

**Supporting Statement for Paperwork Reduction Act Submissions,
PART B.
COLLECTION OF INFORMATION EMPLOYING
STATISTICAL METHODS
SURVEY EIB 15-03**

- 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 entities 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.**

The total respondent universe is all small businesses that purchased trade credit insurance and loan guarantee from Ex-Im Bank in Fiscal Year 2015. This survey is voluntary. The survey pool will be approximately 2,091 businesses, and we anticipate the response rate to be approximately 50%, or 1,000 respondents.

- 2. Describe the procedures for the collection of information including: --
Statistical methodology for stratification and sample selection.**

The small business customer survey will be administered by a survey and support contractor. While we have staged the survey in Survey Monkey for the purposes of OMB clearance, we will work with the contractor, to determine whether or not the survey should be re-staged in a different tool (with no changes to the survey questions). At that point, the contractor will administer the survey and collect the responses. The survey will be administered electronically, via e-mail and through the web.

The respondent data is the source of the demographics information that would be used for stratification. Through multiple choice and Lickert scale questions, respondents will identify their company headcount, industry, level of responsibility, length of time exporting, and revenues from exporting.

The survey pool is comprised of all customers who purchase trade credit insurance or loan guarantees from Ex-Im bank in 2015. We will use our internal database to secure the survey pool. Therefore, this is not a random sample.

--Estimation procedures;

Estimation will be performed mainly using averages (at the first decimal)

Components include: years of experience exporting, the type of industry, and size of revenues.

An adjustment for nonresponse will bring estimates based only on the responding cases up to the level that would have been achieved if all eligible cases had responded.

-- Unusual problems requiring specialized sampling procedures;

None

We are seeking 100% participation; however, we anticipate over 50% response rate from our customer base that have a continued business relationship (renewal of transactions) with the bank and are expected to have a higher level of interest and motivation.

There were no unusual problems that required specialized sampling procedures.

-- Any use of periodic (less frequent than annual) data collection cycles to reduce burden.

The data will be collected only once, at the time of the survey.

- 3. Describe methods to maximize response rates and to deal with issues of non-response. The accuracy and reliability of information collection must be shown to be adequate for intended uses. For collections 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.**

The survey questions are simple and brief. We believe this will help to maximize participation. An adjustment for nonresponse will bring estimates based only on the responding cases up to the level that would have been achieved if all eligible cases had responded. Analysis and adjustments will include characteristics with differential nonresponse, such as firm size and industry.

- 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.**

Some internal testing with a small group of internal employee volunteers has already taken place using the staged survey. That testing was undertaken as part of our efforts to

measure the time burden on potential respondents. As part of our work with our survey contractor, we plan to further test the survey with fewer than 8 test external respondents, prior to the survey's wider distribution. Test respondents will also be recruited internally from within our small business group.

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.

Walter B. Hill, Vice President of Credit Review and Compliance, worked with several individuals internally to design the survey. The survey also borrowed from techniques utilized by our Small Business Customer Experience's office for a 2014 Small Business Exporter Survey. Internal collaborators for this survey included Wendy Wright, Vice President of Policy and Planning, Nigussie Haile, Credit Review and Compliance Division. Other internal reviewers of the survey draft included Nigussie Haile, can be reached at 202-565-3909.

Our survey contractor has been selected. The survey contractor will collect the data, and perform a limited scope analysis. A full analysis will be led by Walter B. Hill and then analyzed in depth by Ex-Im Bank's Credit Review and Compliance Division.