

Customer Satisfaction Surveys (OMB No. 3206-0236)

B. COLLECTIONS OF INFORMATION EMPLOYING STATISTICAL METHODS

1. Describe (including a numerical estimate) the potential respondent universe and any sampling or other respondent selection methods 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 strata 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.

Most Customer Satisfaction Surveys are completed by Federal employees, although the populations surveyed vary based on client needs. The following are the anticipated annual non-Federal recipients:

- Private sector contractors – 50,000 (census)
- DoD retirees and annuitants – 5,000 (random sample from approximately 500,000 eligible)
- Dependents of service members – unknown population (approximately 400 self-select to complete a survey each year)

The average response rate is approximately 20%.

2. Describe the procedures for the collection of information including:

Surveys are generally conducted annually using census methods or simple random sampling. When sampling is used, the goal is to obtain a margin of error of at most +/- 2.5 percentage points, after factoring in expected undeliverable and response rates.

3. Describe methods to maximize response rates and to deal with issues of non-response. The accuracy and reliability of information collected 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.

Survey recipients are generally sent at least three reminders and collected data is checked against population figures (when known) to ensure representatives across customer groups. Client agencies are asked to inform their customers of the survey and to encourage their participation. Notification and reminder notices include, when possible, examples of improvements made based on previous customer satisfaction surveys.

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.

Any pilot testing of new survey items or methods is conducted by Federal Government employees or groups of fewer than 10 non-Federal Government employees.

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.

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