

Supporting Statement B

Assessing Public Views of Waterfowl-Related Topics to Inform the North American Waterfowl Management Plan

OMB Control Number 1028-NEW

Collections of Information Employing Statistical Methods

The agency should be prepared to justify its decision not to use statistical methods in any case where such methods might reduce burden or improve accuracy of results. When the question “Does this ICR contain surveys, censuses, or employ statistical methods?” is checked "Yes," the following documentation should be included in Supporting Statement B to the extent that it applies to the methods proposed:

- 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.**

The potential respondent universe includes all citizens of the United States age 18 and older (table 1). The sample will be selected to be representative of gender, age, geographic distribution, and urban/rural residence according to 2010 Census data.

Table 1. Potential respondent universe

Population	Number of People
U.S. citizens 18 and older	244.6 million
Urban residents	197.4 million
Rural residents	47.2 million

In estimating a response rate, we examined previous large-scale survey efforts focused on wildlife, nature, or the environment which followed a similar procedure for survey administration to that proposed for this survey. The most similar study was the 2012 Canadian Nature Survey of the general public in Canada which obtained a response rate of 20%. In the U.S., a 2004 mail survey regarding wildlife value orientations conducted by Colorado State University of the general public in 19 Western states achieved a 21% response rate. The survey

administration procedures for both survey were modified Dillman (2007) methods and very similar to the procedure proposed for this collection. Based on these previous studies, we expect our response rate to be 20%. With a starting sample size of 5,000, this will yield 1,000 responses.

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.**

The sample of names and mailing addresses will be purchased from Survey Sampling International. The specifications for the sample will be as follows. The sample will be representative of the U.S. population (as determined by Census data) for gender, age, geographic distribution, and urban/rural residence across the 50 states. For a population of 244.6 million, the number of completed surveys required to generalize to the population with a confidence level of 95% and a confidence interval of 5% is 385. Certain groups within the sample will be compared, including different recreation groups (e.g., hunters, birders) and demographic groups (e.g., gender). By beginning with a sample of 5,000 people, we ensure that we will receive the minimum number needed to compare various groups within the respondent pool.

There are no unusual problems with the sampling procedures for this collection and no periodic data collection will occur.

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.

A modified Dillman (2007) method that has been shown to maximize response rates will be followed. All potential respondents will receive multiple mailings and more than one opportunity to complete the survey. Once a respondent completes the survey, either on paper or online, or requests to no longer be sent mailings, they will be removed from the mailing list and sent no further mailings. The sequence of mailings, conducted over a 6-week period, is as follows:

1. Initial postcard with a short description of the survey effort, a link to the online version of the survey, and a unique password for accessing the online survey.
2. First survey packet with a cover letter explaining the study that also contains a link to the online version of the survey and a unique password for accessing the online survey, a paper copy of the survey, and a business reply envelope in which to return the survey.
3. Reminder postcard with a short description of the survey effort, a link to the online version of the survey, and a unique password for accessing the online survey.
4. Second survey packet with a cover letter explaining the study that also contains a link to the online version of the survey and a unique password for accessing the online survey, a paper copy of the survey, and a business reply envelope in which to return the survey.

5. Non-response survey with a short description of the survey effort and a small subset of questions from the main survey.

The non-response survey will be sent to all potential respondents who do not complete the main survey and do not request to be removed from the mailing list. The survey will allow us to determine if non-respondents are different from respondents. Beyond the non-response survey, the demographic data from the survey will also be compared to Census data. If the respondents to the survey are found to be significantly different from the population of U.S. adults age 18 and older, the data will be weighted to adjust for those differences. Additionally, the recreation participation data will be compared to the National Survey of Fishing, Hunting, and Wildlife-Associated Recreation and weighted if significant differences are found.

- 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 tests may be submitted for approval separately or in combination with the main collection of information.**

Extensive reviews were undertaken throughout the survey development process, including review by more than 25 members of the Human Dimensions Working Group for the North American Waterfowl Management Plan during a workshop on September 8-10, 2015. The workshop participants helped refine questions and improve the utility of the instrument, including providing comments concerning the overall structure, sequence and clarity of questions. Further review was also provided by some of those members (see Part A, Question 8, for more details).

- 5. Provide the names and telephone numbers 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.**

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