

**DRAFT OMB SUPPORTING STATEMENT  
GENERIC CUSTOMER SATISFACTION SURVEYS  
(NEW COLLECTION)**

**Description of the Information Collection**

The NRC requests a three-year clearance to conduct voluntary customer satisfaction surveys. The approach will be to contact users of NRC services and products to determine their needs and how the Commission can improve its services and products to better meet those needs. The surveys will be designed to ask questions concerning satisfaction with timeliness, courtesy, accuracy and other particular aspects of the agency's operations. In addition, NRC will contact focus groups to discuss a specific set of questions. Results from these surveys will give NRC insight into how it can make its services and products more cost effective, efficient, and responsive to its customer needs.

For each information collection that the NRC undertakes under this generic clearance, the OCIO will notify OMB, at least 20 working days in advance, and provide the Desk Officer with an NRC Form 671, "Request for Review of a Customer Satisfaction Survey Under Generic Clearance," which includes a description of the survey, summary of objectives, specific burden estimates, and final survey instruments covered by the generic clearance for inclusion in the OMB public docket. The Desk Officer will act on the survey within 20 working days by faxing the signed NRC Form 671 back to the NRC Clearance Officer.

Before any proposal is forwarded to OMB, the OCIO will be conduct an adequate internal review to ensure that survey questions are properly formatted to generate valid responses and adherence to the Paperwork Reduction Act rules and limitations of this clearance.

At the end of the fiscal year, the OCIO will submit to OMB a report that contains a projection of potential response rates versus actual response rates. This report will also ensure that the hours do not exceed the overall estimated burden for the Generic Clearance.

**A. JUSTIFICATION**

**1. Need for and Practical Utility of the Collection of Information**

These voluntary customer satisfaction surveys will be used to ascertain licensees' and the public's concerns on how NRC does business, how we impact licensees and the general public, how we can improve services, how we can improve public use of new technologies, such as, the NRC Web site and the Agencywide Documents Access and Management System (ADAMS), or improve operations and maintain/improve public safety.

2. Agency Use of the Information

Surveys will be conducted in an effort to provide additional details on "who" customers are, what kind and quality of services they desire, and their level of satisfaction with our current services. NRC will use telephone surveys, focus groups, world-wide web surveys, and questionnaires to collect data on customer satisfaction. Customer comment cards may be placed in publications as a convenience to the public so that it can apprise us of any issues, difficulties, or complaints.

The data will be used to assist the NRC in satisfying its customers' needs. The information collected from the surveys will be analyzed to determine areas important to our customers, assess our performance in these areas, and to develop strategies to better meet customer expectations. Results will be shared throughout the agency and with other agencies as requested.

3. Reduction of Burden Through Information Technology

Improved information technology will be used when possible to reduce the burden on the public. One of the goals of this effort is to obtain the information required with a minimum amount of burden on the public. The information will be gathered through personal or telephone interviews, mail questionnaires, and the Internet.

4. Effort to Identify Duplication and Use Similar Information

The information to be requested will not duplicate data affecting current programs or data currently provided by the respondents. The nature of the information to be requested is unique to the NRC's effort to update and refine its current programs and processes. Therefore, there is no similar information available. The Information Requirements Control Automated System will be searched for each information request to ensure no duplication is found.

5. Effort to Reduce Small Business Burden

One of the main purposes of this effort is to gather information needed without putting significant additional burden on small businesses. Small samples will be used to select respondents, and the number of questions on the surveys will be kept to a minimum. However, small businesses, as well as the agency, will benefit by the government's increased responsiveness to their needs.

6. Consequences to Federal Program or Policy Activities if the Collection is Not Conducted or is Conducted Less Frequently

Without this information collection, NRC would not be able to determine the kinds and quality of services customers want, their level of satisfaction, or ways in which to improve customer service.

7. Circumstances Which Justify Variation From OMB Guidelines

There is no planned variation from OMB guidelines.

8. Consultation Outside the NRC

Comments are being solicited in the Federal Register for this proposed information collection request.

9. Payment or Gift to Respondents

There are no plans to provide any payment or gift to respondents.

10. Confidentiality of Information

Confidentiality normally will not be offered; however, if NRC offers confidentiality, the offer will be so stated and information provided by the respondents will be controlled as "confidential" in accordance with the provisions of 10 CFR 2.790.

11. Justification for Sensitive Questions

No sensitive information will be requested.

12. Estimated Burden and Burden Hour Cost

The annual burden is estimated to be 306 hours (1225 responses [245 responses/survey x 5 surveys] x 0.25 hrs/response).

There is no capital and start-up cost or operation component or any maintenance and purchase of service components associated with the customer surveys. The estimated burden per response is 15 minutes at a cost of \$35 per response (\$140 per hour x 0.25 per response). For 1225 annual responses, the estimated cost is \$42,875 (1225 responses x \$35/response).

13. Estimate of Other Additional Costs

There are no other additional costs.

14. Estimated Annualized Cost to the Federal Government

Each survey will take approximately 50 hours of professional effort to analyze and report findings. The estimated annual cost is \$35,000 (50 hours/survey x 5 surveys x \$140/hour). The clerical effort to mail out surveys, track responses, make followup telephone calls, and file survey responses and associated documents is estimated at \$5,625 (125 hours x \$45). The estimated additional costs for printing (\$25) [\$0.0167/page

x 2 pages/survey x 735 surveys] or and mailing (\$485) [245 surveys x 3 surveys x \$.66 postage] is based on 3 of the 5 surveys being distributed through the mail. The estimated additional cost is \$510 (\$25 printing + 485 mailing). The total cost is estimated at \$41,135 (\$35,000 + 5,625 + 510).

15. Reasons for Change in Burden or Cost

This is a new requirement.

16. Publication for Statistical Use

There are no plans to publish statistical data.

17. Reason for Not Displaying the Expiration Date

The expiration date will be displayed on each survey.

18. Exceptions to the Certification Statement

There are no exceptions.

B COLLECTIONS OF INFORMATION EMPLOYING STATISTICAL METHODS

1. Respondent Description.

The respondents will be current and potential users of NRC products or services. Respondents are expected to include reactor and materials licensees, vendors, State and local governments, and also include universities, consultants, and individuals. The intent is to collect information that helps the NRC better serve its existing customers and to serve potential new customers based on their needs.

2. Procedures for collecting the information.

NRC staff will conduct the surveys by telephone, by mail, via the Internet, or through focus groups.

3. Methods to maximize response rates and to deal with statistical issues of non-response.

Participation is voluntary. When possible, respondents will be notified in advance by letter. Questions will be designed so that they are easy to answer, and follow-up callbacks will be repeated, when necessary, to maximize response rates.

4. Tests or procedures.

The questions to be asked will be similar to those used by other Federal agencies in their customer surveys. If respondents are unable to supply the data, questions may be reworded. Results from these surveys should make the agency more effective and efficient in responding to customers.

To ensure quality while the data are being collected, special attention will be paid to (a) the percentage of customers contacted, (b) interviewer response rate performance, (c) properly wording questions to reflect intent, (d) questionnaire completion rates, (e) response rates of individual survey items, (f) records on problems arising in the data collection, and (g) comments the agency receives regarding the survey.

5. Name and telephone number of individual.

The mathematical statistician, Dan Lurie, will review the statistical design and methodology of the customer surveys and may be contacted at (301) 415-7325.

