

SURVEYS TO MEASURE CUSTOMER SATISFACTION

B. Collections of Information Employing Statistical Methods

The agency should be prepared to justify its decision not to use statistical methods in any case where such methods might reduce burden or improve accuracy of results. When item 17 on Form OMB 83-I is checked "Yes," the following documentation should be included in the Supporting Statement to the extent that it applies to the methods proposed:

1. Describe the potential respondent universe (including a numerical estimate) 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.

For each customer or topic survey FSA will describe the universe (the targeted customers) and give a rough estimate of the size of the group. FSA will describe component subgroups of the respondent universe as appropriate. FSA will describe how they will try to reach the respondent universe, i.e. through a general mailing, electronic format, on-site conference evaluations. FSA will discuss the sampling rate, the response rate, or, in other cases, the absolute number of responses FSA seeks to achieve. The types of customer or topic survey collections may include website visitors, focus groups, mail surveys, and conference evaluations.

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

Statistical methodology for stratification and sample selection.

FSA or their contractors will perform data processing and analysis.

Estimation procedure.

Given the population or identified segments of the population of consumers of a product, FSA will provide estimates of the total population and each subgroup of the population. FSA will then provide a description of the number of respondents they hope to achieve in the total and each subgroup, as appropriate.

Unusual problems requiring specialized sampling procedures, and Any use of periodic (less frequent than annual) data collection cycles to reduce burden.

No unusual problems are anticipated. As discussed, approximately 30 customer satisfaction segmented surveys are anticipated throughout the year.

3. Describe methods to maximize response 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.

FSA or their contractor shall complete all surveys consistent with the objectives and constraints outlined in the contract, including the requirement to resolve any readiness and/or data problems, including non-response, as appropriate.

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.**

FSA or their contractor shall conduct tests of the web-based material checking that the survey flows appropriately for each potential path.

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 persons who will actually collect and/or analyze the information for the agency.**

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