

**SUPPORTING STATEMENT**  
**U.S. Department of Commerce**  
**National Oceanic & Atmospheric Administration**  
**NOAA Customer Surveys**  
**OMB Control No. 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.**

The estimated number of partners that will be asked to take this survey is around 1,750. This number was derived by culling partner contact lists from NWS offices with operational responsibility during tropical cyclone events and based on the response rates to previous surveys on similar topics. The partner list mainly will include partners located in the United States. Those most likely to take the survey are partners who regularly respond to requests from NWS Warning Coordination Meteorologists (WCMs). WCMs at operational NWS offices maintain up-to-date partner lists as they are responsible for educating and communicating with users about NWS products. The primary partner groups are public safety and government officials, information technologists, and media. NWS estimates a partner response rate of 40%. Demographics for those partners who participate are likely to be heavily male and well educated compared to the U.S. population based on a previous Tropical Cyclone Forecast/Advisory and WEA Partner surveys conducted with similar audiences in 2018.

This survey will provide guidance to how partners are using and accessing NWS tropical products. There are three groups of interest for this survey: (1) users who communicate the information from NWS tropical products directly to the public, (2) emergency management officials that use information from NWS tropical products to make and message public safety decisions, and (3) those who repackage the information from the NWS tropical products primarily through parsing. Those who communicate the information, such as broadcasters and other media, may read NWS tropical products as a text product or use graphics created by information technologists by parsing the data from the product. This survey is intended to gain an understanding on how each respondent group uses NWS tropical products.

Table 1: Potential Respondent Universe and Expected Response Rate

Category of Respondent	Estimated Number of Qualified Respondents *	Expected Response Rate <sup>#</sup>
<b>Information Technologists (Software/App/Programmer)</b>	150	60
<b>Media</b>	900	360
<b>Public Safety/Government</b>	700	280
<b>TOTAL</b>	1,750	700

\* Based on information obtained from multiple NWS partner email lists  
# Assuming a 40% response rate from partners invited to partake in the survey

Statistical analysis of the results will primarily be performed by running data queries using the Survey Monkey software.

**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.**

The link to the web-based Survey Monkey survey will be provided directly to partners through an internal email list from NHC, CPHC, NWS National Service Programs, and the network of NWS Warning Coordination Meteorologists (WCMs) who serve in hurricane-prone areas. If a respondent does not identify their self as a member of one of the professional affiliation options determined the target audience, the survey will end for that respondent. The next question in the survey will determine if the respondent is familiar with the different NWS tropical products: if they are not, the survey will end. This will ensure the responses are pertinent to the target audience. Responses will be statistically analyzed based on professional affiliation. These results are not expected to be a generalization of an entire population. This survey will reduce any burden of data collection through using a web-link based survey which collects all responses online. The results of this survey will be utilized to better understand how the respondents utilize NWS local tropical cyclone products. These results will inform changes to the format and/or content of the NWS tropical products over the next few years. Survey data will be stored on an NWS headquarters password-protected workspace, accessible only by staff specifically assigned to this project.

**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.**

In order to maximize the response rates, the survey is short. The survey completion time is around 15 minutes based on the question format. The question format was taken into consideration to maximize response rate by providing multiple choice, drop down, and ranking questions compared to open-ended responses, so the participants can quickly take the survey. Partial and non-submitted surveys will not be incorporated into the data analysis.

The survey link will be sent to partners who are familiar with the products of the NWS and are more likely to engage in the survey. The web link for the partner survey will be provided only through an email list from NHC, CPHC, NWS National Service Programs, and the network of NWS Warning Coordination Meteorologists (WCMs) who serve in hurricane-prone areas. During the year that the survey is active, we plan to monitor responses and send a follow-up email to the partner group(s) whose response rate may not be as expected to remind them to participate in the survey. In addition, NWS employees participating in applicable conferences and meetings during the period that the survey is open will encourage partners to take the survey.

This survey is not intended to be generalizable, as it pertains to a product that is used by specific sectors, rather than the general public. All relevant sectors will be represented in the survey audience.

**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 give prior approval.**

The team will conduct a small participation survey (fewer than five respondents) to find any bugs or corrections needed before the advisory examples/questions go "live" for survey completion.

**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.**

Jessica Schauer  
NOAA-Federal  
NWS Analyze, Forecast, and Support Office, Forecast Services Division

Tropical Services Program Lead

jessica.schauer@noaa.gov

305.229.4476