

B. Collection of Information Employing Statistical Methods

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

DHS will conduct two voluntary website surveys to collect feedback regarding the quality of service provided by the Traveler Redress Inquiry Program (DHS TRIP) and of the website in particular. The surveys will be available via the DHS website (www.dhs.gov/trip). ~~Participation to the survey will be voluntary.~~ The survey will be run continuously throughout a calendar year, thus the potential respondent universe is anyone who visits the DHS TRIP website and chooses to participate. In Fiscal Year 2014, DHS TRIP expects it will receive approximately 15,000 inquiries from the traveling public. DHS expects a survey response rate of less than 10 percent for each of the two surveys, which is consistent with similar web-based surveys conducted in the past. Assuming a 10 percent response rate, approximately 1,500 completed surveys will result from each survey for a total of 3,000 responses. These surveys have not been conducted previously.

DHS will provide ~~a list of approximately 5~~five approved ~~survey~~ questions for each survey. The first survey, on user satisfaction with the DHS TRIP website, will be made available to website users who choose to provide feedback on the content and the usability of the website. The second survey is geared towards generating a general understanding of user satisfaction with the effectiveness of the Redress program. ~~The surveys are not intended to generate statistically valid results.~~ Responses to survey questions will be geared, to the greatest extent possible, towards facilitating qualitative analysis rather than statistically valid efforts such as the Customer Satisfaction Index for Aviation (CSI-A). The analysis effort will examine general qualitative aspects, such as overall satisfaction with the website for first time users, or overall satisfaction with the level of communication for returning users. This will allow DHS to understand, for example, the effectiveness of DHS TRIP messaging on the site. A possible outcome of the Web survey effort may be identification of the need for further survey efforts to explore facets of user interaction of the website. The surveys are not intended to generate statistically valid results. Future surveys will be handled separately from this effort and submitted to OMB for approval.

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

- **Statistical methodology for stratification and sample decision,**
- **Estimation procedure,**
- **Degree of accuracy needed for the purpose described in the justification,**
- **Unusual problems requiring specialized sampling procedures, and**
- **Any use of periodic (less frequent than annual) data collection cycles to reduce burden.**

The potential respondent universe for the first survey information collection will consist of individuals visiting the DHS website and choosing to complete the online survey. The potential respondent universe will be approximately 1,500 (based on the estimated number of inquiries expected to be received in Fiscal Year 2014). The potential respondent universe for the second survey information collection will consist of those individuals whose cases were closed 90 days in the past and who choose to complete the online survey upon receiving an emailed invitation to do so. The potential respondent universe will be approximately 1,500, based on the estimated number of cases in Fiscal Year 2014.

DHS does not foresee any unusual problems with the instruments associated with this collection requiring specialized sampling procedures. DHS anticipates respondents will respond to the collection of the information on annual basis; however, website visitors may submit more than one survey response depending on their desire to provide feedback. Since the surveys are intended for general qualitative understanding of users' thoughts of the website and of the DHS TRIP program overall and will be for internal use only, the overall impact of users submitting multiple surveys is not a major concern.

DHS is confident regarding the degree of accuracy that can be expected from the online survey. DHS is also confident that the burden on respondents as a result of the data collection will be minimal.

3. Describe methods to maximize response rates 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 collection 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.

This survey effort is not designed to support statistically valid results, but rather qualitative analysis of user satisfaction. The methods for data collection are designed to collect specific information to maximize the responses received. DHS intends to encourage participation in the survey by emphasizing the value of the travelers' feedback on the DHS website and on the program overall.

Because ~~¶~~this collection is not based on sampling and is intended for general qualitative understanding user satisfaction with the website or the program, ~~thus~~ no special justification is needed for this collection. Additionally, the results of these surveys are

intended for internal use and will serve as a guide to identify future areas of development. This survey effort will allow DHS to plan further website and programmatic developments, including in-depth studies if warranted, based on the data.

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.

DHS will implement the information gathering technique, as described in Question 1, [in](#) an online survey. DHS will not conduct any test of procedures for these collections.

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 person(s) who will actually collect and/or analyze the information for the agency.

The individual [identified](#) below was consulted on all aspects of the [survey](#) design and will be responsible for collecting and analyzing the data ~~once collected~~.

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