

EQUINE SURVEYS

OMB No. 0535-0227

B. COLLECTION 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 government units, households, or persons) in the universe covered by the collection and in the corresponding sample are to be provided in tabular form for the universe as a whole and for each of the strata in the proposed sample. Indicate expected response rates for the collection as a whole. If the collection has been conducted previously, include the actual response rate achieved during the last collection.**

These surveys will be censuses, conducted on all known equine-related individuals and/or operations (i.e., owners, breeders, boarders, trainers, etc.) on the respective State list sampling frames. Initial contact will be by mail, with either telephone or face-to-face follow-up on some or all non-respondents. Where funding allows, this will be supplemented with an area frame sample. Response rates for a new population are difficult to predict, although the goal of NASS is a response rate of at least 80 percent. Under the current 3 year approval cycle, only one equine survey was conducted. It was funded through a cooperative agreement with the University of Kentucky and the Kentucky Horse Council along with support from other equine organizations. Out of the 15,000 questionnaires that were mailed, the voluntary survey had a response rate of 64.7% completed questionnaires with a weighted item response rate of 77.8%.

- 2. Describe the procedures for the collection of information.**

There will be multiple methods used for data collection. The list sample (census) initial contact will be a mail questionnaire. Non-respondents will be mailed a second copy of the questionnaire. Some or all (depending on State) of those who do not respond by mail will be followed up with either telephone or personal interview. Where used, area frame samples will be personally enumerated.

- 3. Describe methods to maximize response rates and to deal with issues of non-response. The accuracy and reliability of information collected must be shown to be adequate for intended uses.**

A complete enumeration of the list frame is planned in most States to ensure that the information collected will provide an accurate representation of the equine industry in each State. Telephone or personal enumeration follow-ups are conducted as funds permit.

4. Describe any tests of procedures or methods to be undertaken.

If a pretest of the data collection instrument(s) is warranted, then prior to the actual survey, each State will conduct the testing to ensure the adequacy of the data collection instrument. Regional Offices routinely share information about improving the questionnaire and data collection procedures. Any testing that is done will be conducted under the Generic Testing docket (0535-0248).

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

Questionnaire design.....	NASS Regional Offices will work with cooperators, to create questionnaires from a master listing of questions approved in this submission.
Survey design.....	NASS Regional Offices
Data collection.....	Regional Offices
Keying and editing of data..	Regional Offices
Summarization.....	Regional Offices
Publication of report.....	NASS Regional Offices

Specifications and survey design were developed by Summary, Estimation, and Disclosure Methodology Branch, Methodology Division; Section Head is Lindsay Drunasky, (202)720-7675.

The sampling plan will be developed by the Sampling and Frame Development Section of the Sampling, Editing, and Imputation Methodology Branch, Methodology Division; Section Head is Eric Porter, (202)720-5269.

Data collection will be carried out by NASS Regional Field Offices; Eastern Field Operation's Director is Norman Bennett, (202) 720-3638 and the Western Field Operation's Director is Kevin Barnes (202) 720-8220.