

UNITED STATES INTERNATIONAL TRADE COMMISSION  
User Feedback Survey for the Annual Report on *Shifts in Merchandise Trade*

The U.S. International Trade Commission (USITC) is implementing a survey to gather user feedback to aid in evaluating ways to improve the data presentation and analysis in its annual report on *Shifts in Merchandise Trade*. The USITC self-initiates this report annually under section 332(b) of the Tariff Act of 1930 (19 U.S.C. 1332(b)).

A. The Survey Population

This will be a voluntary, web-based, self-selection survey. Respondents will include groups alerted to the survey through several means such as a press release directing interested parties to the survey on the USITC web page. The press release will appear on the agency's web page and will be distributed via email to the agency's pre-existing list of self-subscribing entities as well as a list of organizations that USITC staff thinks may have an interest in the report. In addition, regular users of the *Shifts in Merchandise Trade* report will be find the survey when they access that portion of the agency's web site.

B. Field Testing

In October 2012, the USITC field tested the survey with regard to reporting burden, clarity of questions, format and scope of questions. Individuals with the organizations presented in the table below were identified as participants for field testing of the survey because they are familiar with the USITC report and/or international trade in merchandise goods.

Organization
Steel Manufacturers Association (SMA)
Semiconductor Industry Association (SIA)
U.S. Customs and Border Protection (CBP)
U.S. Dairy Export Council (USDEC)
Footwear Distributors and Retailers of America (FDRA)
Consumer Electronics Association (CEA)
The Fertilizer Institute (FI)
The Information Technology Industry Council (ITIC)

Below is a table summarizing the comments received from field test participants and actions taken in response to those comments. Comments on the survey were received only from Steel Manufacturers Association, Semiconductor Industry Association, and the U.S. Customs and Border Protection.

Field Tester	Recommendation	Comment/Solution
SMA	<p>The only change I'd consider would be an addendum to Question 1... if someone marks "not timely at all", then what kind of turnaround time would they need for the data/analysis to be more useful? I realize this might be moot if the following summer is the quickest realistic turnaround.</p>	<p>A follow-up question (1-b) was added that addresses this recommendation.</p>
SIA	<p>The first 6 questions are good but depending on the audience, some may not be familiar with the various sections of the report and therefore would not be able to respond to the questions.</p> <p>Question 8 is good in that it is open-ended and asking for general feedback. That said, you could have a couple more questions along these lines on general feedback that focus that feedback, such as, is the scope of the report appropriate for your needs, should write ups be shorter/longer, more/less graphs, etc?</p>	<p>Noted.</p> <p>Noted. Language was added to Question #7 to solicit feedback on the basic scope/approach of the report.</p>
CBP	<p>For Question #9, it might be useful to expand it outside of trade data as well (unless you only wanted to focus on the data). Is there unique information that is useful? If not, for cost-cutting purposes, would it be useful to cut out some of the analysis and focus just on the data?</p> <p>I'm also curious about the use of "useful" throughout the survey, particularly Question #7. I would word it more as a "should ITC continue following this approach"... If not, please elaborate...As for soliciting useful feedback, with open-ended questions asking for "usefulness" you might get a LOT of variety in responses if someone sits down to write it out.</p> <p>Suggested question: "Why did you access Trade Shifts?" Personally I'd be curious to know what drove them to the Trade Shifts publication to begin with. Is it for the data? Or a specific write-up or section (maybe from googling key words?). That question can probably be worded better than how I have it and have multiple check-box option</p> <p>Another suggested question: "How did you find out about Trade Shifts?" What is the biggest driver to the trade shifts reports? Is it from other colleagues? Or they've "just always known about it"? Or is your audience really first time folks that are just searching for a key piece of information? Or is the audience the same group of individuals? You'd have to focus additional questions to be easily answered or else they'd lose interest or think they are spending too much time on it and not end up doing it.</p> <p>For questions 4-6, you may want to give them options such as "N/A"? In case they don't read that section?</p>	<p>A question was added to solicit the uniqueness of the analysis as well as the data.</p> <p>Noted. The survey continues to use the term "useful" since a better alternative was not evident.</p> <p>Noted. Existing Question #3 should elicit the suggested information on what part(s) of the report attracted the reader.</p> <p>Question #13 was added to the survey, which should solicit information on how the respondent found the report. Existing Question #2 should provide information on the frequency that respondents access the report.</p> <p>As suggested, "N/A" was added as an option for these questions.</p>

### C. Reporting Burden and Projected Cost

The reporting burden is estimated to be:

Total number of survey respondents:	(No.)	Not to exceed 250
Frequency of response:	(No.)	1
Average completion time per survey:	(hours)	0.25
Total burden:	(hours)	62.5 hours
Total cost:	(dollars)	\$4,312.50 (62.5 hours X \$69/per hour)**

\*\*It is assumed that trade analysts read the Shifts in Merchandise report from private industry, trade and industry associations, and academia. The average hourly cost estimate reflects the average USITC employee hourly cost.



