

SUPPORTING STATEMENT
U.S. Department of Commerce
National Oceanic & Atmospheric Administration
NOAA Customer Surveys
Web-based NOAA CoastWatch Products and Services User Feedback Survey
OMB Control No. 0648-0342

B. COLLECTIONS OF INFORMATION EMPLOYING STATISTICAL METHODS

Supplemental Questions for DOC/NOAA Customer Survey Clearance
(OMB Control Number 0648-0342)

- 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 universe of potential respondents is any stakeholder who has elected to receive our email list or who has submitted an issue to the Helpdesk, or those website visitors that voluntarily click the survey link. Numerical estimate of potential respondents is 250 people and we expect 10% response rate based on our research of rates from other types of surveys. We have 195 individual contacts in our voluntary email database (the rest would come from voluntary clicks by visitors on our website or through Helpdesk inquiries). The sampling plan will be emailing the survey link embedded within a newsletter to past, current, and future users of the CoastWatch products and services who have signed up for this newsletter, the survey link will also be emailed to anyone who has submitted a Helpdesk Inquiry as part of the Helpdesk response, and the link will be posted on the website where users are prompted to voluntarily provide their feedback. Respondents complete the survey and do not provide any personally identifiable information (PII). The survey is 6 questions long and takes 7 minutes (or less) to complete. Results will not be publicly released or lead to policy formation or change. Constant Contact is the email newsletter/survey generating platform and listserv CoastWatch uses.

- 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.**

There is no statistical sampling to be conducted based on the responses. All responses will be documented and reviewed to develop future strategies and actions.

Statistical Method for Stratification and Sample Selection

All surveys with at least 2 out of 6 questions completed will be analysed for trends.

Estimation Procedure and Accuracy

All responses are treated as accurate. We know the number of emails and Helpdesk replies sent and can compare with response rates. Website visitor response rate is unknown, but expected to be low.

Unusual Problems Requiring Specialized Sampling Procedures

There are problems anticipated that would require specialized sampling procedures.

Periodic Data Collection Cycles The survey will be sent once, annually, to all email participants (recognizing the July 2021 expiration date of the general survey approval from OMB) and upon resolution of any helpdesk inquiries. The survey will also be available on the website until the expiration date of the OMB approval in July 2021.

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.

“No response” will be ignored. Announcements, flyers, online, and social media notices will be distributed to encourage survey participation. Working collaboratively with node managers and users we hope to encourage participation. A written reminder will be included in a future newsletter in an effort to maximize response rates. There are no “incorrect” answers. Based on sending an email directly to existing known users who have voluntarily joined our email list, submitted a Helpdesk ticket, or website users finding the survey link on the CoastWatch website, unintended or erroneous responses are not expected. Thus, all responses will be treated as accurate and reliable. It is far more likely that a respondent will not answer all the questions presented in the survey. In that case, only surveys with at least 2 of 6 answers completed will be analysed, and only those questions answered on surveys will be evaluated. There is no statistical sampling to be conducted on the responses.

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.

The survey was reviewed by a Node Manager who has conducted several training classes with a variety of users/stakeholders. Her comments and recommended edits were incorporated into the final survey where relevant and feasible. The survey was also reviewed by a contractor familiar with offering several other web-based surveys to global participants and analysing the results. Her inputs on the wording of survey questions was incorporated into the survey and she will participate in the analysis of results.

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 analyse the information for the agency.

Consulted on Design:

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