

SUPPLEMENTAL QUESTIONS PART B
U.S. Department of Commerce
National Oceanic & Atmospheric Administration
NWS Survey for Winter Warning Enhancements
OMB Control No. 0648-0342

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.**

No structured selection/sampling method is used, as this is a closed-ended survey without any targeted advertising. Thus, the target audience for the survey includes regular NWS web service users, NWS core partners through their local Warning Coordination Meteorologists (WCMS), and any close contacts they refer to the survey. We estimate up to 500 total responses for the survey from our external stakeholders and partners (emergency managers, broadcasters, the media, and those who work at Universities/ Institutions), as well as members of the general public. This estimate draws upon previous response totals from similar surveys of this nature in NWS. Also, without any overt solicitation or sampling method, response rates cannot be calculated.

- 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.**

NWS uses Survey Monkey so that any member of the public that has access to a computer or mobile device with internet access can take the survey. Thus, there is no methodology for sample selection; the participants self-select into the study. We do not expect our results will generalize to the US population. This survey, alone, does not premise any changes to products and services.

- 3. Describe the methods used to maximize response rates and to deal with non-response. 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 response rates, NWS utilizes a variety of methods to advertise the survey links. NWS contacts its partners with the survey and provides it to its field WCMs to further spread the survey. The NWS Office of Communications assists with advertisement via social media.

- 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.**

While no formal test of the survey was conducted, the survey instrument was reviewed by the NWS meteorologists and social scientists within NWS headquarters.

- 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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