

Supporting Statement – Part B

Fast Track Generic Clearance for Qualitative Feedback on Customer Satisfaction Surveys

From the

NATIONAL AGRICULTURAL STATISTICS SERVICE (NASS)

OMB No. 0535 - 0261

B. STATISTICAL METHODS

Data collection methods and procedures will vary; however, the primary purpose of these collections will be for internal management purposes. There are no plans to publish or otherwise release this information.

1. Universe and Respondent Selection

The information collections under this clearance may involve convenience sampling (for example, samples of self-selected customers) and/or quota sampling, with respondents selected either to cover a broad range of customers, to include specific characteristics related to certain products or services, or to include specific characteristics of the customer such as size or type of farm. Results will not be used to produce statistical analyses beyond the scope of the sample. The specific sample planned for each individual collection and the method for soliciting participation will be described fully in each collection request.

Qualitative surveys are tools used by program managers to change or improve programs, products, or services. The accuracy, reliability, and applicability of the results of these surveys are adequate for their purpose.

The samples associated with this collection are not subjected to the same scrutiny as probabilistically drawn samples where estimates are published or otherwise released to the public.

2. Procedures for Collecting Information

Summaries of the specific methods used will be provided with each collection request. NASS expects to use a variety of methodologies for these collections. For example, NASS may use web site interviews, scripted telephone interviews using Computer Assisted Telephone Interviews (CATI), personal interviews, mail questionnaires, or focus groups.

3. Methods to Maximize Response

Since data collection methods will vary for different data collections, methods to maximize response rates will also vary accordingly. With these being qualitative surveys, there will be little follow-up conducted to increase response rates. Modes of data collection will be limited to internet, mail, focus groups and telephone. No 'one on one' field enumeration is planned for these surveys.

4. Testing of Procedures

Pretesting may be done with internal staff, external colleagues, and/or customers who are familiar with the programs and products. If the number of pretest respondents exceeds nine members of the public, NASS will submit the pretest instruments for review under this generic clearance.

5. Contacts for Statistical Aspects and Data Collection

Each program will obtain information from statisticians in the development, design, conduct, and analysis of surveys, when appropriate. This statistical expertise will be available from agency statisticians or from contractors and NASS will include the names and contact information of persons consulted in the specific information collection requests submitted under this generic clearance.

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