NASS Review of OMB Documents on 2015 Arctic National Wildlife Refuge Visitor Study

I. Study Purpose/Justification

The purpose of this study is clearly stated. The justification, background and other information related to the target population and study purpose are clearly outlined. The argument for the usefulness of the results is also well written.

II. Data Collection Procedures and Maximizing Response Rates

The data collection procedures outlined in this document all seem appropriate. There appears to be a clear plan for follow-up mailings to account for nonresponse. One thing that the supporting statement failed to include was the timeline for nonresponse follow-up. You should include the timeframe you plan to use for the follow-up mailings. It should be noted how many weeks after the initial mailing will the first follow up postcard be sent. Furthermore, it should be noted how many additional weeks after that until the follow up questionnaire will be sent.

Also, there is no mention of efforts to reduce duplication on the mail list and also to alleviate any unnecessary follow up contacts. I'm not sure how common it may occur, but if people make multiple trips to the region using the air taxis or are approached on both their arrival and return flights with the postcard, and they submit their name and address multiple times, will a duplication check take place prior to mailing out the questionnaires to the full list of participants? Additionally, what efforts will be taken to ensure that once a participant returns a completed questionnaire they will not receive the follow up postcard and follow up questionnaire at a later date? What type of survey check-in procedures will be used to stop follow up procedures for participants who already responded? All efforts to reduce respondent burden and the potential of duplicate contacts should be addressed.

III. Data Collection Instrument (Interview Materials)

The interview materials are very thorough and appear to be designed appropriately to collect the necessary information. No other comments for this section.

V. Statistical Methods for Summary

The statistical methods used for summary purposes are clearly identified and seem appropriate. I only have one question relating to the imputation that will be executed. The supporting statement notes that regression analysis will be used to impute scale items by regressing on all other items within the same question. Will all respondents that have completed the questions be used to develop the regression model or will the groups defined in Objective #2 (experience use history, importance attached to aspects of Refuge, etc.) be used in forming the regression models also? It would be

helpful to elaborate a little more on how exactly the regression model will be developed and specify which records will contribute to those models.

VI. Overall Study Design

The overall study design is put together very well. I would consider the couple additions noted above to be minor and would just serve to help elaborate on a couple methods and procedures to help avoid questions later in the process. This study should be successful if carried out as described in these documents.