

## New England Fishery Stakeholder Communications Survey

0648-0342

### 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.

Responses will be collected through Survey Monkey. Respondents preferring a paper survey will return the survey to GARFO to be entered into the Survey Monkey system. The survey will be made available to all stakeholders (online, paper). We expect response rates around 15-20 percent based on response rates to other regional surveys conducted by the Communications teams and Social Science branch. There are roughly 400 active participants in the groundfish fishery.

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.

Responses will be collected through Survey Monkey. Respondents preferring a paper survey will return the survey to GARFO to be input in to the Survey Monkey system. There is no statistical sampling to be conducted based on the responses. This is a preference survey and the number of respondents will be small, therefore all responses will be documented and reviewed to develop future outreach strategies and actions.

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.

Announcements, flyers, online, Navigator, and social media notices will be distributed to encourage survey participation. There is no statistical sampling to be conducted on the responses. As this is a preference survey, there is no "incorrect" answer. Working collaboratively with sector managers and port agents we hope to encourage participation.

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.

The survey was reviewed by a focus group of five key stakeholders. Their comments and recommended edits were incorporated in to the final survey where relevant and feasible.

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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