

SUPPORTING STATEMENT

NOAA SATELLITE CUSTOMER QUESTIONNAIRE

OMB CONTROL NO. 0648-0227

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 governmental units, households, or persons) in the universe and the corresponding sample are to be provided in tabular form. The tabulation must also include expected response rates for the collection as a whole. If the collection has been conducted before, provide the actual response rate achieved.

The potential respondent universe is comprised of NOAA customers/users of NOAA satellite imagery who have purchased ground satellite systems OR who use data from, or services on, NOAA satellites. These ground systems range from inexpensive units costing less than \$1,000 for receiving Automatic Picture Transmission (APT) from polar orbiting satellites and Low Rate Information Transmission (LRIT) imagery and products from geostationary satellites, to systems that cost tens of thousands of dollars capable of receiving High Resolution Picture Transmission (HRPT) images from polar orbiting satellites and Geostationary GOES VARIable rate (GVAR) imagery. Manufacturers of these systems are included.

Some of these customers are local, state and federal government agencies from the United States and around the world.

There is no definitive answer to the size of the respondent universe. It is estimated to be in the thousands. There are 3,040 entries in the database that spans 10 years. Almost all of the records are unduplicated. The system has been offline for the past three years due to changes in IT Security requirements that could not be met. It is just being deployed in its new environment. The database can provide reports based on:

- Type of ground system
- The affiliation to a range of groups, examples of which are government meteorological agencies, other government agencies, universities, other secondary schools, military or media.
- Customer location

The table below gives the numbers of each user by affiliation for the historical database.

Table 1: Summary of Records by Organizational Affiliation

| Category | Number of Records* |
|--|---------------------------|
| Installation by Organizational Affiliation | * Number of Users |
| Amateur | 1,573 |
| Commercial/Business | 294 |
| Equipment Software Manufacturer | 86 |
| Government Meteorological Organization | 199 |
| Other Civil Government | 192 |
| Military | 97 |
| High, Technical or Elementary Schools | 217 |
| University or College | 252 |
| Television or Radio Broadcast Station | 19 |
| Other | 111 |
| TOTAL | 3,040 |

*Note: Record numbers approximate due to minimal duplication.

There are respondents from all parts of the world, though only a few countries in Africa are represented. For those countries with 25 or more users registered: Argentina, Mexico, New Zealand, Japan and Spain each account for 1%; Brazil, France, Germany and the Netherlands, each, 2%; Australia and Italy, each, 3%; Canada, 4%; United Kingdom, 20% and the U.S., 40%

2. Describe the procedures for the collection, including: the statistical methodology for stratification and sample selection; the estimation procedure; the degree of accuracy needed for the purpose described in the justification; any unusual problems requiring specialized sampling procedures; and any use of periodic (less frequent than annual) data collection cycles to reduce burden.

In addition to linking those contacting NESDIS to the survey on the Internet, NOAA explains the survey and its purposes, and provides the url, in conferences, meetings and other venues frequented by the target audience of potential respondents. It is estimated that we attend between 2 and 5 events per year, with an attendance of between 40 and 2,000. Although we discuss the survey with potential respondents, we do not actively record data at these events. No periodic survey is used and no sampling techniques are utilized. No attempt is made to contact a fixed number of respondents. No unusual problems have been identified.

3. Describe the methods used to maximize response rates and to deal with nonresponse. The accuracy and reliability of the information collected must be shown to be adequate for the intended uses. For collections based on sampling, a special justification must be provided if they will not yield "reliable" data that can be generalized to the universe studied.

We attempt to maximize response by informing all those who contact NESDIS either directly or by attending an applicable event, of the survey, its location, and its purposes. The audience is made up of those who are likely to have a vested interest in improving the satellite services. The questionnaire is also very brief.

Although at this point we do not have enough knowledge of the respondent universe to judge the representativeness of our sample, it is apparent that there is broad representation throughout the world, with higher percentages of registered users in the more developed countries. Also, providing the opportunity to respond to the questionnaire furthers our knowledge of the universe and also allows us to address stated needs. The primary data fields are: contact information, which types of imagery the respondents are receiving and / or what type of equipment or software is being employed or manufactured. The information collected is used for several purposes:

Respondents provide input on how upcoming NOAA satellite planning, changes in satellite and satellite transponder configuration, spacecraft design and other events (posted on our applicable websites) could affect user ground station configuration.

1. We can also gather some input indirectly by referring to the database on how many users have ground stations for different categories of reception.
2. We have been able to determine, and provide information to respondents on, how many ground stations exist in foreign countries.

3. We have been able to determine whether respondents were aware of a change in a downlink frequency.

4. Describe any tests of procedures or methods to be undertaken. Tests are encouraged as effective means to refine collections, but if ten or more test respondents are involved OMB must give prior approval.

N/A.

5. Provide the name and telephone number of individuals consulted on the 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.

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