

United States Department of Housing and Urban Development
Customer Satisfaction Survey of PD&R Customers
Supporting Statement for OMB Approval

Part A: Justification

A.1 Explanation of the Circumstances that Make Data Collection Necessary

Executive Order 12862 directs federal agencies that provide significant services directly to the public to survey customers to determine the kind and quality of services they want and their level of satisfaction with existing services (see Appendix A). The Office of Policy Development and Research (PD&R) of the Department of Housing and Urban Development (HUD) thereby requests approval of surveys to conduct user satisfaction research regarding its products.

The United States Department of Housing and Urban Development Act of 1965 gave HUD a legislative mandate to provide for full and appropriate consideration, at the national level, of the needs and interests of the Nation's communities and of the people who live in and work in them.¹ HUD's Office of Policy Development and Research (PD&R) embodies that mandate in its mission to:

- Provide advice and information to the Secretary to further his policy agenda.
- Maintain current information to monitor housing needs, housing conditions, and the operation of existing programs.
- Conduct research on priority housing and community development issues.²

In fulfilling its mission, PD&R has lead responsibility for conducting primary research to provide the Secretary and policymakers with reliable, objective data and analysis to make informed policy decisions. PD&R's body of research includes data sets, a bibliographic database, and research publications, including periodicals, and newsletters.

PD&R's mission is further enhanced by the Government Performance Results Act of 1993 (GPRA), which requires all Federal agencies to focus on results, services, and customer satisfaction.³ In compliance with GPRA, HUD has developed, published, and presented Congress with Annual Performance Plans for Fiscal Years 2001 through 2009. HUD's overall plan is to improve its program effectiveness and public accountability and to articulate its Strategic Goals in

¹ Public law 89-174, Section 2, September 9, 1965, 79 Statue 667. http://frwebgate.access.gpo.gov/cgi-bin/getdoc.cgi?dbname=browse_usc&docid=Cite:+42USC3531

² U.S. Department of Housing and Urban Development, Mission Statement, <http://www.hudUSER.org/about/pdrmiss.html>

³ Government Performance Results Act of 1993, Section 2b, (3). Web citation: www.whitehouse.gov/OMB/mgmt-gpra/gplaw2m.html

terms of long-term impact on Americans.⁴

Every year PD&R releases an average of 40 new publications and maintains/updates 232 data sets. In addition, there are four (4) periodicals and newsletters that support PD&R's mission to provide reliable information to researchers, practitioners, advocates, industry groups, foundations, and the general public. These periodicals include:

- **ResearchWorks**, a monthly newsletter with new publication announcements, case studies, and human interest features to create a bridge between the research and practitioner communities. *ResearchWorks* is available in both electronic and print versions. There are 3,637 subscribers to the electronic version.
- **Cityscape**, HUD's journal of policy development and research, is published three times a year. The goal of *Cityscape* is to bring high-quality original research on housing and community development issues to scholars, government officials, and practitioners.
- **U.S. Housing Market Conditions**, a quarterly report that provides the latest available nationwide housing statistics.
- **Breakthroughs**, a bimonthly electronic newsletter contains successful, interesting strategies for overcoming regulatory barriers to affordable housing.

In order to disseminate research products from PD&R, plus information on other recent housing research, news and announcements from the office of PD&R, HUD USER was established almost 28 years ago. There is a toll-free telephone access to the HUD USER information clearinghouse, which serves more than 9,000 active customers annually. Its Internet site (www.HUDUSER.org), with links to other related websites, was created 18 years ago, the first website sponsored by HUD. The website has PD&R products which include publications, documents, and data sets available for visitors to either download or purchase through a web store.

Between October 2007 and September 2008, nearly 152,863 unique users visited the website per month and downloaded more than 7 million files.⁵ The HUD USER clearinghouse fulfills over 2,100 orders for approximately 217,000 publications each year. PD&R customers include academics, government employees, researchers, students, urban and development planners, local housing authorities, as well as nonprofits and anyone with an interest in affordable housing

HUD USER maintains four electronic mailing lists (eLists) that receive weekly or monthly messages on topics of interest. Visitors to the website have the option of subscribing to these listserv subscriber lists for periodic emails. The four eLists are:

1. HUD USER News

This weekly listserv keeps professionals in the fields of housing and community development apprised of new PD&R research publications and resources, and provides direct links to downloadable, full-text (PDF) publication files, as well as

⁴See: U.S. Department of Housing and Urban Development. *Annual Performance Plan FY 2009*. Washington, DC: U.S. Department of Housing and Urban Development, February 2008. Web citation: <http://www.hud.gov/utilities/intercept.cfm?/offices/cfo/reports/pdfs/app2009.pdf>

⁵ WebTrends Statistics from Sage Computing for FY 2008

ordering information for print-based documents. This eList has approximately 16,347 subscribers.

2. Regulatory Barriers Clearinghouse News
Provides summary of and a link to the bimonthly newsletter *Breakthroughs*, as well as occasional updates covering innovative strategies in regulatory reform, information on the state and local barriers faced, and solutions achieved in support of affordable housing. This eList has approximately 12,711 subscribers.
3. American Housing Survey
Allows subscribers to share ideas, exchange information, and ask questions of fellow American Housing Survey users. This eList has approximately 4,011 subscribers.
4. 2001 Residential Finance Survey
Allows subscribers to share ideas, exchange information, and ask questions of fellow Residential Finance Survey users. This eList has approximately 1,427 subscribers.

A customer satisfaction survey of the HUD USER website visitors was conducted in 2005, but to date there has been no survey getting specific feedback on the publications, data sets, and periodicals published by PD&R⁶. The 2005 survey measured user satisfaction with the HUD USER internet site in order for HUD to comply with Executive Order 12862. This survey reported a high level of satisfaction with the website but did not address satisfaction and usefulness of specific PD&R research products.

There is a clear need to measure user satisfaction with PD&R products in order for HUD to comply with Executive Order 12862. In accordance with Executive Branch and Congressional mandates to provide information dissemination, and under its mission, PD&R has rapidly expanded availability of vital housing research information. This project aims to evaluate user satisfaction with the content and usefulness of the products through these surveys.

The proposed surveys have similar content but will address somewhat different audiences. The first survey will be administered to all website visitors who visit pages with links to publications, data sets, periodicals, or the web store between March and June, 2009 (see Appendix B). The second survey will be an electronic survey of all eList subscribers (see Appendix C) and the third survey will be a telephone survey of customers sampled from the HUD USER Inventory Reporting System (HIRS) (see Appendix D). All the surveys will obtain both qualitative and quantitative information on satisfaction and usefulness of PD&R research products.

Core survey questions seek to obtain numerical ratings from respondents on their satisfaction with various aspects of the product or service they obtained. Questions on the respondent's demographics are included, which will enable PD&R to get a better understanding of the audience it serves. The survey questions seek to obtain numerical ratings from respondents on their satisfaction with various aspects of the product or service they obtained. There will, for example, be questions on satisfaction with the quality information included in the publications, data sets, and periodicals, the usefulness of the information, the timeliness of release of data sets, and

⁶ U.S. Department of Housing and Urban Development: Assessment of the Office of Policy Development and Research Website, March 2005

similar standard types of questions. The Office of PD&R, using such questions, will be able to determine the usefulness of its research and data products for users outside HUD and to identify ways to improve customer satisfaction with its future products. The rating system is intended to aid the respondents in identifying their relative level of satisfaction in particular areas, and is not generally intended to be used to establish numerical performance goals or as part of any complex statistical analyses over time.

A.2 Use of the Data

HUD's Office of Policy Development and Research (PD&R) through its primary dissemination source, HUD USER, provides Federal government reports and information on housing policy and programs, and other housing-related topics. Policymakers and those interested in housing and housing-related research are able to contact HUD USER by telephone or online at www.HUDUSER.org to obtain copies of PD&R publications, periodicals, data sets, and related research.

As previously discussed, the purpose of the proposed research is to determine the usefulness of PD&R's research and data products and to identify ways to improve customer satisfaction with its future products.. Specifically, the research will query customers regarding usefulness of specific types of products and solicit feedback on ways to improve them.

Data will be collected through three (3) different surveys. The first survey will be administered to the visitors of the publications, periodicals, data sets, and the web store sections of the HUD USER website and will obtain feedback on PD&R products. The second survey will be administered to the subscribers of the four electronic mailing lists (eLists) maintained by HUD USER and the list of subscribers to the electronic version of *ResearchWorks*. These subscriber lists will be combined and duplicates removed to create the list of survey recipients. The third survey will be a telephone survey of customers who are included in the HUD USER orders database. HUD USER maintains a database of all customers who place orders through telephone, fax, or web store in a database called the HUD USER Inventory and Reporting System database. Approximately 100 interviews will be completed of customers from this database. The customers to be included in the survey will be selected randomly based on type of product ordered. Five of these interviews will be conducted with Congressional staff members.

