

SUPPORTING STATEMENT PART B
International Trade Administration
Strategic User Satisfaction Surveys
OMB CONTROL NO. 0625-0262

B. COLLECTIONS OF INFORMATION EMPLOYING STATISTICAL METHODS

1. 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 governmental units, households, or persons) in the universe and the corresponding sample are to be provided in tabular form. The tabulation must also include expected response rates for the collection as a whole. If the collection has been conducted before, provide the actual response rate achieved.

The potential respondent universe for these collections is the active clients in our Client Tracking System database that are U.S. firms with a valid e-mail address and a minimum number of interactions with the Commercial Service within the previous 12 months.

The collection has been conducted previously and a 10% response rate was achieved. We expected a response rate of approximately 35-40% which is similar to the response rate we achieve with other customer satisfaction surveys. We believe that an IT problem with the server that ran the survey software negatively affected the response rate and we have since changed to a different survey software system.

2. Describe the procedures for the collection, including: the statistical methodology for stratification and sample selection; the estimation procedure; the degree of accuracy needed for the purpose described in the justification; any unusual problems requiring specialized sampling procedures; and any use of periodic (less frequent than annual) data collection cycles to reduce burden.

A random sample of clients will be selected from the potential respondent universe. To conduct the random sample, we will assign a random number to each potential respondent, sort the list in ascending order and select the respondents.

3. Describe the methods used to maximize response rates and to deal with nonresponse. The accuracy and reliability of the information collected must be shown to be adequate for the intended uses. For collections based on sampling, a special justification must be provided if they will not yield "reliable" data that can be generalized to the universe studied.

We plan to conduct the survey over a period of 4 weeks and we will issue 3 survey reminders to those who have not completed the survey. We have switched to a more reliable survey software system and we do not expect to encounter technical difficulties. We expect a response rate of about 35-40% and we believe that this is sufficient for identifying potential

customer satisfaction issues that need to be addressed. Depending on the response rate, we may consider contacting non-respondents by telephone.

4. Describe any tests of procedures or methods to be undertaken. Tests are encouraged as effective means to refine collections, but if ten or more test respondents are involved OMB must give prior approval.

These collections have previously been conducted and the survey instruments were successfully tested with 9 respondents. We provide respondents with our toll-free customer care hotline and encourage them to call if they require assistance or have questions about the survey. We did not receive any such calls when the surveys were previously deployed.

5. Provide the name and telephone number of individuals consulted on the 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.

Susan Crawford, 202-482-2050, Customer Relationship Management Unit, U.S. Commercial Service.