHIS, Veterinary Services, Washington, DC, (202) 447-6835.

Analysis of the data will be accomplished by statistical assistants and veterinary assistants under the direction of

- Ms. Tina Buffington, Quality Assurance Coordinator, USDA, APHIS, VS, NVSL, 1800 Dayton Ave, Ames, IA 50010, (515) 663-7739.