Website Users Survey

This Survey will be administered to all visitors who visit the following pages:

1. User visits any of the publications pages
2. User visits or downloads any of the data sets pages
3. User visits any of the periodicals pages
4. User visits the HUD USER web store

The survey invitation will be shown as a floating or as a pop-up window. The data from this survey will only be used as a source for general feedback and not to infer any statistically valid conclusions about the population of HUD USER customers. This method of data collection is expected to enhance the response rate by creating the lowest possible burden on the respondent. Since recent browsers all come equipped with pop-up blocking software, the relevant pages of interest will also have an icon requesting user cooperation and the link will take him/her to the

survey. The user will have the option to click on the icon and take the survey as he/she moves through the website. The floating window will also have the survey invitation and will be shown after the user has spent approximately five seconds on the web page. This will give time for the user to review the publications offered by PD&R and be able to respond to the survey questions.

Data from the website survey, a census of users over a six to eight week period, will be used as a source for general feedback and trends. Response is voluntary, so respondents are self-selected, and it is expected that any biases resulting from self-selection will be overridden by a large number responding (see B.1.4 below).

Past research has demonstrated that respondents who complete product assessment surveys tend to be either extremely satisfied or extremely dissatisfied customers and, therefore, they do not represent the entire customer base⁷. However, we will use the information collected from these surveys to understand general feedback regarding PD&R products. For example, if a visitor indicates that they have ordered data sets from HUD USER, we can learn if they found it useful, if the format was easy to understand, and if the information was timely. Data from the website surveys will be collected on a regular basis and all visitors will be shown the survey just once during the survey duration.

eList Survey

The eList member survey will contain questions about users' knowledge of the products, their frequency of usage, level of agreement with descriptive statements, rating of various aspects of the products, and their demographics. We will use data from this survey to identify the following:

- Level of customer satisfaction with the products
- Level of customer satisfaction with various aspects of the products
- Other sources of obtaining similar products
- Comments and suggestions

Descriptive statistical analysis of the responses will provide us with a profile of the customers and their satisfaction with the PD&R products. For example, we can determine whether or not the respondents find the information useful, how they rate the quality of the information, and the presentation of the reports, whether the reports are detailed, and how the product is useful to them.

Another method of analyzing this data will be cross tabulation of the responses versus "user frequency profile" (heavy users vs. light users) and versus work affiliation. This level of data manipulation will provide more detailed insight into user satisfaction. For cross tabulations, to test significance of differences between subgroups, Chi-Squared analysis will be employed. Finally, comments and suggestions should provide us with ideas about the type of research products and services that customers would like to receive from PD&R. Since this list will have a large enough sample size and the survey is administered to the entire list (no sampling errors), our results and drawn conclusions will be statically valid and unbiased.

Telephone Survey

Approximately 100 telephone surveys will be completed. The respondents will be drawn from the

⁷ Wellens, Tracy and Martin, Elizabeth. Customer Satisfaction Measurement Issues in the Federal Government. U.S. Bureau of the Census Bureau. Available online <http://www.census.gov/srd/papers/pdf/tw9501.pdf>

HUD USER Inventory Reporting System (HIRS). This database includes information on all orders and all customers of HUD USER and includes both orders received through the web store as well as through the help desk. However, one of the more important constituents of research from PD&R is Congressional staffers who are not well-represented in the HIRS system or the eList subscriber database. Sage maintains a list of House and Senate staff members for appropriation subcommittee members. Sage will use a simple random sampling process to complete five telephone interviews with these staff members. The individuals for the telephone survey will be selected using stratified random sampling using the type of product ordered as the strata. Results of phone surveys of congressional staffers will be analyzed separately.

Since non-proportionate sampling will be used, the smaller strata will be over sampled. Prior to analysis, the responses will be restored to their proportionate representation by the use of appropriate weights when included with data from other strata. Both descriptive statistical analysis of the responses and cross tabulation of the responses will be used to analyze data from this survey.

A.3 The Extent of the Use of Technological Collection Techniques or Other Forms of Information Technology

As appropriate, automated information technology will be used to collect and process information in order to reduce the burden on the public. Survey instruments similar to the examples in Attachment B will be conducted over the Internet. In addition, eList subscribers will be emailed a link to the survey. They will also be provided an option to download and print the survey and fax it back. The survey will be online for a period of six (6) weeks. During these six weeks, the telephone surveys will also be administered using the same survey instruments.

A.4 Efforts to Identify Duplication

There is no duplication with other existing data collection instruments nor is the data to be collected through the survey available elsewhere. As noted earlier, there is no existing quantitative research that collects feedback from users of PD&R research products. This is the only data collection for customers of PD&R products

A.5 Collection of Information Impacts on Small Businesses or Other Small Entities

The 2005 survey of customers, mentioned above, found that, for 1995 to 2000, the affiliation of customers ordering Top 10 publications from HUD USER rarely included small businesses. Of nearly 22,000 documents ordered, less than four percent were ordered by entities that might be small businesses, viz. law firms, research institutes, and consulting firms. While such small businesses may be respondents to the survey, the impact on any respondent should be small due to the short length of time required to respond to the survey instrument. The response to the survey will be completely voluntary.

A.6 Describe the Consequences to Federal Program or Policy Activities if the Collection is Not Conducted or is Conducted Less Frequently

The Government Performance Results Act of 1993 (GPRA) requires all Federal agencies to focus on results, services, and customer satisfaction.⁸ If the collection is not conducted, compliance with GPRA will be diminished. Valuable information that could be used to improve the research products would not be available if the surveys are not conducted.

A.7 Explain Any Special Circumstances that Would Cause Information Collection to be Conducted in a Special Manner

There are no known or anticipated special circumstances that would require data collection in a manner inconsistent with OMB guidelines and the Privacy Act.

A.8 Publication and Consultation

A.8.1 Required Publication in the Federal Register

Federal Register notice is not required for customer satisfaction surveys. This survey will use the Office of Management and Budget (OMB) approved generic clearance, "HUD Customer Surveys" (OMB No. 2535-0116) to survey customers of PD&R.

A.8.2 Consultation with Persons Outside of the Agency

Sage Computing, Inc is currently under contract to HUD to design, develop, collect data, and field this survey. This company prepared the survey instruments in accordance with industry-standard customer satisfaction survey and product assessment techniques and submitted them to HUD for review and approval. The revised versions are shown in Appendix B, C, and D.

The proposed survey was designed with consultation with Michael Sverchkov, a Sampling Statistician employed by Sage Computing.¹ Contact number: 703-742-7881 ext. 211.

A.9 Payments or Gifts to Respondents

There will be no offers of any gifts or payments to respondents, as per instructions from OMB reviewers.

⁸ Government Performance Results Act of 1993, Section 2b, (3). Web citation: www.whitehouse.gov/OMB/mgmt-gpra/gplaw2m.html

¹ **Dr. Sverchkov's Background:** PhD in Statistics, Department of Statistics, Hebrew University of Jerusalem, 2001; PhD in Mathematics, Department of Mathematical Statistics, Moscow State Lomonosov University, 1989; and 10 years experience as Mathematical Statistician.

Experience in Statistics: Complex Surveys, Informative Sampling, Non-response, NMAR, Linear and Non-linear Regression, Calibration, Non-parametric and Semi-parametric Estimation, Small Area Estimation, Variance Estimation, Time Series, Seasonal Adjustment and Statistical Computing, Stochastic Processes, Limit Theorems, Queuing Theory.

Projects include: Point estimation and variance estimation for mean expenditures in the Consumer Expenditure (CE) Survey; Estimating the Mean Square Error (MSE) of X-11 Seasonally Adjusted Estimators for Current Population Survey (CPS) and Current Employment Survey (CES); and researching different aspects connected with probability sampling, i.e. informative sampling, Small Area Estimation, Prediction, Non-response, etc.

A.10 Assurance of Confidentiality

HUD does promise confidentiality as stated in the Privacy Act of 1974 (5 U.S.C. 552a), *Records Maintained on Individuals*. The findings from the study will be publicly reported only at the aggregate level. The PRA numbers are: 2535-0116. The Expiration date is 2/29/2012.

Names will not be recorded on the questionnaires, nor will personal identifying data be maintained in the database. Confidentiality of responses will be maintained throughout the data collection. The email addresses of listserv members will not be retained in the database. Any demographic information supplied by respondents will be used for analytical purposes only.

Some users will visit the website more than once during the survey period. We would like to reduce the burden placed on these respondents and show them the survey just once. "Cookies" are the normal means of achieving this goal and will be used in this survey. A cookie is a small file that a website transfers to a user's hard disk to allow the web server to record specific information about the user's session while they are visiting the website. The cookie will be retained only for the period when the survey is active, at least six weeks and not more than ten weeks. Use of this information is essential to enable the visitor to see the survey just once and reduce the burden placed on the respondent.

All respondents will have the option of rejecting the cookie and still continue with the survey. Cookies can be rejected by the respondent by changing the settings from the "Preferences" option under the "Edit" option of their Netscape browser. Under Internet Explorer, this setting can be changed by going to "Internet Options" under "Tools" and changing the "Security" options. All browsers allow the respondent to accept or reject cookies and these preferences can be changed by the respondent. Website visitors who reject cookies will be asked to respond to the listserv survey.

A link to the privacy statement will be provided to the respondent. The privacy statement (see Appendix E) will explain the use of cookies and how the data will be used.

A.11 Sensitive Information

No questions of a sensitive nature will be asked of respondents.

