

**Department of Transportation
Office of the Chief Information Officer**

**SUPPORTING STATEMENT PART FOR
GENERIC CLEARANCE OF CUSTOMER SATISFACTION SURVEYS**

Part B. Collections of Information Employing Statistical Methods

1. DESCRIBE POTENTIAL RESPONDENT UNIVERSE AND ANY SAMPLING SELECTION METHOD TO BE USED.

This is a qualitative study. Consequently, statistical methods will not be used. For this qualitative effort, a sample of 60 individuals who have indicated a willingness to participate in a series of two 30 minute in-depth interviews (60 minutes total) will be obtained through the use of a screener.

2. DESCRIBE PROCEDURES FOR COLLECTING INFORMATION, INCLUDING STATISTICAL METHODOLOGY FOR STRATIFICATION AND SAMPLE SELECTION, ESTIMATION PROCEDURES, DEGREE OF ACCURACY NEEDED, AND LESS THAN ANNUAL PERIODIC DATA CYCLES.

A total of 30 participants will be selected, at random, from those respondents who completed an online screener and subsequently indicated a willingness to participate in the qualitative research. The 30 participants will complete two telephone interviews lasting 30 minutes each, as well as an online Persona and Emotion Sheet exercise. Because this is a qualitative effort, no statistical methodology for stratification will apply to this information collection.

3. DESCRIBE METHODS TO MAXIMIZE RESPONSE RATE AND TO DEAL WITH THE ISSUES OF NON-RESPONSE.

Since participants will be selected at random from a pool of respondents who have opted in to this information collection effort by completing an online screener, optimal response rates are expected. Additionally, response rates will be further maximized through the use of incentives for participation in the study.

4. DESCRIBE TESTS OF PROCEDURES OR METHODS TO BE UNDERTAKEN.

Information will be recorded through online data gathering system and in-depth interviews. A pre-test of the survey instrument completed with less than nine individuals revealed that the overall data collection approach was effective and that most respondents were able to complete the survey process with ease.

**PROVIDE NAME AND TELEPHONE NUMBER OF INDIVIDUALS WHO WERE
CONSULTED ON STATISTICAL ASPECTS OF THE INFORMATION COLLECTION
AND WHO WILL ACTUALLY COLLECT AND/OR ANALYZE THE INFORMATION.**

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