

**SUPPORTING STATEMENT B**  
**TENNESSEE VALLEY AUTHORITY (TVA)**

**Generic Clearance for the Collection of Qualitative Feedback on TVA Service Delivery**

**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 activities under this clearance may involve samples of self-selected customers, as well as convenience samples, and quota samples, with respondents selected either to cover a broad range of customers or to include specific characteristics related to certain products or services. Results will not be used 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. 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 scientifically drawn samples where estimates are published or otherwise released to the public.

**2. Procedures for Collecting Information**

Data collection methods and procedures will vary and the specifics of these will be provided with each collection request. TVA expects to use a variety of methodologies for these collections. For example, TVA or its contractors may use commercial survey-specific software to automate its collection and analysis of feedback. In addition to physical copies, information collection instruments may be electronically disseminated and/or posted on target pages of TVA's web site. Telephone scripts, personal interviews, and focus groups with professional guidance and moderation may also be used.

**3. Methods to Maximize Response**

Information collected under this generic clearance will not yield generalizable quantitative findings; it can provide useful customer input, but it does not yield data about customer opinions that can be generalized.

#### **4. Testing of Procedures**

Pretesting may be done with internal staff, a limited number of 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, TVA 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 customer/partner service surveys, when appropriate. This statistical expertise will be available from TVA statisticians or from contractors and TVA will include the names and contact information of persons consulted in the specific information collection requests submitted under this generic clearance.