A.12 Burden and Cost

A.12.1 Estimate of Hour Burden of Information Collection on Respondents

There are approximately 170,000 unique visitors per month, in total, to the HUD USER website. However, the survey invitation will not be shown to every visitor. Only visitors to selected pages that remain on the page for a selected page for a length of time will see a survey invitation. There are approximately 150,000 such unique visitors per month. In 2004, an average of forty percent were first time visitors to the website, and we have no evidence to presume that this will change in 2009. This leaves approximately 90,000 unique visitors per month that defines our survey population.

The statistical literature generally encourages the collection of large samples. Kalton (1983: 84) states that "larger samples permit finer divisions of sample for subclass analysis, and, in general,

the larger the sample, the more detailed the analysis that can be conducted.”² Hays (1981) notes that the value Y obtained on any occasion is a sum of two independent parts:³

$$Y = T + e.$$

The obtained score Y is a sum of a constant true part T plus a random and independent error component. If N is very large, then under very general assumptions the distribution of any linear statistics based on e must approach a normal distribution. Likewise, the larger the sample size, the more probable it is that the sample mean comes arbitrarily close to the population mean (also known as the Law of Large Numbers). In addition, small sample sizes leave smaller margins for such errors as simple coding errors.⁴

Three types of estimates are critical to the success of the proposed web survey: estimation of customer satisfaction by professional affiliation, estimation of improvements in product usefulness desired by web visitors, and estimation of drivers of customer satisfaction. The following is a discussion of the minimum need for each. We propose tripling the largest, in order to allow for additional analyses of subclasses.

Sample for Estimation of Customer Satisfaction

The following analysis is mostly based on Bartlett et al. (2001). Bartlett et al. (2001) use Cochran’s formula to provide guidance on the minimum sample sizes need to achieve the following levels of precision of estimates of satisfaction of the subpopulations that visit HUDUSER.org:⁵

- Alpha = .05, which is the level of acceptable risk that the true margin of error of estimates exceed the probability that the differences revealed by statistical analysis really do not exist (Type I error); and
- $t = 1.96$, the value for selected Alpha level of .025 in each tail of a continuous distribution.

Bartlett et al. (2001) note that these are conventional, widely accepted levels of precision.

For each subpopulation between 4,000 and 10,000 members, the returned sample size needs to be 119 cases for a continuous level of measurement. By “returned,” they refer to actual completed questionnaires with usable data.

The 2004 web survey of PD&R customers provides guidance on the composition of the population, the response rate, and the percentage that would be familiar with PD&R products and able to provide reliable estimates of usefulness. The response rate in 2004 was approximately 7.6

² Kalton, Graham (1983) *Introduction to Survey Sampling*. Beverly Hills: Sage Publications.

³ Hays, William L. (1981) *Statistics*. New York: Holt, Rinehart and Winston.

⁴ Bailey, Kenneth (1982) *Methods of Social Research*. New York: Free Press.

⁵ Bartlett, James E., Joe W. Kotrlik, Chadwick C., Higgins (2001) “Organizational Research: Determining Appropriate Sample Size in Survey Research,” *Information Technology, Learning, and Performance Journal*, Vol. 19, No. 1, Spring. Available at: <http://www.osra.org/itlpi/bartlettkotrlikhiggins.pdf>

percent.⁶ Exhibit A shows 22 subpopulations responded to the 2004 survey. For these, each of the top seven categories is conservatively estimated to have at least 4,000 members, and 119 responses per category are needed, for a total of 833 “returned” responses. Three categories are likely to have between 2,000 and 4,000 members, and 112 responses per category are needed, for a total of 366 “returned” responses. Thus, for the top ten categories, 1,199 “returned” responses are needed.

With an expected 7.6 percent response rate, the 2009 survey would need to invite at least 15,776 customers to yield 1,199 “returned” responses, if we could assume that all visitors are familiar with the usefulness of PD&R products. However, this is not the case. In 2004, an average of forty percent were first time visitors to the website, and we have no evidence to presume that this will change in 2009. In other words, an extra 40 percent should be invited in order to obtain usable responses from 119 members of the seven subpopulations with more than 4,000 members and 122 members of the three subpopulations with 2,000 to 4,000 members, for a total of 22, 087 invited.

Response to the survey is voluntary, and the professional affiliation of any respondent is not known prior to submitting a response to the survey. The ten subpopulations comprise an estimated 67 percent of the users, and their responses will be received along with completed questionnaires from the 12 remaining subpopulations. Accordingly, an additional 96 completed surveys are needed to estimate the satisfaction of each of the 12 remaining subpopulations, respectively, for a total sample of 1,152 “returned” questionnaires. In order to obtain these respondents, with an expected 7.6 percent response rate, 15,158 must be invited. To adjust for the expected 40 percent first time visitors, a total of 21,221 for those less important subpopulations must be invited in order to obtain 1,152 usable respondents.

In short, results of the 2004 survey indicate that a total invite of 44,408 is needed to provide estimates of the satisfaction of all 22 subpopulations of users, to obtain minimum acceptable levels of precision of estimates of satisfaction.

Sample for Estimation of Methods for Improvement

The minimum sample sizes discussed above will not be adequate for all estimates produced by the survey. Another purpose of the survey is to obtain users’ unstructured feedback regarding how to improve the usefulness of PD&R products. The 2004 survey obtained approximately 2,300 respondents who provided items of feedback, for a feedback rate of 20.8 percent. The estimated 2,351 “returned” respondents, when adjusted for the expected 40 percent first time users, becomes 3,291 usable responses. If we assume a similar feedback rate, an estimated 3,976 usable respondents are needed to obtain a similar rate. With an expected overall response rate of 7.6 percent, 52, 310 invitations are therefore needed.

⁶ The 2004 Web site survey was live for a total of nine weeks, from October 7th to December 10th, 2004. During this time, 11,083 surveys were completed. The survey was viewed 145,079 times. 31,631 times the survey window was closed, 40,569 times the response was "Later" and 61796 declined to take the survey. This response rate is consistent with the number of responses to similar customer satisfaction surveys performed by Federal Government agencies. A similar Web site customer satisfaction survey performed by the U.S. Census Bureau had 11,722 responses over 3 weeks in 2003 while a survey by the National Library of Medicine in July 2002 where 92,288 Web site users were intercepted and invited to take a survey yielded 4,163 responses.

Exhibit A: Characteristics of Visitors at HUDUSER.org in 2004

	<u>First Time Visitor</u>		<u>Percent of Respondents</u>
	Yes	No	
Work Affiliation			
Fed/State/Local Govt	26%	74%	15.3%
Researcher/Academic	47%	53%	13%
Consultant	33%	67%	8.2%
Housing Practitioner	20%	80%	8.0%
Trade/Professional Org	48%	52%	6.7%
Builder/Developer	39%	61%	6.0%
Housing Advocate	29%	71%	4.8%
Mortgage/ Finance	31%	69%	1.5%
Faith Based Org	36%	64%	1.9%
Other Real Estate Professional	45%	55%	<u>1.9%</u>
Sub-Total			67.3
Nonprofessional Occupation	60%	40%	3.0%
Unemployed/Disabled	54%	46%	1.9%
Homemaker	59%	41%	1.3%
Student	69%	31%	1.8%
Retired	73%	27%	0.6%
Administrative/Clerk	63%	37%	0.5%
Other Advocate/Practitioner	63%	37%	0.5%
Attorney/ Legal	38%	62%	0.3%
Architect	35%	65%	0.2%
Has or Needs Assistance	58%	42%	1.9%
Other Professional	55%	45%	3.8%
Other Affiliation	58%	42%	<u>16.7%</u>
Total			100

Source: *Assessment of the HUD USER Web Site of the Office of Policy Development and Research*. PD&R report, 2005.

Sample for Estimation of Drivers of Satisfaction

The final report for the survey will provide estimate of the drivers of perceptions of usefulness of PD&R products. This will take the form of presenting logistic regression equations, with satisfaction as the dependent variable.

The web survey in 2004 found the following statistically significant drivers of satisfaction with the website itself:

- Work affiliation,
- Gender,
 - Male, Female
- Reasons for visiting the Web site,

- General research, download specific publications, order publications, learn about publications, get data sets, learn what is new, subscribe to newsletters.
- Web site behavior,
 - Access publications, accessed data sets, accessed downloads, connection speed, weekday/weekend visitor.
- How the information on the Web site will be used
 - For reference, for research, to provide data, to make decisions, for personal interest
- How often visitors come to the Web site.

Since the overall objective of this survey is different from the 2004 survey, we expect to test the following variables for significant drivers of satisfaction with the PD&R products:

- Work affiliation,
- Gender,
 - Male, Female
- Reasons for seeking PD&R products,
 - General research, download specific publications, order publications, learn about publications, get data sets, learn what is new, subscribe to newsletters.
- Product Characteristics such as,
 - Quality of report, type of topics covered, layout of reports, report organization, data set timeliness, data set format, availability of data sets.
- How the information is used
 - For reference, for research, to provide data, to make decisions, for personal interest
- Topic areas of interest to the customers.