### USITC Selective Participation Survey

#### Introduction to Survey

This survey seeks feedback on the USITC's web-based report: *Shifts in Merchandise Trade* ("Trade Shifts"). This report traditionally includes extensive U.S. trade data on a sector and country basis, as well as analysis of the major shifts in the previous year's U.S. trade. The USITC has been publishing this annual report since the 1980s. However, this year the USITC is publishing only the trade data and is reviewing the report's content and analytical aspects to improve its utility for users (and potential users). To best provide feedback on the content of the report, it may be useful to review past editions.

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}
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<input type="button" value="2009 Edition" onclick="E2009()">
<input type="button" value="2008 Edition" onclick="E2008()">
</p>
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The Commission conducts such surveys in accordance with E.O. 12862, which directs agencies to ensure their products are customer-driven and to periodically survey customers to determine the kind and quality of services they want and their satisfaction with the existing services. The Commission prepares the Trade Shifts reports under the authority of section 332(b) of the Tariff Act of 1930 (19 U.S.C. 1332(b)). The results of this survey will be used to help the USITC improve the Trade Shifts report. Your disclosure of this information is voluntary. Your individual response will be kept confidential and will not be publicly disclosed.

To navigate through this survey, please use the following interface buttons only:

Click the **Start** button to begin the survey.

Click the **Back** button to return to the previous page.

Click the **Send Answers** button to submit your survey.

**Do not use your browser's Forward and Back arrows or the Enter or Backspace keys on your keyboard to navigate; you may lose information already entered.**

Start



1. Trade Shifts is usually published in the summer and includes trade data and analysis for the previous year's shifts in trade. How timely is this for you?

Data:

- Not timely at all    Somewhat timely    Timely    Very timely

Analysis:

- Not timely at all    Somewhat timely    Timely    Very timely

1b. If your response on the timeliness of either the data or the analysis was "Not timely at all," when would such information be timely for you (given that trade data first becomes available in mid-February for the previous year)?

2. How often do you access the Trade Shifts webpage?

- Annually    Monthly    Weekly    Rarely    This is my first time

3. Please indicate the sections of the report you read.

Sections:

- Merchandise Trade and Overall Economic Performance    Sectoral Trade  
 Bilateral and Regional Trade

Sectors:

- Agricultural products    Minerals and metals  
 Chemical and related products    Miscellaneous manufactures  
 Electronic products    Machinery  
 Energy-related products    Transportation equipment  
 Forest products    Textile, apparel, and footwear

4. How useful is the section on merchandise trade and overall economic performance? Rate both categories below.

	Very useful	Useful	Somewhat useful	Not useful	N/A
Data	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Analysis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please elaborate:

5. How useful is the section on bilateral and regional trade? Rate both categories below.

	Very useful	Useful	Somewhat useful	Not useful	N/A
Data	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Analysis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please elaborate:

6. How useful is the section on merchandise sectors? Rate both categories below.

Web Page 2 -- continued:

	Very useful	Useful	Somewhat useful	Not useful	N/A
Data	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Analysis	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please elaborate:

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7. Traditionally, the Trade Shifts report has focused its analysis on those industries and countries that experienced the largest shifts in trade, by value, over the previous year. Is this a useful approach to continue?

Yes  No

Please elaborate (including alternative methods of selecting industries/countries for analysis):

8. How can we improve Trade Shifts? Please elaborate in the box below. (Please consider but don't limit your response to report content; the quality and quantity of trade data, analysis, and graphics; and the design and accessibility of the website.)

9. Does Trade Shifts provide unique trade analysis and data that you do not find elsewhere?

Yes No

Data    
Analysis

Please elaborate:

10. What other sources of similar data and/or analysis do you use? Check all that apply.

- Department of Commerce (including Census Bureau and BEA)
- Trade associations
- World Bank
- Journals
- None
- Other:

11. What best describes the type of organization you represent when using Trade Shifts?

- U.S. federal government (executive branch)
- U.S. Congress
- U.S. state or local government
- U.S. trade association
- U.S.-headquartered company
- Other:
- Non-U.S.-headquartered company
- International or nongovernmental organization
- Foreign government
- Academia

12. What best describes how you use the information in Trade Shifts? Check all that apply.

- To inform your organization's policymaking or business decisions
- To stay abreast of trade trends and issues as part of your job
- Academic pursuits
- Personal interest
- Other:

13. How did you locate the Trade Shifts website?

- Search engine
- USITC main page
- Colleague
- Bookmark
- Other:

Web Page 4:



Thanks for taking the survey!

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