

SUPPORTING STATEMENT – PART B

B. COLLECTIONS OF INFORMATION EMPLOYING STATISTICAL METHODS

1. Description of the Activity

The DLA Desktop Browse Survey measures the Defense Logistic Agency's public website satisfaction and sentiment relating to navigation, information browsing, site information, site performance, and overall look and feel. The survey is presented to all visitors to the website who have not been offered a survey in the past six months. Out of those who initially accepted the survey there is a completion rate ranging from 20-25% for previous versions of the survey, which was about 1,600 participants in 2022.

2. Procedures for the Collection of Information

Describe any of the following if they are used in the collection of information:

1. Statistical methodologies for stratification and sample selection
2. Estimation procedures
3. Degree of accuracy needed for the Purpose discussed in the justification
4. Unusual problems requiring specialized sampling procedures
5. Use of periodic or cyclical data collections to reduce respondent burden

None of these procedures are applicable to this survey. This survey is available to the general public and all DLA employees, contractors, and customers. Responses are voluntary.

3. Maximization of Response Rates, Non-response, and Reliability

Adjusting deployment of the survey has been the main means of maximizing response rates. On the initial release of a previously cleared version of the survey in 2017, at random 25% of visitors to the website were presented with the option to take the survey only after they browsed more than three pages deep into the website. This resulted in 688 responses, falling short of a goal of at least 1,000 responses per year. An adjustment to survey deployment in subsequent years to offer the survey to 100% of website visitors after browsing just one page deep led to a sharp increase in responses to 2,400 in a single year. Following the initial increase in responses, other years have leveled off to an average of 1,600 responses per year.

With a completely voluntary website satisfaction survey, non-response is not considered an issue. High-quality feedback by visitors motivated enough to complete the survey – with positive, negative, or even indifferent feedback – is more valuable than potential low-quality feedback supplied by visitors forced to complete a survey before being able to continue their business on the website.

4. Tests of Procedures

Testing over the years has included the revision of questions asked in previously cleared versions of the survey based on prior response data. Questions that underperform in terms

of response rate or actionable data have been removed. Questions that have prompted participants to provide similar or duplicative information across two or more short answer response options are condensed.

5. Statistical Consultation and Information Analysis

Christopher Goulait with the DLA Public Affairs office will analyze the information for the Defense Logistics Agency. His phone number is 571-767-0099.

The Verint surveying platform and collection is managed through Jon Cioffi at 734-274-0023 and Stephanie Walker at 734-274-0023.