

SUPPORTING STATEMENT - PART B for
OMB Control Number 0518-0040
Generic Information Collection Request for Evaluation of User
Satisfaction with NAL Websites

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B.1 Respondent Universe and Sampling Methods

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

This is a reinstatement without change of a currently approved information collection request. Previous experiences with online customer satisfaction surveys suggest a 1-3% response rate of the collection. Surveys will be for internal use only, are qualitative in nature, and are not generalized to any population.

B.2 Procedures for the Collection of Information

Describe the procedures for the collection of information including:

- **Statistical methodology for stratification and sample selection,**
- **Estimation procedure,**
- **Degree of accuracy needed for the purpose described in the justification,**
- **Unusual problems requiring specialized sampling procedures, and**
- **Any use of periodic (less frequent than annual) data collection cycles to reduce burden.**

No stratification will explicitly occur. Sampling will be via opt-in only surveys.

B.3 Methods to Maximize the Response Rates and to Deal with Nonresponse

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.

Surveys are via a fill-in form with verification for accuracy and reliability. We avoid user errors by using drop-down boxes, check boxes, and radio buttons.

B.4 Test of Procedures or Methods to be Undertaken

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.

Surveys will be developed onsite using the approved software and consulting with the USDA Office of Customer Experience as needed for compliance with OMB A-11 Circular requirements and constancy with other A-11 surveys.

B.5 Individuals Consulted on Statistical Aspects & Individuals Collecting and/or Analyzing Data

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.

Doug Kilburg, Mathematical Statistician
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