

SUPPORTING STATEMENT – PART B
Occasional Qualitative Surveys
(OMB No. 3064-0127)

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

The activities under this clearance may involve samples of self-selected clients, as well as convenience samples, and quota samples, with respondents selected either to cover a broad range of clients or to include specific characteristics related to certain products or services. 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. 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.

1. Procedures for Collecting Information

Data collection methods and procedures will vary and the specifics of these will be provided with each collection request. The FDIC expects to use a variety of methodologies for these collections. For example, the FDIC or its contractors 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 FDIC's web site. Telephone scripts, personal interviews, and focus groups with professional guidance and moderation may also be used.

2. Methods to Maximize Response

Information collected under this generic clearance will not yield generalizable quantitative findings; it can provide useful respondent input, but it does not yield data about respondent opinions that can be generalized.

3. Testing of Procedures

Pretesting may be done with internal staff, a limited number of external colleagues, and/or clients who are familiar with the programs and products. If the number of pretest

respondents exceeds nine members of the public, the FDIC will submit the pretest instruments for review under this generic clearance.

4. Contacts for Statistical Aspects and Data Collection

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