Customer/Partner Customer Satisfaction Service Surveys
OMB Control Number -- 0910-0360
SUPPORTING STATEMENT Part B

B. Statistical Methods

1. Potential Respondent Universe and Sample Selection Method

FDA will separately identify the respondent universe for each program whose customers and partners will be surveyed. If needed, we will design developmental activities to assure inclusion of an appropriate range of customers and partners.

Occasionally it will be necessary for all partners in a particular category to be surveyed. For example, FDA will survey grantees to determine satisfaction with technical assistance activities is likely to include all grantees whom we offered or received the assistance.

FDA will design surveys to minimize burden on respondents while obtaining essential information. The expectation is that information collection instruments will require no more than 18 minutes response time, on average.

In nearly all instances, there will be existing lists of customers/partners readily available for sampling. For example, mailing lists for publications, recipients of particular materials or services within known customer groups. FDA will use appropriate probability sampling techniques to select samples.

2. Information Collection Procedures

FDA will conduct all data collection in a way that is consistent with the following principles:

- When sampling is used, FDA will determine appropriate sample sizes for each activity to assure that burden is minimized while the surveys produce reliable information.

- Participation will be fully voluntary, and non-participation will have no impact on eligibility for or receipt of future services. If necessary, FDA will take steps to ensure unbiased completion of questionnaires by us of third-party distribution and receipt by a party not directly involved in provision of the service being assessed.

- Information to be collected will be limited to that needed to assess customer/partner satisfaction.

- FDA will attempt to obtain the highest possible response rates, given the voluntary nature of the data collection efforts.

3. Methods to Maximize Response Rates

Customer satisfaction surveys approved under this generic clearance will not yield meaningful quantitative findings; they can provide useful customer input, but they do not yield data about customer opinions that can be generalized. However, the design of each survey will include approaches to maximize response rates, while retaining the voluntary nature of the effort. For mail surveys, for example, FDA expects that this included a postcard follow up, a second mailing of the questionnaire, and possibly some telephone follow up, if phone numbers are readily available.

4. Test of Procedures

We expect that all mail and telephone surveys included pre-testing with a few customers/partners, with telephone debriefing of pre-test respondents as needed to clarify responses.

5. Statistical Consultation and Independent Review

Each program will obtain information from statisticians in the development, design, conduct and analysis of customer/partner service surveys. This statistical expertise will be available from agency statisticians or from contractors. If needed, FDA will arrange for technical assistance in statistics and survey design through the National Center for Health Statistics.

Program offices will develop and submit proposals for specific customer/partner service surveys within FDA to FDA for review and approval by the Paperwork Reduction Act and Records Management Branch. The FDA clearance office works closely with statisticians with expertise in survey methodology and questionnaire design, and familiarity with principles of sampling and data analysis.