

**Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 0503-0021)**

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**TITLE OF INFORMATION COLLECTION:**

Farmers Feedback via Customer Feedback Survey

**PURPOSE:**

USDA-National Agricultural Statistics Service (NASS) is seeking feedback from farmers on why they respond, or do not respond, to NASS surveys. One of the ways NASS would like to gather this feedback is by making available a customer feedback survey for farmers (i.e., our respondents) to fill out. This customer feedback survey will be available on the NASS internet pages and NASS booths at tradeshow which are attended by our regional field offices and state statisticians. This action is a part of a larger ongoing project to improve response rates and find ways to convert non-responders to responders.

**DESCRIPTION OF RESPONDENTS:**

The targeted group is farmers (respondents) that visit NASS booths at tradeshow.

**TYPE OF COLLECTION:** (Check one)

- |  |   |
|--|---|
| <input checked="" type="checkbox"/> Customer Comment Card/Complaint Form | <input type="checkbox"/> Customer Satisfaction Survey               |
| <input type="checkbox"/> Usability Testing (e.g., Website or Software    | <input type="checkbox"/> Small Discussion Group                     |
| <input type="checkbox"/> Focus Group                                     | <input type="checkbox"/> Other: <u>Social Media Data Collection</u> |

**CERTIFICATION:**

I certify the following to be true:

1. The collection is voluntary.
2. The collection is low-burden for respondents and low-cost for the Federal Government.
3. The collection is non-controversial and does not raise issues of concern to other federal agencies.
4. The results are not intended to be disseminated to the public.
5. Information gathered will not be used for the purpose of substantially informing influential policy decisions.
6. The collection is targeted to the solicitation of opinions from respondents who have experience with the program or may have experience with the program in the future.

Name: Kenneth Pick, Survey Methodologist, NASS

To assist review, please provide answers to the following question:

**Personally Identifiable Information:**

1. Is personally identifiable information (PII) collected?  Yes  No
2. If Yes, is the information that will be collected included in records that are subject to the Privacy Act of 1974?  Yes  No
3. If Applicable, has a System of Records Notice been published?  Yes  No

**NOTE:**

**Gifts or Payments:**

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants?  Yes  No

## BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Farmers (Respondents)	300	5 minutes	25 hours
<b>Totals</b>	<b>300</b>		<b>25 hours</b>

**FEDERAL COST:** The estimated annual cost to the Federal government is \$500.

Notes: Reflects staff time to execute surveys.

**If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:**

### **The selection of your targeted respondents**

1. Do you have a customer list or something similar that defines the universe of potential respondents and do you have a sampling plan for selecting from this universe?  
[ ] Yes [ X ] No

If the answer is yes, please provide a description of both below (or attach the sampling plan)? If the answer is no, please provide a description of how you plan to identify your potential group of respondents and how you will select them?

### **Administration of the Instrument**

1. How will you collect the information? (Check all that apply)  
[X] Web-based or other forms of Social Media  
[ ] Telephone  
[X] In-person  
[ ] Mail (if no access to internet or email)  
[ ] Other: Optional survey via email to customers
2. Will interviewers or facilitators be used? [ ] Yes [ X ] No