

DEPARTMENT OF THE TREASURY
ALCOHOL AND TOBACCO TAX AND TRADE BUREAU

Supporting Statement — Part B, Statistical Methods

OMB Control Number 1513–0132

Generic Clearance for the Collection of Qualitative Feedback on Agency Service Delivery

B. Statistical Methods

The methods and procedures by which the Alcohol and Tobacco Tax and Trade Bureau (TTB) will gather customer feedback data will vary. However, the primary purpose for gathering customer feedback data is for TTB internal management purposes; TTB does not plan to publish or otherwise release the collected customer feedback information.

1. Universe and Respondent Selection.

The customer satisfaction surveys and other feedback information collection activities that TTB carries out under this generic clearance may involve:

- Customers who respond to a request to participate in a survey or activity, or
- Convenience and quota samples where TTB selects respondents, either to cover a broad range of its customers or to include specific characteristics related to certain products or services.

TTB will not use the results of the information collections issued under this clearance 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. TTB will describe the specific sample planned for each individual information collection and the method for soliciting participation in each collection approval request.

TTB does not subject the respondent samples associated with the information collections approved under this generic clearance to the same scrutiny as scientifically drawn samples where estimates are published or otherwise released to the public. TTB managers use qualitative surveys, such as customer satisfaction surveys, to change or improve agency programs, products, or services. The accuracy, reliability, and applicability of the results of these surveys are adequate for their purpose.

2. Procedures for Collecting Information.

The data collection methods and procedures for the information collections issued under this generic clearance will vary for each specific information collection issued under this generic clearance. For example, in addition to physical copies of surveys, TTB or its contractors may use commercial survey software, such as Survey Monkey, to automate its collection and analysis of customer feedback. TTB also may use electronic information collection

instruments disseminated and/or posted on target pages of the TTB web site. In addition, TTB may use telephone scripts, usability tests, personal interviews, and focus groups with professional guidance and moderation to gather customer feedback. TTB will describe the specific data collection instruments, methods, and procedures it will use for each customer feedback information collection submitted for approval under this generic clearance.

3. Methods to Maximize Response.

Under this generic clearance, TTB will use a variety of information collections to gather feedback from its customers. These respondents will be industry members that TTB regulates, as well as stakeholders and other members of the public who have contacted or done business with TTB. TTB may use contact information, such as names, mailing and email addresses, and telephone numbers, provided under other information collections and stored in various TTB electronic systems to develop lists of potential respondents to the information collections issued under this generic clearance.

To maximize response to these information collections, TTB may use the information on such lists of potential respondents to contact individual businesses or persons directly, or issue invitations to participate to all, or limited samples of, such businesses or persons, by telephone, e-mail, website posting, or letter. In addition, when appropriate, TTB will use electronic or online information collection instruments, such as Survey Monkey, to gather customer feedback.

The information collected under this generic clearance will not yield generalizable quantitative findings. While the information collections issued under this generic clearance can provide useful customer feedback and input regarding TTB products and services, these collections do not yield data about customer opinions that TTB can generalize.

4. Testing of Procedures.

TTB may conduct pretesting of information collection methods using internal staff, a limited number of external colleagues, and/or customers who are familiar with TTB's programs and services. If the number of pretest respondents exceeds nine members of the public, TTB will submit the pretest instruments for review under this generic clearance.

5. Contacts for Statistical Aspects and Data Collection.

TTB will obtain information from statisticians in the development, design, conduct, and analysis of customer feedback information collections and instruments when appropriate. This statistical expertise will be available from TTB statisticians or from contractors, and TTB will include the names and contact information of any such persons consulted in the specific information collection requests submitted under this generic clearance.