

**Department of Transportation  
Office of the Chief Information Officer**

**SUPPORTING STATEMENT FOR  
GENERIC CLEARANCE OF CUSTOMER SATISFACTION SURVEYS**

**FMCSA Audience Research**

The primary purpose of these collections will be for internal management purposes; there are no plans to publish or otherwise release this information.

**Part B. COLLECTION OF INFORMATION EMPLOYING STATISTICAL METHODS**

**1. Describe potential respondent universe and any sample selection method to be used.**

The activities under this clearance will use purposive nonprobability sampling methods to ensure we talk to FMCSA stakeholders with a broad range of experiences and perceptions. More specifically, we will employ a quota sampling approach for the State agency audience.

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.

The qualitative instruments included in this clearance are to be used by communication and outreach officers to improve messaging and outreach methods from framing and approach perspectives. As such, we are interested in uncovering the broad range of issues and perceptions that impact the reception and interpretation of safety information. But, as stated above, we will not seek to quantify the relative prevalence or importance of the issues here.

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

**2. Describe procedures for collecting information, including statistical methodology for stratification and sample selection, estimation procedures, degree of accuracy needed, and less than annual periodic data cycles**

The specifics of data collection methods and procedures will be provided with each collection request. FMCSA expects to use the following for each stakeholder group:

- State agency audience: In-person focus groups

**3. Describe methods to maximize response rate.**

Information collected through these stakeholder samples will not be used to generalize conclusions to the entire stakeholder populations.

**4. Describe tests of procedures or methods.**

Pretesting may be done with internal staffs, a limited number of external colleagues, and/or stakeholders who are familiar with the programs and products.

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

Each program will obtain information from statisticians in the development, design, conduct, and analysis of customer/partner service surveys, when appropriate. This statistical expertise will be available from agency statisticians or from contractors and FMCSA will include the names and contact information of persons consulted in the specific information collection requests submitted under this generic clearance.

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