In order to perform this analysis, there must be a sufficient number of respondents with each combination of these variables. For example, each 22 subpopulations of users discussed above should contain individuals who exhibit the range of each of the variables. Since the number of estimated parameters in the logistic regression is at least five the required minimum sample size has to be increased (Bartlett et al. 2001). We estimate that increasing the sampled population by a factor of at least three will yield a sufficient number respondents with an acceptable range of characteristics. In other words, a sample of approximately 7,000 “returned” questionnaires will be needed to estimate the drivers of satisfaction. Inviting 135,000 visitors should yield this number.

It is estimated that participants will require no more than two minutes to complete each web-based survey and 5 minutes for the phone survey. Actual time required will vary based on participant reading speed and level. This length is based upon current estimates and will be verified by the survey pilot test. The survey will be online for a period of 6 to 10 weeks starting March 2009. The listserv survey will be emailed at the same time.

The table below shows total annual burden to participants.

Table A.12.1: Estimate of Respondent Burden

	Web site Survey	Listserv survey	Telephone Survey	Total
Number of Visitors	135,000	24,675	100	174,775
Number of Respondents	6,963	6,169	100	28,769
Average Time for Respondent to Complete	.03 hours (2 minutes)	.03 hours (2 minutes)	.08 hours (5 minutes)	
Total Hours of Respondent Burden	209	185	8	402

A.12.2 Approval for a Single Form

This request for OMB approval is for nearly identical data collection forms. Although three surveys are planned, the items on the surveys basically elicit the same information.

A.12.3 Estimate of Costs to Respondents for Burden of Information Collection

There is no cost to the respondents other than the 0.03 hour needed to complete the instrument.

A.13 Costs to Respondents for Record Keeping

There are no costs to the respondents for record keeping.

A.14 Annualized Costs to the Federal Government

Costs to the government include contractor time for the development of the survey instrument, data collection, and data analysis. This price includes costs for research design, pre-testing, development of the Office of Management and Budget clearance package, data collection, data entry, data analyses, and development of a final report. The total estimate cost is \$199,837.

A.15 Reason for any Program Changes or Adjustments Reported in A.13 or A.14

This is a new data collection.

A.16 Analysis Plan and Time Schedule for Project

A.16.1 Analysis Plan

The surveys will be administered in July-September, 2009. The field period for this study is a maximum of 10 weeks. During this field period, response rates and raw responses will be monitored to ensure achieving the desired response rate and high quality of data. After the end of the field period, collected data will be tabulated, cleaned and prepared for analysis. Analysis will focus on the overall satisfaction by all three survey respondents, satisfaction with the product features, as well as differences in users. The first analysis will examine frequencies of all survey question responses. This will assist in developing a profile of respondents and obtaining a general understanding of users' attitudes towards the offered products and services. Responses to all

questions will be cross-tabulated vs. demographic variables of interest. Cross-tabulation of data will provide more insight into the different groups of users and how their level of satisfaction with the PD&R research products. Frequency runs and cross-tabulation of the survey data will be done using SAS statistical software. Finally, open-ended response to the “comments and suggestions” question will be read and their comments will be analyzed and categories of suggestions and comments by the users will be reported.

A.16.2 Time Schedule for Project

The schedule for major activities in this project will be the following:

Table A.16.2: Schedule for Project

Activity	Commencement	Duration
Award Contract # C-CHI-00964 for Usefulness of PD&R Research Products	September 30, 2008	64 weeks
OMB clearance received		
Pretest of survey		
Online survey data collection	July 20, 2009	8-10 weeks
Email survey notification to eList subscribers	July 15, 2009	
Email survey to eList subscribers	July 20, 2009	8 weeks
Reminder email to eList subscribers	August 10, 2009	
Telephone survey	July 20, 2009	
Data analysis		
Final report	February 1, 2010	

A.17 Seeking Approval Not to Display OMB Expiration Date

No approval is sought.

A.18 Consistency with 5 CFR 1320.6

The data collection will be conducted according to the guidelines specified in 5 CFR 1320.6. No special circumstances that would require inconsistency with these guidelines are known or anticipated.

Part B: Collection of Information Employing Statistical Methods

B. 1.1 Potential Respondent Universe

The respondent universe is composed of all visitors to the website and the subscribers to the electronic lists maintained by this website. There are no formal statistical methods employed for these two samples.

For the telephone survey, the sampling frame will be developed, primarily using the inventory system maintained by HUD USER in the HUD USER Inventory and Reporting System (HIRS) database. The sample will be selected using non-proportional stratified random sampling. In this method, the smaller strata are over-sampled and the responses are restored to their proportionate representation during analysis by the use of appropriate weights. Table 1 provides the number of distinct customers in HIRS data base by product order type who have placed orders recently and have provided valid telephone numbers. This table also excludes all orders placed from HUD headquarters. Since the survey is designed to obtain feedback by type of PD&R product, the strata used will be order type. This will also ensure that each subgroup is included and represented in the survey. The customers will be selected using random sampling methods from each of the three strata. However, since the proportion of customers ordering datasets is very small, this strata will be over-sampled.

Population Group	Order Type	Population Size Estimate, N	Sample Size Estimate, N
HIRS Customers			
	Publications	1494	61
	Data sets	76	15
	Periodicals	583	24
	Total	2,153	100

The emphasis of the study is on general audience responses to the proposed materials. The limited nature of the data will support only descriptive statistics. As such, statistical power is not germane to this project.

B. 1.4 Expected Response Rate

The expected response rate for the eList survey is 25 percent. The expected response rate for the Website survey is 7.6 percent.

There are approximately 170,000 unique visitors per month, in total, to the HUD USER website. However, the survey invitation will not be shown to every visitor. Only visitors to selected pages

that remain on the page for a selected page for a length of time will see a survey invitation. There are approximately 150,000 such unique visitors per month. The 2004 web survey of PD&R customers provides guidance on the composition of the population, the response rate, and the percentage that would be familiar with PD&R products and able to provide reliable estimates of usefulness. In 2004, an average of forty percent were first time visitors to the website, and we have no evidence to presume that this will change in 2009. This leaves approximately 90,000 unique visitors per month that defines our survey population. The response rate in 2004 was approximately 7.6 percent.¹

Experience with prior surveys and existing literature suggest that product assessment surveys typically have response rates from 8 to 20 percent, depending on the type of audience (see Appendix F). A similar survey was performed to assess the customer satisfaction with their products was conducted by the Bureau of Economic Analysis (BEA) in 2005. Survey invitations were sent to subscribers of the *Survey Of Current Business* and members of data user groups and customers requesting BEA products. This survey yielded a response rate of about 10 percent.²

B.2.1 Procedure for Data Collection

The website survey will be live for a period of six weeks or until a target number of 7,000 responses is reached, but it will not exceed ten weeks. The website visitor who accepts 'cookies' will be shown the survey only once during this time period. The survey invitation requesting feedback from the visitor will be shown to all visitors accessing the publications, periodicals, dataset, or the web store sections of the website. When the visitor has spent a minimum of five seconds on the page an invitation will be shown requesting feedback from the visitor (see Appendix G). There will be an option to decline the survey, as well as to respond another time. If a visitor accepts the invitation to the survey, he/she will be shown the survey. Those declining to complete the survey will not be shown the survey at future visits, unless they also decline cookies that allow tracking of the visit during the survey period. Visitors opting to complete the survey at another time will be presented the survey at subsequent visits. All respondents who complete the survey will be provided with the coupon code to get two free publications from PD&R.

The eList subscribers will be sent an electronic message requesting their feedback (see Appendix H). The survey will be attached to the eList message, in order to make it easy to complete it and send back. In addition, the respondents will be given two additional methods of responding. These are: a) completing the survey online, or b) downloading the survey and faxing it back. After a period of two weeks, a reminder email will be sent to the non-respondents (see Appendix I). A copy of the survey will be included in this email notification.

¹ The 2004 Web site survey was live for a total of nine weeks, from October 7th to December 10th, 2004. During this time, 11,083 surveys were completed. The survey was viewed 145,079 times. 31,631 times the survey window was closed, 40,569 times the response was "Later" and 61796 declined to take the survey. This response rate is consistent with the number of responses to similar customer satisfaction surveys performed by Federal Government agencies. A similar Web site customer satisfaction survey performed by the U.S. Census Bureau had 11,722 responses over 3 weeks in 2003 while a survey by the National Library of Medicine in July 2002 where 92,288 Web site users were intercepted and invited to take a survey yielded 4,163 responses.

² FY 2005 Customer Satisfaction Survey. Bureau of Economic Analysis, Department of Commerce. Web citation: http://www.bea.gov/about/pdf/2005_CSSR.pdf

The telephone survey will be conducted during the six weeks of data collection. Sage will attempt to complete 100 surveys. Each individual will be contacted up to a maximum of five (5) times. If they decline to be part of the survey or we are not able to reach them in five attempts, they will be discarded and a new name will be included.

B.3 Describe Methods to Maximize Responses Rates

The accuracy and reliability of the collected data depends upon receiving a high rate of return from the respondents. To achieve high response rates, six steps will be taken. These are consistent with contemporary strategies in the field of web survey research.

First, the web survey is designed to be customer friendly. The navigation through the survey is simple and average response time is expected to be less than two minutes.

