

PART B - 2009 SUPPORTING STATEMENT
Marketing Order Online System (MOLS) Survey
OMB No. 0581-NEW

PART B. Collections 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.**

Potential respondents will all be registered users of the MOLS (approximately 200 people). Respondents are shippers and/or receivers of imported fruits and vegetables. The survey will be sent to all registered users, preceded by a memo 2-3 weeks in advance alerting them to the launch of the survey. We hope to have a 20% response rate, which is the normal response rate sought for academic statistical analyses. However, any response rate will provide meaningful results.

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

- **Statistical methodology for stratification and sample selection,**
Respondents will use a Likert-type scale (options 1-10) for all questions to indicate their satisfaction with the MOLS. There will be several opportunities for respondents to comment using open responses.
- **Estimation procedure**
Using the Likert-type scale, 10 will be the highest option for response (10=you like the function a lot), 1 will be the lowest option for response (1=you greatly dislike the function). Results of the Likert-type scale will be analyzed using mean and median tabulations. Open response comments will be analyzed for content, but not coded. We encourage anonymous responses and all answers will kept confidential; they will not be published outside of MOAB headquarters.
- **Degree of accuracy needed for the purpose described in the justification,**
Respondents will only be able to choose one answer on the Likert-type scale. Respondents will not be required to comment in the open responses unless they wish to.
- **Unusual problems requiring specialized sampling procedures, and**
No unusual problems have been identified.

- **Any use of periodic (less frequent than annual) data collection cycles to reduce burden.**

This survey will only be utilized when significant changes have been made to the MOLS. Thus, there is no set timeframe for automatic redistribution of this survey. It will only be released on an as-needed basis.

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 collections 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.**

No matter the response rate, all results will be useful. However, in the case of non-response, we are prepared to send email reminders to potential respondents. Again, this email list will be built from registered users of the MOLS system.

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.**

Informal testing will be undertaken by MOAB compliance staff. Because we are not using complex scientific methods, we are 100% confident that users will be able to access and complete the survey.

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.**

This survey is based on questions developed by the University of Michigan's American Customer Satisfaction Index (ACSI). MOAB compliance staff contacted Jon Cioffi, senior consultant for the ACSI, regarding the use of these questions and offered to include a disclaimer (such as "These questions are based on the ACSI."). However, Mr. Cioffi gave us permission to use the questions and said that no disclaimer was necessary. MOAB compliance has this in writing if proof is required.