# SUPPORTING STATEMENT

**U.S. Department of Commerce**

**National Oceanic & Atmospheric Administration**

**Generic Clearance For NWS Risk Communication, Evaluation, and Feedback**

**NWS Customer Surveys**

**OMB Control No. 0648-0830**

**B. Collections of Information Employing Statistical Methods**

# 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 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 had been conducted previously, include the actual response rate achieved during the last collection.

The respondent universe is theoretically the entire US population. This survey was designed to collect feedback from NWS customers on changes to products/services or proposed products/services. The customer base will vary depending upon the type of product/service provided. Typical customer groups include emergency managers, aviators and air traffic controllers, mariners, state and local government, private sector meteorological services, and the general public. Since these surveys will be open to anyone, the sampling strategy is most closely aligned with voluntary response sampling. Typically respondents are individuals or professionals that commonly use NWS products/services. Because responses will be biased toward people who frequently interact with the NWS and/or our products and services, results from these surveys will not be the sole data point in making a decision but rather one piece of information to inform the decision.

# Describe the procedures for the collection of information including:

* + Statistical methodology for stratification and sample selection,
  + Estimation procedure,
  + Degree of accuracy needed for the purpose described in the justification,
  + Unusual problems requiring specialized sampling procedures, and
  + Any use of periodic (less frequent than annual) data collection cycles to reduce burden.

Statistical methodology - Results will not be used to make statements representative of the universe of study, to produce statistical descriptions (careful, repeatable measurements), or to generalize the data beyond the scope of the sample.

Estimation procedure - The NWS does not need to extrapolate the results to the population and will therefore not need to estimate population parameters from the collected data. This also means that the accuracy of the estimates is not meaningful to calculate.

Degree of accuracy needed - This survey is a tool used by program managers to change or improve programs, products, or services, and to obtain high-level information to help identify issues. The accuracy, reliability, and applicability of the results of these collections are adequate for their purpose. The samples associated with this collection are not subjected to the same scrutiny as scientifically drawn samples where estimates are published or otherwise released to the public.

Unusual problems requiring specialized sampling procedures - None

Any use of periodic (less frequent than annual) data collection cycles to reduce burden - Not applicable

# 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.

Information collected under this generic clearance will not yield generalizable quantitative findings; but it can provide useful customer input. The use of the government-wide standard customer feedback measures and recommended methods for implementing (asking no more than 15 questions, including up to two free responses, asking these questions as close to the transaction as possible) are aimed at increasing response rates of feedback surveys. In addition, local Weather Forecast Offices (WFOs) will support advertisement of the survey with their local customer base where it is needed and relevant to the topic at hand.

# 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.

Pilot surveys were administered to a selection of internal federal employees to offer feedback on the length of the survey, clarity of the questions, appropriateness of the questions, or other aspects to improve the survey. Feedback from reviewers resulted in content changes to clarify questions, such as changing terms/wording and adding additional content or examples to explain questions.

# 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.

Results will not be used to make statements representative of the universe of study, to produce statistical descriptions (careful, repeatable measurements), or to generalize the data beyond the scope of the sample. With that in mind, there was not a need to consult on the statistical aspects of the design. The following people are considered points of contact for the NWS customer feedback survey:

Analyze, Forecast, and Support Office (AFS) Social Scientist: Danielle Nagele

AFS Products & Services Change Management (PSCM) Program Manager: Daniel Roman