Second, to reduce the burden on respondents, all users will be surveyed just once. This will be achieved through the use of cookies.

Third, for the eList subscribers, the initial questionnaire distribution will be followed by two follow-up emails to non-respondents (see Appendix H and I). Each will thank the user for their return, and urge them to complete the questionnaire if they have not yet done so. These will be emailed at a one week interval from the previous mailing.

Fourth, a toll-free fax number is provided in the cover letter, so that listserv subscribers can fax back their survey anonymously.

Fifth, for the telephone survey, the interviewers will be trained and a script will be provided for them.

The protocol described herein has been developed to provide maximum response rate among potential participants. Many visitors to the HUD USER website have a personal investment in the success of their ability to retrieve credible housing research publications and datasets. It is reasonable to expect that respondents will be motivated to provide "customer feedback" to on information and products that they value.

B.4 Describe Tests of Procedures

Once OMB approval is obtained, and prior to programming the final survey questionnaires, HUD will pilot test it with 10 to 15 respondents.

B.5 Statistical Consultants and Information Collection Agents

PD&R products assessment survey has been developed by HUD contractor, Sage Computing of Reston, VA. Sage will be responsible for all data collection, email notifications to HUD USER eList subscribers, and phone interviews, as well as the analysis of data collected.

Appendix A: Executive Order 12862

Title: Executive Order 12862: Setting Customer Service Stds.
Author: The White House
Date: 11 Sept 1993
Content-Type: text
Content-Length: 4113
Apparently-To: edowd@ace.esusda.gov
Status: RO
Subject: Executive Order of Sept 11, 1993 Setting Customer Service Stds.

THE WHITE HOUSE

Office of the Press Secretary

For Immediate Release
September 11, 1993

EXECUTIVE ORDER

SETTING CUSTOMER SERVICE STANDARDS

Putting people first means ensuring that the Federal Government provides the highest quality service possible to the American people. Public officials must embark upon a revolution within the Federal Government to change the way it does business. This will require continual reform of the executive branch's management practices and operations to provide service to the public that matches or exceeds the best service available in the private sector.

NOW, THEREFORE, to establish and implement customer service standards to guide the operations of the executive branch, and by the authority vested in me as President by the Constitution and the laws of the United States, it is hereby ordered:

Section 1. Customer Service Standards.

In order to carry out the principles of the National Performance Review, the Federal Government must be customer-driven. The standard of quality for services provided to the public shall be: Customer service equal to the best in business. For the purposes of this order, "customer" shall mean an individual or entity who is directly served by a department or agency. "Best in business" shall mean the highest quality of service delivered to customers by private organizations providing a comparable or analogous service.

All executive departments and agencies (hereinafter referred to collectively as "agency" or "agencies") that provide significant services directly to the public shall provide those services in a manner that seeks to meet the customer service standard established herein and shall take the following actions:

- a. identify the customers who are, or should be, served by the agency;
- b. survey customers to determine the kind and quality of services they want and their level of satisfaction with existing services;
- c. post service standards and measure results against them;
- d. benchmark customer service performance against the best in business;

- e. survey front-line employees on barriers to, and ideas for, matching the best in business;
- f. provide customers with choices in both the sources of service and the means of delivery;
- g. make information, services, and complaint systems easily accessible; and
- h. provide means to address customer complaints.

Sec. 2. Report on Customer Service Surveys.

By March 8, 1994, each agency subject to this order shall report on its customer surveys to the President. As information about customer satisfaction becomes available, each agency shall use that information in judging the performance of agency management and in making resource allocations.

Sec. 3. Customer Service Plans.

By September 8, 1994, each agency subject to this order shall publish a customer service plan that can be readily understood by its customers. The plan shall include customer service standards and describe future plans for customer surveys. It also shall identify the private and public sector standards that the agency used to benchmark its performance against the best in business. In connection with the plan, each agency is encouraged to provide training resources for programs needed by employees who directly serve customers and by managers making use of customer survey information to promote the principles and objectives contained herein.

Sec. 4. Independent Agencies.

Independent agencies are requested to adhere to this order.

Sec. 5. Judicial Review.

This order is for the internal management of the executive branch and does not create any right or benefit, substantive or procedural, enforceable by a party against the United States, its agencies or instrumentalities, its officers or employees, or any other person.

WILLIAM J. CLINTON
THE WHITE HOUSE,
September 11, 1993

Appendix B: Website Survey Questionnaire

HUD USER needs your feedback. Please help us improve the research products offered by HUD’s Office of Policy Development and Research (PD&R) by completing our short customer satisfaction questionnaire. Your responses will help us better target our products and services to meet your needs.

The survey will take, at most, two minutes of your time. As a token of our appreciation, we will give you two free publications (up to a maximum value of \$10) for completing this survey.

Your responses will be kept strictly confidential and presented in aggregate only.

First, we would like your overall impression of ALL PD&R products.

1a. How satisfied are you with the overall quality of research products from PD&R?

Not at all satisfied				Extremely satisfied	Don't know
1	2	3	4	5	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

1b. How satisfied are you with the overall usefulness of research products from PD&R?

Not at all satisfied				Extremely satisfied	Don't know
1	2	3	4	5	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

1c. How can we make research products from PD&R more useful to you?

HUDUSER offers three types of products. Next, please give us feedback specifically for each type that you have used.

2a. *The following questions relate to publications and reports from PD&R.*

Have you read, downloaded, or ordered **reports from PD&R**?

- Yes [show 2b and 2c]
- No [2b and 2c will be either grayed out or not shown based on browser type]

2b. Please indicate your level of **satisfaction** with each of these statements about **PD&R reports**:

	Not at All Satisfied	2	3	4	Extremely Satisfied	Don't know N/A
	1				5	
Quality of PD&R reports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Level of detail in PD&R reports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Topics covered by PD&R reports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Usefulness of PD&R reports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Organization of PD&R reports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clarity of the information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of finding PD&R reports on the website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2c. Please indicate your level of agreement with each of these statements about PD&R reports:

	Strongly Disagree				Strongly Agree	Don't know N/A
	1	2	3	4	5	
PD&R reports cover timely topics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The reports from PD&R are well written	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PD&R reports employ valid research methods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3a. *The following questions relate to data sets from PD&R.*

Have you used, downloaded, or ordered **data sets from PD&R**?

Yes [show 3b and 3c]

No [3b and 3c will be either grayed out or not shown based on browser type]

3b. Please indicate your level of satisfaction with each of these statements about PD&R data sets:

	Not at All Satisfied				Extremely Satisfied	Don't know N/A
	1	2	3	4	5	
Quality of PD&R data sets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Usefulness of PD&R data sets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of finding data sets on the web site	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Available data set formats	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accuracy of data	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3c. Please indicate your level of agreement with each of these statements about PD&R data sets:

	Strongly Disagree				Strongly Agree	Don't know N/A
	1	2	3	4	5	
The data sets are timely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Data from PD&R is credible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4a. *The following questions relate to periodicals and newsletters from PD&R.*

Have you read, downloaded, or ordered **ResearchWorks, U.S. Housing Market Conditions, Cityscape, or Breakthroughs from PD&R?**

- Yes [show 4b and 4c]
- No [4b and 4c will be either grayed out or not shown based on browser type]

4b. Please indicate your level of satisfaction with each of these statements about *periodicals and newsletters from PD&R*:

	Not at All Satisfied				Extremely Satisfied	Don't know N/A
	1	2	3	4	5	
Topics covered by PD&R periodicals and newsletters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clarity of the information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4c. Please indicate your level of agreement with each of these statements about *periodicals and newsletters from PD&R*:

	Strongly Disagree				Strongly Agree	Don't know N/A
	1	2	3	4	5	
PD&R periodicals and newsletters are timely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PD&R periodicals and newsletters are well written	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Finally, please tell us about yourself.

5. Which of the following research topic areas interest you? (check all that apply)

- Affordable housing
- Economic & housing market reports
- Building/Construction technology and methods
- Housing finance
- Public/Assisted housing research
- Community development issues
- GIS resources
- Evaluation of government programs
- Other Please Specify _____

6. How often do you order/download publications, periodicals or data sets from HUD USER?

- 2 or more times per month
- Once a month
- 2-3 times a year
- Only once
- Never
- Other Please Specify _____

7. Typically, how do you use the information on the HUD USER Website (select all that apply)
For reference

Appendix C: eList Survey Questionnaire

Thank you for subscribing to the eList services offered by HUD’s Office of Policy Development and Research (PD&R).

Please help us improve the research products offered by HUD’s Office of Policy Development and Research (PD&R) by completing our short customer satisfaction questionnaire. Your responses will help us better target our products and services to meet your needs.

The survey will take, at most, two minutes of your time. As a token of our appreciation, we will give you two free publications (up to a maximum value of \$10) for completing this survey.

Your responses will be kept strictly confidential and presented in aggregate only.

First, we would like your overall impression of ALL PD&R products.

1a. How satisfied are you with the overall quality research products from PD&R?

Not at all satisfied				Extremely satisfied	Don’t know
1	2	3	4	5	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

1b. How satisfied are you with the overall usefulness of research products from PD&R?

