Department of Transportation
Maritime Administration
Information Collection Request (ICR)
OMB 2133-0546
Generic Clearance of Customer Satisfaction Surveys

SUPPORTING STATEMENT

B. COLLECTIONS OF INFORMATION EMPLOYING STATISTICAL METHODS

1. Potential Respondent Universe

The activities under OMB 2133-0546 (Generic Clearance Customer Satisfaction Surveys) 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.

2. Procedures for Information Collection

Data collection methods and procedures will vary and the specifics of these will be provided with each collection request. MARAD will employ a variety of methodologies and consult diverse resources, when creating and implementing instruments under this clearance. Some options may include investment in 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 the MARAD's public website. 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. However, collected such data will provide useful customer input about service delivery, and also customer opinions that can be generalized.

4. Describe Tests of Procedures or Methods

Pretesting may be done with internal staffs, 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, the Agency will submit the pretest instruments for review under this generic clearance.

5. Consultation Information

Each program office will be required to obtain information from statisticians in the development, design, conduct, and analysis of customer/partner service surveys, when appropriate. The expertise provided by agency statisticians, contractors, and Government employees will include the names and contact information of persons consulted in the specific information collection requests submitted under this generic clearance.