

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number 0690-0030)

TITLE OF INFORMATION COLLECTION: On-line Comments Regarding the Uses of the World Magnetic Model Survey

PURPOSE:

The World Magnetic Model* is a degree and order 12 model of Earth’s main magnetic field used for a variety of research, navigation, mapping, and resource exploration purposes. The model allows users to estimate the magnetic field for any location on or near the Earth’s surface within a range of years. The NOAA Geophysical Data Center (NGDC) freely delivers this model with associated software online with a short optional, online web form to determine the types of uses and understand if the model is meeting a need within the magnetic community. We also use the survey to obtain feedback from users on the software and an understanding of how services might be improved.

*The **WMM** models only the contribution to the magnetic field from internal to Earth (the core field, not the field due to crustal rocks or induced from external -- solar -- sources). To model this field, we do a spherical harmonic analysis fit of the data and use the first 12 spherical harmonic coefficients. These are the coefficients describing the power spectra for wavelengths internal to the Earth.

DESCRIPTION OF RESPONDENTS:

Users tend to be researchers, military contractors, surveyors, or others needing information about the magnetic field. The form offered at time of download from a public-facing on-line web site.

TYPE OF COLLECTION: (Check one)

- | | |
|--|---|
| ☐ Customer Comment Card/Complaint Form | ☐ Customer Satisfaction Survey |
| ☒ Usability Testing (e.g., Website or Software | ☐ Small Discussion Group |
| ☐ Focus Group | ☐ Other:_____ |

CERTIFICATION:

I certify the following to be true:

1. The collection is voluntary. The collection is low-burden for respondents and low-cost for the Federal Government.
2. The collection is non-controversial and does not raise issues of concern to other federal agencies.
3. The results are not intended to be disseminated to the public.
4. Information gathered will not be used for the purpose of substantially informing influential policy decisions.
5. The collection is targeted to the solicitation of opinions from respondents who have experience with the program or may have experience with the program in the future.

Name: Susan J McLean

To assist review, please provide answers to the following question:

Personally Identifiable Information:

1. Is personally identifiable information (PII) collected? ☐ Yes ☒ No
2. If Yes, will any information that is collected be included in records that are subject to the Privacy Act of 1974? ☐ Yes ☐ No
3. If Yes, has an up-to-date System of Records Notice (SORN) been published? ☐ Yes ☐ No

Gifts or Payments:

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants? ☐ Yes ☒ No

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Private Sector	1100	3 minutes	55
State, Local, or Tribal Government	600	3 minutes	30
Federal Government	230	3 minutes	12
Totals			97

FEDERAL COST: The estimated annual cost to the Federal government is less than \$1,500 (staff time only).

If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:

The selection of your targeted respondents

1. Do you have a customer list or something similar that defines the universe of potential respondents and do you have a sampling plan for selecting from this universe?
☐ Yes ☒ No

We have no set list, but the nature of the product and our close involvement with the community gives us an estimation of the types of users. Users can self-identify their field and intended use of the model on the form.

If the answer is yes, please provide a description of both below (or attach the sampling plan)? If the answer is no, please provide a description of how you plan to identify your potential group of respondents and how you will select them?

Administration of the Instrument

1. How will you collect the information? (Check all that apply)
☒ Web-based or other forms of Social Media
☐ Telephone
☐ In-person
☐ Mail
☐ Other, Explain
2. Will interviewers or facilitators be used? ☐ Yes ☒ No