SUPPORTING STATEMENT
NOAA CUSTOMER SURVEYS
OMB CONTROL NO. 0648-0342

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.

For every survey under this clearance, the universe consists of the customers of NOAA information, services and/or products. For most surveys, customer lists are available, and the survey is sent either to all those on the list; or, in different phases, is sent to all of a subset of this list (e.g. by role or profession). For the Web-based surveys, the universe is defined as above but not sent to a specific list; customer lists, however, may be developed for future use (e.g. information or product update mailings or additional surveys) based on optional submission of contact information when the customer responds to the survey.

No claims are made that the respondents to each survey are statistically representative of their universes; however, virtually all respondents are actual users of the information, products and/or services and thus their responses are considered seriously.

For recent surveys conducted via email or mail, rather than posted on a Web site, response rates have ranged from 60% to 95%.

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.

For all surveys, the known universe of customers is targeted. No specific degree of accuracy is required; all responses are considered to have value.

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.

Methods used to maximize response rates/rationale for expecting higher response rates:

- For surveys distributed by mail or email, follow-up letters, emails and/or telephone calls are generally made to remind/encourage respondents to reply.

- Surveys posted on NOAA Web sites are highly visible and require only clicking on a link in order to complete. As stated in Part A, Question 12, however, most frivolous repeat responses are weeded out by referring to the time stamp.

- Surveys are relatively brief, and thus the burden of response is minimized.

- The target respondent groups are composed of actual customers of NOAA products and information who thus have a vested interest in providing input.

For these surveys, we do not attempt to address non-response. As stated earlier, we make no claim regarding representativeness of responses, but frivolous responses are minimal and all responses are treated as having value.

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.

Any tests undertaken for individual surveys in this collection will be described in those specific survey requests.

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.

General contact: Sarah Brabson, NOAA PRA Clearance Officer, 1315 East West Highway, Silver Spring, MD 20910, (301) 628-5751. For individual surveys, contact information is included in the specific survey requests.