

NPRC Customer Satisfaction Survey Sampling Plan

Overview

In order for the results of the NPRC to reflect a truly random sample of NPRC's customers, a protocol must be established to identify each member of the customer universe to have a unique probability of selection.

Synovate will provide NPRC with a list of 1000 IDs to be assigned to individuals receiving record request responses over the course of the three month field period. A designated NPRC employee will select the response packages into which to insert the surveys and business reply envelopes. The envelope stuffer will insert these materials and complete the Excel spreadsheet with the necessary information for each sampled individual. NPRC will deliver the Excel sheet with the information for each ID/sampled individual to Synovate every Monday morning with the data for the previous week (Monday through Friday).

Sampled Individual Selection

Synovate will provide the NPRC selector with the following guidelines for selecting sampled individuals each day of the week:

- The number of individuals to select on that day,
- The interval at which to select individuals,
- The shipment with which to begin on that day.

For example, on Monday, the selector should select every 200th individual, starting with the 190th outgoing package. Fifteen surveys should be inserted, which would require 3,990 packages be shipped that day.

With this methodology, the 1000 surveys will be distributed over the scheduled field period. There are 57 workdays in the October – December (assuming 3 weekdays are excluded as a holidays: 10/10, 11/11, 11/24, and no data collection is done in the last week).

Day	# selected per day	Number to start on	Interval at which to select individuals	Estimated number of shipments processed
Monday	19	190	200	3990
Tuesday	16	12	200	3212
Wednesday	16	130	200	3330
Thursday	19	198	200	3998
Friday	18	209	200	3809

NOTE: THE SAMPLING PLAN CANNOT BE FINALIZED UNTIL NPRC CONFIRMS THAT THE ESTIMATED NUMBER OF SHIPMENTS PROCESSED FOR EACH WEEKDAY IS APPROXIMATELY ACCURATE (OR PROVIDES CORRECT INFORMATION IF INACCURATE).

Adjustments

The sampling plan will be reviewed after October 29th to determine whether it is accurately reflecting NPRC's workflow or needs changes to be made.