Not at all satisfied				Extremely satisfied	Don’t know
1	2	3	4	5	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

1c. How can we make research products from PD&R more useful to you?

Next, please give us your feedback for SPECIFIC PD&R products.

2a. *The following questions relate to publications and reports from PD&R.*

Have you read, downloaded, or ordered **reports from PD&R**?

- Yes [show 2b and 2c]
- No [2b and 2c will be either grayed out or not shown based on browser type]

2b. Please indicate your level of satisfaction with each of these statements about PD&R reports:

	Not at All Satisfied				Extremely Satisfied	Don’t know N/A
	1	2	3	4	5	
Quality of PD&R reports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Level of detail in PD&R reports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Topics covered by PD&R reports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Usefulness of PD&R reports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Organization of PD&R reports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clarity of the information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of finding PD&R reports on the website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2c. Please indicate your level of agreement with each of these statements about PD&R reports:

	Strongly Disagree				Strongly Agree	Don't know N/A
	1	2	3	4	5	
PD&R reports covers timely topics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The reports from PD&R are well written	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PD&R reports employ valid research methods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3a. *The following questions relate to data sets from PD&R.*

Have you used, downloaded, or ordered **data sets from PD&R**?

- Yes [show 3b and 3c]
- No [3b and 3c will be either grayed out or not shown based on browser type]

3b. Please indicate your level of satisfaction with each of these statements about PD&R data sets:

	Not at All Satisfied				Extremely Satisfied	Don't know N/A
	1	2	3	4	5	
Quality of PD&R data sets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Usefulness of PD&R data sets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of finding data sets on the website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Available data set formats	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accuracy of data	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3c. Please indicate your level of agreement with each of these statements about PD&R data sets:

	Strongly Disagree				Strongly Agree	Don't know N/A
	1	2	3	4	5	
The data sets are timely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Data from PD&R is credible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4a. *The following questions relate to periodicals and newsletters from PD&R.*

Have you read, downloaded, or ordered **ResearchWorks, U.S. Housing Market Conditions, Cityscape, or Breakthroughs from PD&R?**

- Yes [show 4b and 4c a]
- No [4b and 4c will be either grayed out or not shown based on browser type]

4b. Please indicate your level of satisfaction with each of these statements about *periodicals and newsletters from PD&R*:

	Not at All Satisfied				Extremely Satisfied	Don't know N/A
	1	2	3	4	5	
Topics covered by PD&R periodicals and newsletters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clarity of the information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4c. Please indicate your level of agreement with each of these statements about *periodicals and newsletters from PD&R*:

	Strongly Disagree				Strongly Agree	Don't know N/A
	1	2	3	4	5	
PD&R periodicals and newsletters are timely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PD&R periodicals and newsletters are well written	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Finally, please tell us about yourself.

5. Which of the following research topic areas interest you? (check all that apply)

- Affordable housing
- Economic & housing market reports
- Building/Construction technology and methods
- Housing finance
- Public/Assisted housing research
- Community development issues
- GIS resources
- Evaluation of government programs
- Other Please Specify _____

6. How often do you order/download publications, periodicals or data sets from HUD USER?

- 2 or more times per month
- Once a month
- 2-3 times a year
- Only once
- Never
- Other Please Specify _____

7. Typically, how do you use the information on the HUD USER Website (select all that apply)
For reference

Appendix D: Phone Survey Questionnaire
Phone Survey For Non-HUD USER-Based Sample

.....
All Respondents Except Congressional Staffers
.....

To be entered into the survey system by the interviewer:

Customer Phone Number: _____

Type of product ordered

- Publications
- Periodicals
- Data sets

Interviewer will select gender and type of order placed:

- Male
- Female

.....
Hello, my name is _____. I am calling on behalf of the Office of Policy Development and Research of the US Department of Housing and Urban Development. Could I please talk to __[*name of the person placing order*]_____

Our records show you have ordered [reports/data sets/periodicals] from us previously. I am conducting a brief survey about research products from PD&R. The survey will take approximately 5 minutes. Do you have a few minutes to talk?

If yes: Thank you for agreeing to participate. Please answer the questions to the best of your comfort level. The results will be reported for the group of respondents as a whole.

If no: Is there a more convenient time when I can call back?

Do you remember receiving publications and reports from HUD USER and PD&R?

[Order information will be available to the interviewer in case the respondent asks what they had ordered.]

- Yes [continue to Section I]
- No [continue to Section II]
- Ordered for someone else [*continue to Section III*]

.....
SECTION I
.....

I would like to start by asking about your overall impression of ALL PD&R products.

1. On a scale of 1 to 5, where 1 is “Not at all satisfied” and 5 is “Extremely Satisfied”, how would you rate your overall satisfaction with PD&R research

Not at all satisfied				Extremely satisfied	Don't know
1	2	3	4	5	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

1b. Again, using the same scale of 1 to 5, please tell me how satisfied are you with the overall usefulness of research products from PD&R?

Not at all satisfied				Extremely satisfied	Don't know
1	2	3	4	5	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

1c. How can we make research products from PD&R more useful to you?

Depending on the type of order the respondent has placed, only questions relevant to type of product ordered will be asked.

*Section A: For individuals ordering reports
Section B: For individuals ordering data sets
Section C: For individuals ordering periodicals*

.....

SECTION A

Questions for those individuals who have ordered reports/publications

.....

Now talking specifically about the research publications and reports from HUD USER,

2a. On a scale of 1 to 5, where 1 is “Not at all satisfied” and 5 is “Extremely Satisfied”, please indicate your level of satisfaction with each of these statements about PD&R reports.

	Not at All Satisfied				Extremely Satisfied	Don't know N/A
	1	2	3	4	5	
Quality of PD&R reports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Level of detail in PD&R reports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Topics covered by PD&R reports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Usefulness of PD&R reports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Organization of PD&R reports	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clarity of the information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of finding PD&R reports on the website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2b. On a scale of 1 to 5, where 1 is “Strongly Disagree” and 5 is “Strongly Agree” please indicate your level of agreement with each of these statements about PD&R reports:

	Strongly Disagree				Strongly Agree	Don't know N/A
	1	2	3	4	5	
PD&R reports cover timely topics	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The reports from PD&R are well written	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PD&R reports employ valid research methods	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. Which of the following research topic areas interest you? (please say yes to all that apply)

- Affordable housing
- Economic & housing market reports
- Building/Construction technology and methods
- Housing finance
- Public/Assisted housing research
- Community development issues
- GIS resources
- Evaluation of government programs
- Other Please Specify _____

4. How often do you order/download publications, periodicals or data sets from HUD USER?

- 2 or more times per month
- Once a month
- 2-3 times a year
- Only once
- Never
- Other Please Specify _____

5. Typically, how do you use the information on the HUD USER Web site (interviewer will enter the information in a text box if it does not fit into any of these categories)

- For reference
- For research
- To provide data to others
- To make decisions and/or set policy
- For personal interest
- To grow my business
- Other Please Specify _____

6. What other websites do you normally use to get information in your field?

7. For statistical purposes only, what is your work affiliation?

- Federal Government
- State/Local Government
- Researcher/Academic/Student
- Consultant
- Trade/Professional Organizations
- Builder/Developer/Architect
- Housing Advocate
- Faith-Based Organization
- Real Estate/Mortgage Industry
- Other

Please Specify _____

8. When looking for housing-related research in the future, how likely are you to seek out HUD USER?

- Very Likely
- Probably
- Not sure
- Unlikely
- Definitely not

9. Please provide us with any additional comments or suggestions you may have about research, publications, and data sets from PD&R.

Thank you again for your participation. As a token of our appreciation, we would like to offer you two free publications from PD&R. Would you like to write down the coupon code or I can take your order right now?

.....

SECTION B
Question for those individuals who have ordered data sets

.....

Now talking specifically about the data sets from HUD USER,

2a. On a scale of 1 to 5, where 1 is “Not at all satisfied” and 5 is “Extremely Satisfied,” please indicate your level of satisfaction with each of these statements about PD&R data sets:

	Not at All Satisfied				Extremely Satisfied	Don't know N/A
	1	2	3	4	5	
Quality of PD&R data sets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Usefulness of PD&R data sets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ease of finding data sets on the website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- Available data set formats
- Accuracy of data

2b. On a scale of 1 to 5, where 1 is “Not at all satisfied” and 5 is “Extremely Satisfied,” please indicate your level of satisfaction with each of these statements about PD&R data sets:

	Strongly Disagree				Strongly Agree	Don't know N/A
	1	2	3	4	5	
The data sets are timely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Data from PD&R is credible	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PD&R data sets are valuable to my work	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. Which of the following research topic areas interest you? (please say yes to all that apply)

- Affordable housing
- Economic & housing market reports
- Building/Construction technology and methods
- Housing finance
- Public/Assisted housing research
- Community development issues
- GIS resources
- Evaluation of government programs
- Other Please Specify _____

4. How often do you order/download publications, periodicals or data sets from HUD USER?

- 2-3 times a month
- Once a month
- 2-3 times a year
- Only once
- Never
- Other Please Specify _____

5. Typically, how do you use the information on the HUD USER Web site (interviewer will enter the information in a text box if it does not fit into any of these categories)

- For reference
- For research
- To provide data to others
- To make decisions and/or set policy
- For personal interest
- To grow my business
- Other Please Specify _____

6. What other websites do you normally use to get information in your field?

7. For statistical purposes only, what is your work affiliation?

- Federal Government

- State/Local Government
- Researcher/Academic/Student
- Consultant
- Trade/Professional Organizations
- Builder/Developer/Architect
- Housing Advocate
- Faith-Based Organization
- Real Estate/Mortgage Industry
- Other _____ Please Specify _____

8. When looking for housing-related research in the future, how likely are you to seek out HUD USER?

- Very Likely
- Probably
- Not sure
- Unlikely
- Definitely not

9. Please provide us with any additional comments or suggestions you may have about research, publications, and data sets from PD&R.

