

SUPPORTING STATEMENT B
U.S. Department of Commerce
National Oceanic & Atmospheric Administration
Generic Clearance for Marine Recreational Information Program: Design & Field Test Studies
OMB Control No. 0648-XXXX

1. Universe and Respondent Selection

The data collected will be used for study design activities, including instrument development, questionnaire testing and evaluating survey design modifications and alternative methodologies. Many exploratory and testing activities undertaken as part of this clearance will involve purposive or quota samples, with respondents selected either to cover a broad range of demographic subgroups or to include specific characteristics related to the focus of a study (e.g. for-hire captains, saltwater anglers). In some instances, a probability sample may be drawn, for example, for mail surveys or to permit statistical comparisons about the effectiveness of alternative procedural treatments. A description of the plans for selecting respondents for each individual test will be provided to OMB at the time each instrument is submitted.

2. Procedures for Collecting Information

Data collection procedures conducted under this clearance will be varied, and will most likely include group administration, telephone, mail, in-person or virtual interviews and focus groups, and online surveys. Statistical results will generally be limited to response rates, item nonresponse rates, frequency distributions of data items, or statistical testing of survey measures among alternative procedural treatments. More specific information about data collection procedures will be contained in the description provided to OMB at the time each instrument is submitted.

3. Methods to Maximize Response

Standard survey procedures, including multiple mailings, token incentives, and multiple contact attempts distributed among different days and times will be utilized to achieve sufficiently high levels of response. Some of the testing completed under this clearance may evaluate approaches for improving response to ongoing surveys. For cognitive interviews and focus groups, participants will be provided with a token of appreciation for their time and effort. Reminder phone calls, email messages and/or letters to participants will be used to encourage them to keep their appointments. Tallies will be kept of the number of nonrespondents to all exploratory design and testing activities. More specific information will be contained in the description provided to OMB at the time each instrument is submitted.

4. Testing of Procedures

This entire submission consists of exploratory investigations of evaluation feasibility and design, including tests of data collection instruments and survey/assessment procedures. We expect that all investigation and testing conducted under this clearance will result in more refined and clearer evaluation designs, instruments, and/or procedures and thus reduced respondent burden.

5. Contacts for Statistical Aspects and Data Collection

Advice on statistical aspects of each individual collection will be sought as the testing and feasibility program proceeds. Depending on the nature of the research, MRIP will consult with statistical and methodological experts from outside the Federal Government. Rob Andrews is the contact person for

general questions about data collection and analysis. Other contact persons for questions regarding data collection and statistical aspects of the design will be provided to OMB at the time each instrument is submitted.