

**SUPPORTING STATEMENT
2700- 0113**

A. Justification.

1. Explain the circumstances that make the collection of information necessary. Identify any legal or administrative requirements that necessitate the collection.

Under the Bush Administration, NASA has reformulated its mission and goals. Previously, the Agency conducted the nation's civilian space program through a variety of semi-independent enterprises such as human space flight, space science and earth science. Each enterprise has separate budgets, program goals and constituencies. Administrator O'Keefe has transformed the Agency's strategic objectives by emphasizing the unitary and complementary nature of what NASA does. In NASA's space activities, NASA is to be a science driven, technology enabled Agency which performs only those functions that the federal government can perform ("as only NASA can"). To support this change in approach, Mr. O'Keefe directed a cross-agency team to develop NASA's first Integrated Space Architecture Plan (ISP).

The ISP was to integrate the entire Agency's requirements for Space exploration and identify those critical technology investments that could begin to move the Agency beyond Earth orbit. The Columbia tragedy gave new impetus to the ISP work. The resulting public discussion of the goals of the nation's Civilian Space Program, as well as a number of findings in the Columbia Accident Investigation Board, convinced NASA that it needed a well-thought out communication plan to accurately reflect the approach it was recommending through the ISP. As a result of a series of meetings with communications experts, there was consensus on a four part approach to developing and executing a communications plan for the ISP.

1. It was stated as an imperative that the Agency have a clear understanding of the current view of the Agency held by the various target audiences. The survey instruments which we are submitting to you are crucial for this step in that process. These surveys will also help NASA identify particular audiences with varying levels of knowledge concerning the Civilian Space Program.
2. Next, NASA will design an overall communications approach based on its new strategic direction, including specific messages for identified audiences. Each audience will have a message derived from the ISP; however, all positions will be clear, consistent with the strategic direction.
3. Next, various messages will be tested with the aid of surveys.
4. Finally, the Agency will institute metrics to assure itself that the position and messages were actually being received.

In addition, as a result of Columbia and the ongoing debate on the future of human exploration, the White House has begun a high-level policy review on NASA's future. The results of the proposed surveys can also aid the White House as it formulates its new space vision and communicates that vision to the public.

2. Indicate how, by whom, how frequently, and for what purpose the information will be used. Except for a new collection, indicate the actual use the agency has made of the information received from the current collection.

NASA will utilize the information collected to determine the scope and accuracy of the target publics' perceptions of NASA and will consider those findings in developing efficient and effective internal communications as well as communications for informational, educational and media purposes.

3. Describe whether, and to what extent the collection of information involves the use of automated, electronic, mechanical, or other technological collection techniques or other forms of information technology. Also describe any consideration of using information technology to reduce burden.

All survey responses will be collected by telephone and tabulated electronically.

4. Describe efforts to identify duplication.

We know of no other collections of information with regard to perceptions of NASA as they relate to NASA's reformulated mission and goals and first Integrated Space Architecture Plan.

5. If the collection of information impacts small businesses or other small entities (Item five of form OMB 83-I, the Paperwork Reduction Act Submission form), describe any methods used to minimize burden.

Not applicable.

6. Describe the consequence to Federal program or policy activities if the collection is not conducted or is conducted less frequently.

NASA has reformulated its mission and goals. Previously, the Agency conducted the nation's civilian space program through a variety of semi-independent enterprises such as human space flight, space science and earth science. Each enterprise has separate budgets, program goals and constituencies. Administrator O'Keefe has transformed the Agency's strategic objectives by emphasizing the unitary and complementary nature of what NASA does. To achieve these objectives the Agency is developing its first Integrated Space Architecture Plan. This document will, for the first time, reflect Administrator O'Keefe's reformulation of the Agency

In the plan, NASA's Stakeholders can see how future Agency investments will no longer be justified and rationalized by how they advance one aspect of NASA's program, such as Space Science versus Earth science, but rather will support a variety of science driven activities. This plan must be communicated clearly and correctly to NASA stakeholders, NASA's employees, science leaders, media, educators and the public. NASA believes that the effective communication of the plan and its objectives is critical to the future of NASA and to NASA funding.

7. Explain any special circumstances that would cause an information collection to be conducted in certain manners (as listed).

Not applicable.

8. If applicable, provide a copy and identify the date and page number of publication in the Federal Register of the agency's notice, required by 5 CFR § 1320.8 (d), soliciting comments on the information collection before submission to OMB.

See attached Federal Register notices. No comments on the collection were received.

9. Explain any decision to provide any payment or gift to respondents, other than remuneration of contractors or grantees.

Not applicable.

10. Describe any assurance of confidentiality provided to respondents and the basis for the assurance in statute, regulation, or agency policy.

Respondents will not be individually identified in the survey results, and each survey respondent will be advised that respondents will remain anonymous and not be held accountable for their views.

