

B. Collections of Information Employing Statistical Methods

- 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 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.**

Surveys will be open to all visitors of NAL web sites, not restricted to any particular user group. Previous experiences with online surveys suggest a 1-3% response rate from the universe as a whole.

- 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**

No stratification will explicitly occur. Sampling will be via opt-in only of surveys offered as click through.

- 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.**

Best web design practices will be employed to develop a survey that is consistent with the look and feel of the web site on which it lives. Surveys will provide sufficient explanation of questions to support user interaction.

- 4. Describe any test 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. Test 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.**

Surveys will be developed offsite and usability studies with cross section patrons (no more than 9) will be conducted.

- 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.**

John Gladstone / National Agricultural Library, 301/504-5462 will help in collection and analysis of data from all surveys.