

JUSTIFICATION FOR REQUESTED CHANGES TO OMB 0925-0208

Past OMB Package

Since November of 2003, the National Cancer Institute's Cancer Information Service (CIS) has had clearance (OMB 0925-0208) to ask five demographic questions (sex, age, ethnicity, race, and education) and three customer service questions (Zip Code, how clients found out about the service, and if clients had contacted the CIS before). The clearance for this set of questions was due to expire in November 2006.

Revised OMB Package

In March, 2006, the NCI/CIS submitted an OMB package to revise 0925-0208 to our IC. This revision covered the addition of three new demographic questions, plus a new series of questions for smoking cessation service clients. This revision was submitted from HHS to OMB on 7/7/2006 and approved on 9/19/2006. See NOA summary in Box 1.

Box 1: NOA Summary

NOA Summary

Title: NCI Cancer Information Service on Demographic and Smoking/Tobacco Use

Terms of Clearance: NOA Date: 09/19/2006 Approved Responses: 49400 Expiration Date: 09/30/2009 Approved Hours: 1823 Conclusion Action: Approved without change Approved Cost: 0

Comments:

Reasons for Increasing Burden

Since our last submission in 2003, OMB has requested that the Average Time per Response be rounded up to intervals of one minute each. Thus, even though our estimated number of respondents has been reduced since the last submission and the actual time it takes to answer each of the questions has not changed, the rounding convention has resulted in an increased estimate of burden hours per respondent and overall annual burden (from 1,951 in 2003 to 2,616 for these same set of questions in this request for increase). However, the true burden to respondents has actually been reduced from 2003 to this request in 2006.

Current Action To Change

This change worksheet now reflects the overall reporting and recordkeeping burden for all components of our data collection: 1) the five demographic questions and three customer service questions we have been asking for the past three years and have previously had cleared through OMB; 2) the revision to the package which includes three new demographic questions, plus the new series of questions for smoking cessation service clients which was recently approved. We have attached Table A. 12-1 for each effort. All figures in the New Record column of the 83c form reflect the sum the full set of demographic questions (now totaling eight), the three customer service questions, and the series of questions asked of our smoking cessation service clients. Our data collection procedures from the previously approved packages have not changed.

TABLE INCLUDED IN REVISION TO OMB PACKAGE 0925-0208
COVERS THREE NEW DEMOGRAPHIC QUESTIONS + QUESTIONS FOR SMOKING CESSATION
SERVICE CLIENTS

Table A. 12-1. Respondent and Burden Estimate

Type of Respondents	Estimated Number of Respondents	Estimated Number of Responses per Respondent	Average Burden Hours per Response	Estimated Total Annual Burden Hours Requested
Telephone Clients¹				
Demographic questions	40,700	1	.0334	1359
Quitline Smoking Cessation Clients^{1,2}				
Reactive Service Clients				
Demographic & smoking intake questions	1,900	1	.0668	127
Smoking intake questions only	3,400	1	.0334	114
Proactive Callback Service Clients³				
Demographic & smoking intake questions plus follow-up question	500	1	.0668	33
		4 (follow-up question only)	.0167	33
Smoking intake questions plus follow-up question	900	1	.0334	30
		4 (follow-up question only)	.0167	60
Subtotal Quitline Clients	6,700			
LiveHelp Clients⁴				
Demographic questions	2,000	1	.0334	67
Total	49,400			1823

¹ Approximately 36% of telephone and quitline clients will be sampled for the demographic questions.

² 100% of smoking cessation clients will be asked the smoking intake questions.

³ 100% of smoking cessation clients participating in the proactive callback service will be asked the smoking follow-up question (at up to 4 callbacks).

⁴ Approximately 50% of LiveHelp clients will be sampled for the demographic questions.

TABLE USED TO CALCULATE BURDEN FOR FIVE DEMOGRAPHIC QUESTIONS AND THREE CUSTOMER SERVICE QUESTIONS

Table A. 12-1. Respondent and Burden Estimate

Type of Respondents	Estimated Number of Respondents	Estimated Number of Responses per Respondent	Average Burden Hours per Response	Estimated Total Annual Burden Hours Requested
Telephone Clients ¹				
5 Demographic Questions (average annual sampling rate = 36%)	40,702	1	0.0167	680
3 Customer Service (100% sampling)	113,061	1	0.0167	1888
LiveHelp Clients ²				
5 Demographic + 3 Customer Service questions (50% sampling)	2883	1	0.0167	48
Total	115,944			2,616

¹ Approximately 36% of telephone and quitline clients will be sampled for the demographic questions. That is, 25% will be routinely sampled and up to 100% will be sampled for short periods of time during special promotions. This will average to be about 36% of all callers annually. The 40,702 clients who are asked the 5 demographic questions are not additional clients as they are included in the 113,061 who answer the 3 customer service questions. However, they do have additional burden as they are 5 additional demographic questions. Thus, a burden calculation for these additional 5 questions in presented and the total number of respondents is equal to 113,061 for telephone clients plus 2,883 for LiveHelp clients.

² Approximately 50% of LiveHelp clients will be sampled for demographic and customer service questions.