11. Provide additional justification for any questions of a sensitive nature, such as sexual behavior and attitudes, religious beliefs, and other matters that are commonly considered private.

Not applicable.

12. Provide estimates of the hour burden of the collection of information.

It is estimated that the survey will take 20 minutes to complete by each respondent. Based upon four samplings of 300 respondents each, and a testing survey of an additional 300 respondents, 500 hours will be expended in responding to the collection request.

13. Provide an estimate of the total annual cost burden to respondents or recordkeepers resulting from the collection of information.

There is no cost to respondents resulting from this information collection.

14. Provide estimates of annualized cost to the Federal government. Also, provide a description of the method used to estimate cost, which should include quantification of hours, operational expenses, and any other expense that would not have been incurred without this collection of information.

The collection of this information should actually provide a cost benefit to the Federal government, inasmuch as it will provide the means for NASA to target communications without omission or redundancy.

The project cost for this work is \$700,000.

15. Explain the reasons for any program changes or adjustments reported in Items 13 or 14 of the OMB Form 83-I.

Not applicable.

16. For collections of information intended for publication, outline plans for tabulation and publication.

Not applicable.

17. If seeking approval to not display the expiration date for OMB approval of the information collection, explain the reasons that display may be inappropriate.

Not applicable.

18. Explain each exception to the certification statement identified in item 19, "Certification for Paperwork Reduction Act Submissions" of OMB Form 83-1.

B. Collections of Information Employing Statistical Methods.

1. Describe (including a numerical estimate) the potential respondent universe and any sampling or other respondent selection methods to be used. Data on the number of entities 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 had been conducted previously, include the actual response rate achieved during the last collection.

The potential respondent universe is the total current population of the U.S. There are, according to the 2000 Census, 104.7 million households forming the universe. The research sample will be purchased from one of the many firms specializing in extracting records from the government census data, such as American Business Information, Donnelley Marketing/American Consumer Lists, Hugo Dunhill Mailing Lists, Experian, and Scientific Telephone Samples. The lists can be purchased as Random Digit Dial samples, using any one of the standard sampling methodological selection methods, Type A (EPSEM), Type B (weighted) Cluster, Mitofsky Waksberg, or Sudman.

Refusal rates for marketing research studies typically run between 20%-30% depending on the nature and timing of the project. Thus, expected response rates are between 70%-80%.

2. Describe the procedures for the collection of information including:

- **Statistical methodology for stratification and sample selection,**
- **Estimation procedure,**
- **Degree of accuracy needed for the purpose described in the justification,**
- **Unusual problems requiring specialized sampling procedures, and**
- **Any use of periodic (less frequent than annual) data collection cycles to reduce burden.**

RDD samples are constructed using one of two different methodologies for pulling working blocks, either Type A (EPSEM/pure4/unweighted) or Type B (weighted/efficient).

Type A samples are pulled using a strict definition of randomness. They are called unweighted samples because each possible telephone number within appropriate blocks has an equal chance of being selected to generate a random digit number.

Type B samples are pre-weighted so RDD numbers are created from telephone working blocks in proportion to the estimated number of household listings in each working block.

Lists include name, addresses, and phone numbers for each household, along with other specific demographic information which may be relevant to monitor the structure of the sample compared to substrata of the universe.

The standard degree of confidence set for statistical accuracy in marketing research is the .90 level. However, often we apply higher standards where more sensitive issues are concerned, moving to the .95 confidence level.

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. For collections based on sampling, a special justification must be provided for any collection that will not yield “reliable” data that can be generalized to the universe studied.

Respondents are immediately told that the call is for a national market research study on current social issues in our society, that they will remain anonymous and not be held accountable for their views. They are also told their opinions may represent thousands of other people like themselves, and are important for us to hear so that they may be included in the study. They are assured that they are not being solicited to try or use any product or service.

Calls are made from a central phone bank. Calling is computerized, so that all contacts are automatically verified and classified. Additionally, supervisory personal are auditing the calls for validation and other aspects of quality control.

Contact with unwilling respondents are quickly and politely terminated, and substitution is made following the random selection procedure.

4. Describe any tests or procedures or methods to be undertaken. Testing is encouraged as an effective means of refining collections of information to minimize burden and improve utility. Tests must be approved if they call for answers to identical questions from 10 or more respondents. A proposed test or set of tests may be submitted for approval separately or in combination with the main collection of information.

Initial interviews are reviewed to insure that the research is producing the type of responses intended. In other words, they are examined to be certain that questions are being understood by respondents, and answered in a complete and satisfactory manner.

The computerized administration of the interview insures that all appropriate questions are asked, and that any skip patterns are followed. Along with the computerized approach, standard interviewer training and briefing insures that administration is consistent from interview to interview.

Any interview found for any reason not to be completed to standards will be replaced with an interview among a respondent with identical demographic characteristics.

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.

Larry Percy, 334-265-0094

Martin Buncher (IMI Inc.), 858-756-1765