

**Supporting Statement for Paperwork Reduction Act Generic Information Collection  
Submissions for  
“Generic Clearance for the Collection of Qualitative Feedback on Agency Service Delivery”**

**B. STATISTICAL METHODS**

Data collection methods and procedures will vary; however, the primary purpose of these collections will be for internal management purposes; there are no plans to publish or otherwise release this information.

**1. Universe and Respondent Selection**

*Describe (including numerical estimate) the potential respondent universe and any sampling or other respondent section methods to be used.*

**Over three years, the Export-Import Bank is planning the following numbers of surveys and number of potential respondents.**

Feedback Instrument	Number of uses each year	(Number of uses each year x number of people responding to each)=Total People responding annually	Total people responding 2011-2013	Total hours 2011-2013
Web based/e-mail based surveys	2	(2x600)=1200	3600	300
EOL online app surveys	1	(1X1300)=1300	3900	651
Feedback/Comment/Evaluation Form	3	(3X500)=1500	4500	375
Mail survey/detailed evaluation form	1	(1X 600)=600	1800	150
Telephone survey	1	(1X50)=50	150	37.5
Focus groups	2	(2X20)=40	120	360
<b>Total</b>	<b>10</b>	<b>4690</b>	<b>14070</b>	<b>1874</b>

The activities under this clearance may involve samples of self-selected customers, as well as convenience samples, and quota samples, with respondents selected either to cover a broad range of customers or to include specific characteristics related to certain products or services for example, for a sector of industry such as companies exporting services or geographical location of exporters). Results will not be used to make statements representative of the universe of study, to produce statistical descriptions (careful, repeatable measurements), or to generalize the data beyond the scope of the sample. The specific sample planned for each individual collection and the method for soliciting participation will be described fully in each collection request.

Qualitative surveys are tools used by program managers to change or improve programs, products, or services. (for example, survey of features provided in the Export-Import Bank Online (EOL) intake application). The accuracy, reliability, and applicability of the results of these surveys are adequate for their purpose.

The samples associated with this collection are not subjected to the same scrutiny as scientifically drawn samples where estimates are published or otherwise released to the public.

**2. *Procedures for Collecting Information***

***Describe the procedures used for the collection of information.***

Data collection methods and procedures will vary and the specifics of these will be provided with each collection request. The Export-Import Bank expects to use a variety of methodologies for these collections. For example, the Bank may use commercial survey-specific software to automate its collection and analysis of feedback. In addition to physical copies, information collection instruments may be electronically disseminated and/or posted on target pages of the Bank's web site. Telephone scripts, personal interviews, and focus groups with professional guidance and moderation may also be used.

**3. *Methods to Maximize Response***

***Describe methods to maximize response and to deal with issues of non-response.***

Information collected under this generic clearance will not yield generalizable quantitative findings; it can provide useful customer input, but it does not yield data about customer opinions that can be generalized. To maximize responses, the Bank is planning to create collections that are pertinent and user friendly, easily done electronically when applicable, gearing them towards participants with a known interest or involvement in activity/product the Bank is seeking information on, etc. The Bank is not largely concerned about non-responses because the information will not be used to make quantitative findings.

**4. *Testing of Procedures***

***Describe any tests of procedures or methods to be undertaken.***

Pretesting may be done with internal staff, a limited number of external colleagues, and/or customers who is familiar with the programs and products. If the number of pretest respondents exceeds nine members of the public, the Bank will submit the pretest instruments for review under this generic clearance.

**5. *Contacts for Statistical Aspects and Data Collection***

***Provide the name and telephone number of individuals consulted on statistical aspects of the design.***

Each program will obtain information from experts in the development, design, conduct, and analysis of customer/partner service surveys, when appropriate. This statistical expertise will be available from Bank analytical experts or from contractors and the Bank will include the names and

contact information of persons consulted in the specific information collection requests submitted under this generic clearance.