

We have revised the original supporting statement to provide better, more consistent responses to OMB questions 3, 5, and 7 below. These are attached.

1. What are the specific uses to which the information will be put? What are the specific key estimates that NARA plans to produce and publish?

As noted in the supporting statement, the information collected through this survey will be used individually and collectively among Presidential libraries to:

- assist with decisions regarding communicating program content and information to the public,
- better understand visitor expectations regarding the onsite experience,
- gauge how well we are meeting those expectations,
- measure our effectiveness in telling the story and context of our presidents in support of NARA's mission, and
- make changes relevant to needs and expectations.

This information will allow us to make better informed decisions regarding a broad range of operational aspects relating to the ongoing evolution of permanent exhibits (for example, the addition of more computer interactives or revisions in editorial content); the creation and production of inhouse exhibits; the selection of traveling exhibits that supplement core mission activities; and the usability of the physical facility from accessibility and amenities standpoints. .

Demographic information will be used to ensure that (to the extent possible) we are meeting the needs of multiple target markets and assist us with decisions regarding outreach activities, fee structures, and program accessibility.

As the Libraries rely upon revenues generated through program activities primarily relating to exhibit programs, the above information is essential to maximizing the use of funding streams and to identifying ways in which to increase revenues through our ongoing public outreach and exhibit programs.

NARA plans to produce a final report on this survey for publication on our website www.archives.gov. This report will include summary information about the survey methodology and administration as well as aggregate satisfaction results for:

- overall satisfaction,
- the amount of information available, and
- variety and layout of exhibits.
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2. Does NARA plan to use this survey as a baseline for measuring performance changes over time? If so, please discuss future plans.

NARA will use information collected through this report as a baseline to measure the satisfaction of visitors with the museum programs. NARA strategic goal 5.2 states that by 2016, 95 percent of exhibit visitors are highly satisfied with their visitor experience. At this time, we anticipate re-deployment of the survey in three years.

3. Why did NARA determine that an Internet survey is better than in-person interview or paper survey that could be completed on site, each of which would likely have resulted in much higher response rates?

See revised supporting statement.

4. Did NARA look at the National Park Service's visitor surveys or other similar programs to learn what works well in similar programs?

NARA did look at Federal instruments when developing requirements for contractor support. Tools developed not only at the Park Service, but also at the Smithsonian Institution were examined. We found that these instruments would require tailoring to address our needs (especially for questions relating to exhibit content) and that negated their usefulness for developing a workable, valid instrument given our limited in-house technical abilities. The contractor did utilize their extensive experience in a number of programs where the objective is to obtain a measure of satisfaction with a recent transaction or event. The survey methodology was based on that experience.

5. Please provide the power analysis that indicates why the planned sample size is required.

See revised supporting statement.

6. Will the staff handing out the postcards use a script? How will visitors learn that there is a paper questionnaire available if needed

The contractor will conduct basic training on survey deployment to ensure consistency in presentation. We do not anticipate the need for a script. Visitors will be told of the paper option during the initial survey contact .

7. What is NARA's nonresponse bias analysis plan given a 20 percent anticipated response rate?

See revised supporting statement.

8. If there is no statutory basis for protecting confidentiality, NARA may not use wording to that affect. Please remove "personal and confidential" and "All of your responses will remain confidential" from the questionnaire.

These have been removed.

9. Question 1 on the survey has several redundancies (asks about website in 2 places and have two "others.")

These have been corrected.

10. Why is the income question so granular? To what use will NARA put such specific income answers?

We have changed the income question so it is less granular. Because all Libraries charge admission and are dependent on that revenue, it is important for NARA to ensure that these fees do not result in inaccessibility for a portion of the population.