

**OMB Control No. 0690-0030**

**Expiration Date: 06/30/2017**

## **International Trade Administration (ITA) Brand and Identity Review Methodology for Focus Groups and Surveys**

ITA's Analysis and Reporting Division (ARD) will conduct a total of six focus groups comprised of current customers and potential customers representing domestic companies to gain their perspectives on ITA's brand and identity. In addition, ARD will send surveys to foreign companies to gain their perspectives on ITA and its brand and identity.

To obtain information from ITA's current customers, three focus groups comprised of eight individuals each (24 individuals total) will be conducted based on random selection. ITA's Global Markets unit will provide a randomly selected list of companies from the Salesforce database.

To obtain information from ITA's potential customers, three focus groups comprised of eight individuals each (24 total) representing U.S. companies will be conducted across randomly selected industries. ITA's Industry and Analysis unit will randomly select the focus group participants from the Datamyne and Hoovers databases. Additionally, 30 randomly selected foreign companies representative of ITA's top ten markets will be sent questionnaires. These foreign companies will include those who have already directly invested in the United States, those with potential to invest, and those interested in buying United States goods and services. The survey participants will be randomly selected from the Salesforce, Datamyne, and Hoovers databases.

\*Respondents should be aware that notwithstanding any other provision of law, no person shall be subject to any penalty for failing to comply with a collection of information if it does not display a valid OMB control number.