Thank you again for your participation. As a token of our appreciation, we would like to offer you two free publications from PD&R. Would you like to write down the coupon code or I can take your order right now?

.....

SECTION C
Question for those individuals who have ordered periodicals

.....

Now talking specifically about the periodicals and newsletters such as USHMC, ResearchWorks, Breakthroughs, and Cityscape from HUD USER,

2a. On a scale of 1 to 5, where 1 is “Not at all satisfied” and 5 is “Extremely Satisfied,” please indicate your level of satisfaction with each of these statements about these periodicals and newsletters from PD&R:

	Not at All Satisfied				Extremely Satisfied	Don't know N/A
	1	2	3	4	5	
Topics covered by PD&R periodicals and newsletters	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clarity of the information	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2b. On a scale of 1 to 5, where 1 is “Not at all satisfied” and 5 is “Extremely Satisfied,” please indicate your level of satisfaction with each of these statements about PD&R periodicals and newsletters from PD&R:

Strongly Disagree				Strongly Agree	Don't know
--------------------------	--	--	--	-----------------------	-------------------

	1	2	3	4	5	N/A
PD&R periodicals and newsletters are timely	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
PD&R periodicals and newsletters are well written	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

3. Which of the following research topic areas interest you? (please say yes to all that apply)

- Affordable housing
- Economic & housing market reports
- Building/Construction technology and methods
- Housing finance
- Public/Assisted housing research
- Community development issues
- GIS resources
- Evaluation of government programs
- Other Please Specify _____

4. How often do you order/download publications, periodicals or data sets from HUD USER?

- 2-3 times a month
- Once a month
- 2-3 times a year
- Only once
- Never
- Other Please Specify _____

5. Typically, how do you use the information on the HUD USER Web site (*interviewer will enter the information in a text box if it does not fit into any of these categories*)

- For reference
- For research
- To provide data to others
- To make decisions and/or set policy
- For personal interest
- To grow my business
- Other Please Specify _____

6. What other websites do you normally use to get information in your field?

7. For statistical purposes only, what is your work affiliation?

- Federal Government
- State/Local Government
- Researcher/Academic/Student
- Consultant
- Trade/Professional Organizations
- Builder/Developer/Architect
- Housing Advocate
- Faith-Based Organization
- Real Estate/Mortgage Industry
- Other Please Specify _____

8. When looking for housing-related research in the future, how likely are you to seek out HUD USER?

- Very Likely
- Probably
- Not sure
- Unlikely
- Definitely not

9. Please provide us with any additional comments or suggestions you may have about research, publications, and data sets from PD&R.

Thank you again for your participation. As a token of our appreciation, we would like to offer you two free publications from PD&R. Would you like to write down the coupon code or I can take your order right now?

.....

SECTION II

.....

The Office of Policy Development and Research (known as PD&R) functions as the U.S. Department of Housing and Urban Development’s source for current information on housing, research on priority housing needs, and policy analysis for housing and community development issues. PD&R operates a website, huduser.org, to serve as a central information source for researchers, academics, policymakers, and the American public. You had placed an order for [Give name of publication/data set/periodical ordered] from PD&R last year.

Do you remember placing the order now?

- Yes [Continue to Section I]
- No [Continue to Q2]
- Not sure
- Ordered for some one else [continue to Section III]

If you don’t mind, I’d like to ask you a couple of questions for statistical purposes only. Would that be fine with you?

2. Yes [continue to question 3]
 No -- *thank them for their time.*

3. For statistical purposes only, what is your work affiliation?

- Federal Government
- State/Local Government
- Researcher/Academic/Student
- Consultant
- Trade/Professional Organizations
- Builder/Developer/Architect
- Housing Advocate
- Faith-Based Organization
- Real Estate/Mortgage Industry
- Other Please Specify _____

3. What types of research products do you typically use for housing related information?
Publications, such as research reports, academic journals, or government reports
Data sets

Periodicals, such as research-based newsletters
Other Please Specify _____
None of the above

4. Which of the following research topic areas interest you?

- Affordable housing
- Economic & housing market reports
- Building/Construction technology and methods
- Housing finance
- Public/Assisted housing research
- Community development issues
- GIS resources
- Evaluation of government programs
- Other Please Specify _____

5. What other websites do you normally use to get information in your field?

Thank you again for your participation. As a token of our appreciation, we would like to offer you two free publications from PD&R. Would you like to write down the coupon code or I can take your order right now?

.....

SECTION III

.....

1. For statistical purposes only, what is your work affiliation?

- Federal Government
- State/Local Government
- Researcher/Academic/Student
- Consultant
- Trade/Professional Organizations
- Builder/Developer/Architect
- Housing Advocate
- Faith-Based Organization
- Real Estate/Mortgage Industry
- Other Please Specify _____

2. The Office of Policy Development and Research (known as PD&R) functions as the U.S. Department of Housing and Urban Development's source for current information on housing, research on priority housing needs, and policy analysis for housing and community development issues. PD&R operates a website, huduser.org, to serve as a central information source for researchers, academics, policymakers, and the American public.

Does this sound like a resource that would be of interest to you?

- Yes
- No
- Not sure

Thank you again for your participation.

.....

For Congressional Staffers

.....

.....

Hello, my name is_____. I am calling on behalf of the Office of Policy Development and Research of the US Department of Housing and Urban Development. Could I please talk to __[*name of the staffer*]__

The Office of Policy Development and Research (known as PD&R) functions as the U.S. Department of Housing and Urban Development’s source for current information on housing, research on priority housing needs, and policy analysis for housing and community development issues. PD&R operates a website, huduser.org, to serve as a central information source for researchers, academics, policymakers, and the American public. I wanted to talk to you briefly about the research products from PD&R. This will take no more than 5 minutes of your time. Would you be willing to answer a few questions?

If yes: Thank you for agreeing to participate. Please answer the questions to the best of your comfort level. The results will be reported for the group of respondents as a whole.

If no: Is there a more convenient time when I can call back? Thank you for your time.

.....

1. Have you read or used or are familiar with research products from PD&R
- Publications from PD&R _____ (Name if mentioned)
 - Periodicals and newsletters such as USHMC, ResearchWorks, Breakthroughs, and Cityscape from PD&R _____ (Name if mentioned)
 - Data sets from PD&R _____ (Name if mentioned)
 - None of the above [go to Q3]

I would like to now ask about your overall impression of ALL PD&R products.

2a. How satisfied are you with the overall quality research products from PD&R?

Not at all satisfied				Extremely satisfied	Don't know
1	2	3	4	5	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2b. How satisfied are you with the overall usefulness of research products from PD&R?

Not at all satisfied				Extremely satisfied	Don't know
1	2	3	4	5	
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2c. How can we make research products from PD&R more useful to you?

3. What types of research products do you typically use for housing related information?
Publications, such as research reports, academic journals, or government reports
Data sets
Periodicals, such as research-based newsletters
Other Please Specify _____
None of the above

4. What other websites do you normally use to get housing related information?

5. Please let me know if there are any other comments or suggestions you may have about reports, publications, and data sets from PD&R.

Thank you again for your participation. As a token of our appreciation, we would like to offer you two free publications from PD&R. Would you like to write down the coupon code or I can take your order right now?

Appendix E: Privacy Policy and Use of Cookies

Privacy Policy and Use of Cookies

Many websites use "cookies" to help personalize a respondent's online experience. A cookie is a text file that is placed on the hard drive of a computer by a web page server. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you, and can only be read by a web server in the domain that issued the cookie to you. You have the ability to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies, if you prefer.

If you choose to decline cookies, a request to respond to this survey will appear every time you visit the HUD USER website during the survey period.

HUD USER survey places a session-level cookie on each respondents' browser to track which sections of the website were visited. Session level cookies are automatically deleted at the end of a session. We use this technique to generate a customized survey based on the visitor's interest in a particular section of the website. Persistent cookies are automatically deleted on a set expiration date. The expiration date will be no more than 12 (twelve) weeks from the date of your visit. This persistent cookie will only be used to track that a particular respondent has seen the survey and has completed or denied the survey so as not to be bothered with it again. In no way will HUD USER collect any personal information with this persistent cookie. Nor will we track visitors once they have left the site.

If you do not want us to put a "cookie" on your computer, just follow these instructions. You will still be able to use the entire website.

Instructions:

If you do not want us to set cookies on your computer, just follow these steps.

Internet Explorer 5.x

At the top of the screen, click Tools, then click Internet Options.

