

Supporting Statement B for Paperwork Reduction Act Submissions

Title: *Soft Target Countermeasure Survey*

OMB Control Number: 1670-NEW

B. Collections of Information Employing Statistical Methods.

1. Describe (including 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 has been conducted previously, include the actual response rate achieved during the last collection.

Customer Survey: The potential respondent universe includes all past, current, and potential future customers of five different venues. We will create a sampling frame for each venue using email marketing lists of customers and potential customers for each venue. The size of the potential respondent universe will vary by venue, but we estimate at least 10,000 potential respondents in each venue (50,000 total). We will send the survey to 2,000 customers in each venue and anticipate a response rate of approximately 20% based on previous email survey sampling using email with current information, although this will likely vary across venues.

Business Structured Interview: A maximum of 4 respondents from each venue will be purposefully sampled (20 total). The respondents will include a representative from each of three areas: (1) Operations, (2) Marketing, and (3) Security. These respondents will be selected for each venue in close collaboration with each venue, once the venues have been identified. In most cases respondents will be the individual responsible for each of these three areas of interest. All interviews will take place in person or over as via a video conference.

The 5 venues will be selected as a convenience sample of those willing to participate in the Business Survey and willing to provide customer email marketing lists for the Customer Survey.

2. Describe the procedures for the collection of information including:

- Statistical methodology for stratification and sample selection,

Customer Survey: Based on the information recorded in each database, we will identify strata of customers and potential customers, including repeat customers, one-time customers, and not-yet customers. Stratified random sampling will be used to identify 2000 individuals on the customer email contact list for each venue. The size of each strata will vary across venues, and will be determined in consultation with marketing staff for each venue. Each of the 10,000 individuals (5 venues X 2000/venue) will be contacted by email. Assuming a 20% response rate, we expect to obtain 400 responses per venue (2000 total responses).

Business Structured Interview: None

- Estimation procedure,

Customer Survey: Population parameters for each venue will be estimated from unweighted sample statistics.

Business Structured Interview: None

- Degree of accuracy needed for the purpose described in the justification,

Customer Survey: Need to estimate proportions for each venue to +/- 0.05; thus need standard errors of proportions ≤ 0.025 . For $N=400$ per venue, $SE = 0.025$ for sample proportion = 0.50 (worst case).

Business Structured Interview: None

- Unusual problems requiring specialized sampling procedures, and

Customer Survey: None

Business Structured Interview: None

- Any use of periodic (less frequent than annual) data collection cycles to reduce burden.

Customer Survey: None

Business Structured Interview: None

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.

Customer Survey: We will recruit volunteers using email lists of past, current, or potentially future customers provided by each venue. We plan to follow-up the initial email with a maximum of 2 additional email requests spaced one week apart if there is no response.

We will pilot the Customer Survey for ease of understanding with 9 individuals. We will recruit pilot volunteers from customers of venues in Southern California, including 3 from sports stadiums, 3 from amusement parks, and 3 from malls. Each pilot volunteer will take the online survey, and provide comments about their understanding and responses to the questions.

Business Structured Interview: None

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.

Customer Survey: Three “attention check” questions will be included to test whether respondents are reading the questions and responding sensibly. These questions will be embedded within the questions of interest. Note that no reliability checks using identical questions will be used.

Business Structured Interview: None

5. Provide the name and telephone number 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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