

DOCUMENTATION FOR THE GENERIC CLEARANCE OF CUSTOMER SATISFACTION SURVEYS

TITLE OF INFORMATION COLLECTION: Fiscal Year (FY) 2011 Special Notice Option (SNO) Survey

SSA SUB-NUMBER: F-04

DESCRIPTION OF ACTIVITY (*give purpose of activity, provide specific information; i.e., date(s) of survey, number of focus groups, locations, etc.*):

BACKGROUND

SSA traditionally has provided blind or visually impaired recipients with three options for receiving their benefit related notices:

1. Standard print sent by first-class mail (the same format used for recipients without a visual impairment);
2. Standard print sent by certified mail; or,
3. Standard print sent by first-class mail with a follow-up telephone call from SSA within five business days to read the notice to the recipient.

In FY 2010, SSA began expanding the notice options available to the blind or visually impaired. In addition to the three standard print notice options above, recipients may choose one of the following:

4. Braille notice;
5. Data compact disc (CD) that contains a Microsoft Word file.

In May 2011, SSA will add two more notice options:

6. Large print (18-point font) notice, and
7. Audio CD containing a voice recording of the notice.

SSA would like to use the SNO survey to assess recipients' satisfaction with the special notice options 2-7 listed above. The survey will not include recipients who chose the notice option #1, standard print sent by first-class mail, since that is not a specialized format; SSA sends all notices to recipients without a visual impairment by first-class mail.

SURVEY

Description of Survey

The SNO survey uses one questionnaire that includes wording targeted to each special notice option. The questionnaire addresses key elements having an impact on satisfaction with the special notice option chosen. The questions cover the following topics:

- How SNO recipients found out about the new special notice options and which special notice option they chose;
- Whether recipients remember receiving a notice, and if the notice was received in the requested SNO format;
- Whether the SNO recipients needed help to understand the notice, who helped them and why they needed help;
- Whether the special notice arrived in good condition (useable);
- How easy was it to use the notice, and why some recipients found it difficult; and,
- Recipients' overall satisfaction with how well the special notice option met their needs.

Targeted Questions:

- Whether recipients used the special option notice (not asked of the recipients who requested a standard print notice with a follow-up telephone call);
- Whether the SSA employee answered their questions (only for recipients of a standard print notice with a follow-up telephone call);
- Types of problems specific to large print notices;
- Type of screen reader used for data CDs; and,
- Type of device used for audio CDs.

Statistical Information

Sample Selection

From the universe of all recipients who received a SNO notice during a 4-week period in August 2011, we will select a random sample of 650 recipients for each special notice option. The table below shows actual universe counts of all recipients who chose the first four SNO formats. Because SSA has not yet offered the large print and audio CD formats to the public, we had to estimate those universes. Based on the volumes in the other SNO formats, we believe it is reasonable to estimate that the two new universes will meet or exceed the targeted sample size of 650. If the volume of notices in a particular special format does not equal 650, we will select all that are available.

SNO format	Universe of All SNO Recipients	Estimated Universe of SNO Notices Received - 4-weeks - August 2011
Certified mail	4,700	2,800-3,400
Standard print with follow-up telephone call	22,900	5,000-5,600
Braille	4,200	825-1,125
CD	7,000	1,250-1,550
Large print	Estimated minimum of 650	Estimated minimum of 650
Audio CD	Estimated minimum of 650	Estimated minimum of 650

Methodology

Shortly after sample selection, SSA will send all participants a pre-notice (in the special notice format they requested) on SSA letterhead advising them of their selection to participate in the survey, and encouraging them to participate. We will include both the Paperwork Reduction Act and the Privacy Act Statements in the pre-notice letter.

An SSA-approved contractor will conduct the survey by telephone. Contractors will use computer-assisted interviewing (CATI) software to translate the survey questionnaire so that interviewing and data input of the individual's responses will occur simultaneously. The CATI software also ensures the contractor will ask only questions pertinent to the individual's circumstances, thus allowing for complicated question paths while minimizing response burden.

Response Rate

To maximize the response rate for this survey, SSA will:

- Select survey participants shortly after they received a notice;
- Send a pre-notice of selection for the survey on SSA letterhead signed by an agency official;
- Conduct the survey by telephone (faster and easier for respondents than mail);
- Schedule appointments to complete the survey at the convenience of the sampled individual;
- Use an experienced contractor who will make at least 15 contacts at different times of the day to reach the sampled individuals;
- Use SSA records to assist the contractor in locating individuals who have changed their telephone numbers; and,
- Provide SSA's toll-free 800 number for individuals who may have questions.

Using the same methodology from comparable surveys, SSA achieved a response rate of 80 percent with a sample of non-visually-impaired recipients who received a recent notice from SSA. We believe we will achieve a similarly high response rate in this survey.

Sampling Variability

The key variable for this survey is the overall satisfaction with the special notice format. In SSA's FY 2002 Satisfaction Survey of Title II Beneficiary Adjustment Notice Recipients, responders gave an overall satisfaction rating of 87 percent excellent, very good or good (E/VG/G). In SSA's FY 2002 Satisfaction Survey of Supplemental Security Income (SSI) Initial Award Notice Recipients, responders gave an overall satisfaction rating of 97 percent E/VG/G. The SNO sample will include both Title II beneficiaries and SSI recipients who have received a range of notices covering a wide range of topics. Therefore, we estimate a satisfaction rating somewhere in the middle, at 90 percent E/VG/G.

Our proposed sample sizes of 650 recipients for each special notice option are large enough, assuming an 80 percent response rate, to provide a sampling variability at the 95-percent confidence level equal to +/- 2.6.

SSA's Office of Quality Performance will perform all sampling and data analysis. Daniel Zabronsky, Director, Division of Modeling, SSA, will provide statistical support. OMB can reach him at (410) 965-5953.

IF FOCUS GROUP MEMBERS WILL RECEIVE A PAYMENT, INDICATE AMOUNT *(No more than \$25 can be authorized under OMB rules):*

We will not compensate participants for this survey.

USE OF SURVEY RESULTS:

SSA will use the results of this survey to assess customer satisfaction with the six SNO formats we offer to blind or visual impaired recipients, and to evaluate and improve the various aspects of our SNO notices.

BURDEN HOUR COMPUTATION *(Number of responses (X) estimated response time (/60) = annual burden hours):*

Number of Responses:	12,975.
Estimated Response Time:	10 minutes.
Annual Burden Hours:	2,162 hours.

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