Click the Security tab.

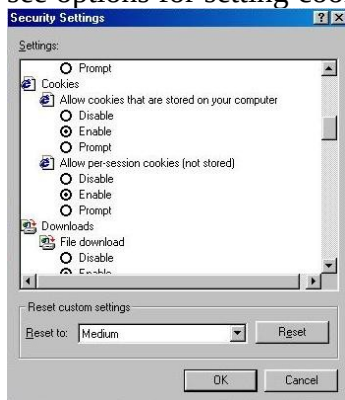
The Internet Options dialogue box should now look like the image below.



Note: Internet Explorer 5.x allows you to specify different security settings for different security zones. (For an explanation of Security Zones, see the Internet Explorer Help Guide under HELP then CONTENTS AND INDEX).

To enable/disable cookies in your current security zone, click the Custom Level button at the bottom on the dialogue box.

The Security Settings dialogue box will appear. Within this dialogue box, scroll down until you see options for setting cookies, as shown below.



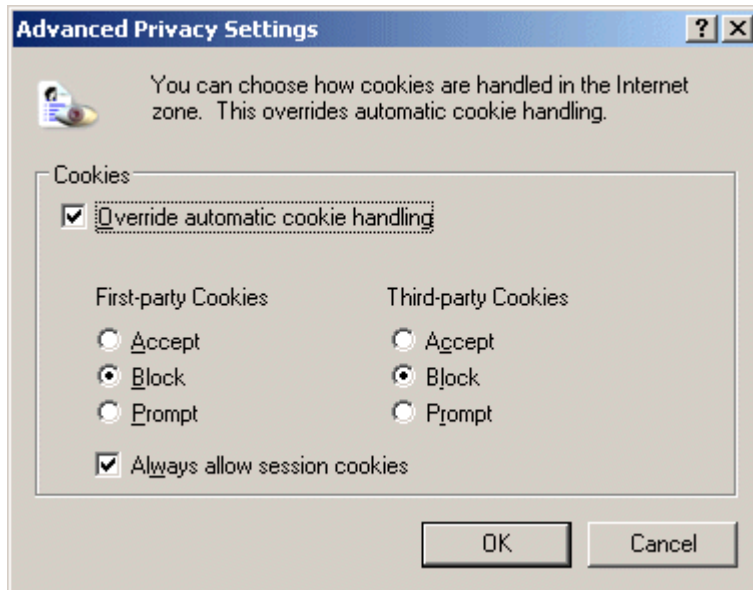
There are two different kinds of cookies, permanent and per-session cookies. You can disable or enable these by clicking the appropriate option for each. If you select the Prompt option, you will -be prompted for each cookie on a case-by-case basis.

When you have selected the options you want, click OK to save your settings and exit the Security Settings dialogue box. Then click OK to exit the Internet Options dialogue box.

Internet Explorer 6:

1. Open Internet Explorer.
2. Choose Internet Options from the Tools menu.
3. Click the Privacy tab

4. Click the Advanced button.
5. Choose "Override automatic cookie handling" to place a checkmark in its box.
6. Choose Block under both "First Party Cookies" and "Third-party Cookies".
7. Click to put a checkmark in the "Always allow session cookies" box.
8. Click OK.



Internet Explorer 7:

Open Internet Options | Privacy, click on the Advanced button.

Place a check in "Override automatic cookie handling."

Set "First Party Cookies" to Block, set "Third Party Cookies" to Block.

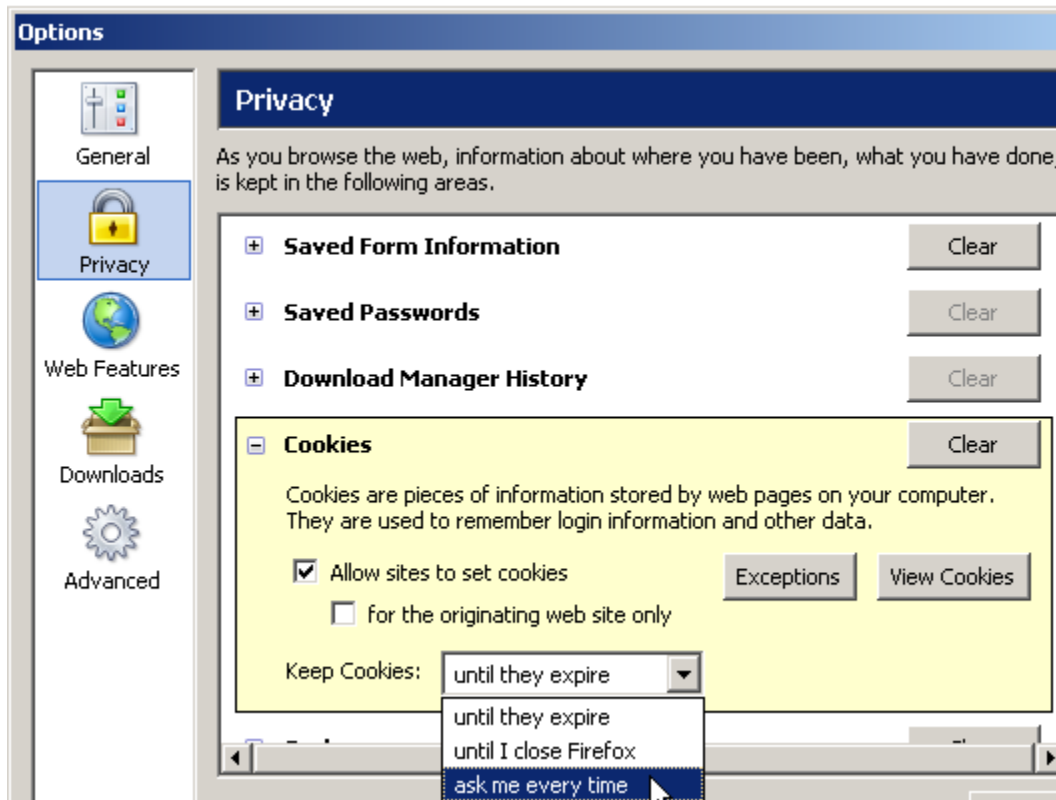
Note: you will need to manually Allow certain cookies, you should add: **"*.huduser.com"** (no quotes) to the **"Always Allow"** list to avoid any problems with Windows Update or the many other Microsoft sites, including the MSKB which requires Cookies to be accepted.

You will find that after a while this only requires a very short list.



Firefox:

Firefox has several cookie-related options that give you control over who can and who cannot set cookies. To access Firefox's cookie options, select Tools -> Options -> Privacy.



The ideal setting is to check **Allow Sites to set cookies** and select **Ask me every time from the "Keep Cookies" drop-down menu**. This will make you answer "yes" or "no" to quite a few cookie dialogs in the beginning, but with Firefox you only have to do it once per site. Simply make sure **Use my choice for all cookies from this site** is checked.

Appendix F: Bibliography

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Appendix G: Web Survey Invitation

Thank you for visiting www.HUDUSER.org.

PD&R needs your feedback and assistance regarding their research products. The survey should take about 2 minutes of your time. The feedback you provide will help us improve our research products. All results will be kept strictly confidential.

If you have any questions or concerns about this survey, please email PD&R at webmaster@huduser.org.

As a token of our appreciation, we will give you **2 Free PD&R Publications** (up to a maximum value of \$10) for completing the survey.

Yes, I will participate

Decline

Remind Me Later

Appendix H: Initial Email Sent to eList Subscribers

Dear Subscriber,

PD&R needs your help. As part of our ongoing efforts to obtain customer feedback, we would like to invite you to take a few minutes to evaluate the publications, data sets, and periodicals from PD&R. Your input is extremely valuable in helping us improve and offer products more valuable to our users.

The survey should take about 2 minutes of your time. All results will be kept strictly confidential and data will be presented as aggregates only. ***AS A TOKEN OF OUR APPRECIATION, WE ARE OFFERING YOU TWO (2) FREE PD&R PUBLICATIONS (UP TO A MAXIMUM OF \$10) FOR COMPLETING THE ONLINE SURVEY.***

To complete the survey, please go to www.surveyXXX@huduser.org. You can also download/print the survey and fax it back to us at _____ (toll free).

If you have any questions, don't hesitate to call us toll free at _____ (toll free).

Again, thank you very much for your participation!

Appendix I: Follow-up Email Sent to eList Subscribers

Dear Subscriber,

Last week you received an email questionnaire asking for your opinions on research products from PD&R. If you have completed the survey, *Thank You!*

If you have not completed the survey, please remember that your responses are very important to us and will assist us in identifying future research areas and ways to make our products more valuable. The survey should only take 2 minutes of your time. All results will be kept strictly confidential.

AS A TOKEN OF OUR APPRECIATION, WE ARE OFFERING YOU TWO (2) FREE PD&R PUBLICATIONS (UP TO A MAXIMUM OF \$10) FOR COMPLETING THE ONLINE SURVEY.

To complete the survey, please go to www.surveyXXX@huduser.org. You can also download/print the survey and fax it back to us at ----- (toll free).

If you have any questions, don't hesitate to call us toll free at 1-800-245-2691.

Again, thank you very much for your participation!