B. Collection 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 (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 had been conducted previously, include the actual response rate achieved during the last collection.*

   The potential respondent universe will be small businesses as defined by Advocacy. We will purchase two random lists of 5,000 small businesses: one list will be a sampling of small businesses in urban and suburban areas; the second list will be a sampling of small businesses in rural areas.

   We expect, based on more than 10 years experience conducting similar broadband-usage surveys, that we will see an 8 percent to 15 percent rate of return for the survey. This rate of return represents an average response rate for previous similar survey collections. We have also seen rates of return in excess of 20 percent for similar surveys.

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.*

   This collection of information will comprise a one-time written survey. The proposed collection is for a statistically valid data classification with a 95 percent confidence interval with a tolerance less than +/- 5 percent. To achieve this goal, we will require at least 380 responses from each group (urban/suburban and rural). Obtaining a higher response rate—as we anticipate—will allow us to complete an analysis at a higher degree of accuracy, and with a more detailed understanding of the impact of different respondent attributes.

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.*

   Based on our more than 10 years of experience conducting similar surveys, we have designed every aspect of the survey to maximize response rates. Notably, we are submitting the survey in a booklet format. A booklet format generally reduces the "fatigue" that respondents experience while completing the survey; respondents only see one or two questions at a time, and they do not tend to get as overwhelmed as when they see a long list of questions. A standard 8.5″ x 11″ survey, by comparison, looks longer and more intimidating than the same material in booklet form, and response rate tends to be lower for that survey format. The booklets will be mailed in an off-sized envelope that stands out from other business mail, affixed with an official return-address label, which together increase the likelihood that recipients will open and read the survey. Finally, Advocacy's return address and the introductory text that will accompany the survey will indicate to the recipient that there will be some advantage to them for responding to the survey; an understanding that their input will potentially impact federal policies that could affect their businesses.

4. *Describe any tests of 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 test may be submitted for approval separately or in combination with the main collection of information.*

   CTC has pre-tested the collection instrument with nine respondents and determined a response time of 12 to 15 minutes. This is consistent with CTC's experience implementing 50 similar instruments over the course of a decade. Based on this experience, we are confident that the questions have been worded correctly; that small business recipients will be able to understand and answer the questions accurately; and that the 12- to 15-minute response time is an accurate estimate.

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.*

   Design, collection, and analysis will be performed by:

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