

June 22, 2011

Christine Kymn
Department of Energy Desk Officer
Office of Information and Regulatory Affairs
Office of Management and Budget
Washington, DC 20503

SUBJECT: DOE-887(94), "USE OF GENERIC CLEARANCE FOR THE ENERGY INFORMATION ADMINISTRATION'S WEB SITE CUSTOMER SURVEY"

Dear Christine Kymn:

The Energy Information Administration (EIA) plans to use the Office of Management and Budget (OMB) approved generic clearance, DOE-887, (DOE Customer Surveys' OMB No. 1901-0302, expiring 12/31/2012), to conduct a short survey of EIA's website customers. Your action is anticipated within two weeks; however, EIA will not conduct this survey without approval. Results of this data collection will be submitted in the annual report of surveys conducted under the generic clearance.

The survey EIA is proposing to conduct this year is the same web-based survey we conducted for the past three years, which provided significant useful feedback. The results of this and previous surveys were valuable in leading EIA to change and improve its navigation, web content and presentation, and electronic delivery of energy information. This year we are especially interested in getting feedback on the success of our newly redesigned website.

In 2010, EIA's site had more than 25 million visitor sessions, for an average of over 2 million customers per month. With the move to virtually 100 percent electronic dissemination of information, EIA has responded to the growth in electronic customers, and the increased focus on electronic government, and realizes that the design and functionality of a government statistical website is critical. Customers including policy-makers, business and financial markets, the energy industry and other businesses, academia, the media, and private citizens all rely on energy information from EIA that they can easily access, understand, and is of current interest.

For the survey in 2011, EIA plans to use all but two of the questions from the survey we fielded last year. We are dropping the questions about whether customers contact us directly for information and the question asking what other energy websites they use. We already have enough information on these issues from previous surveys.

We are proposing to add two questions that address changes made in the redesign: Can customers find more quickly the information they are looking for, and are they finding

new information they weren't aware EIA had.

All the other questions will remain unchanged. We collected much valuable information the last two years and want to confirm the responses by asking the questions again. We also want to compare the results this year with those from the last two years to determine if there have been any changes.

The survey has 12 questions, some with follow-up. Depending upon respondents' answers, some respondents could have a maximum of 16 questions.

The questions are organized in three sections: two demographic questions at the beginning, five questions (some with possible follow-ups, described below) about or related to our website, and the remaining questions about EIA's public image, the customer's energy literacy, the success of the website redesign, and an open-ended question intended to provide feedback to EIA.

The questions to be asked are:

1. Which category best describes you or your organization?
2. Do you live in the United States?
3. How often do you visit EIA's site?
4. How satisfied are you with the quality of the information on EIA's site? (If they rate the quality 4 or below, meaning they are not satisfied, we ask a follow-up question "Why are you not satisfied?")
5. What task were you doing when you visited EIA's site today?
6. What information were you looking for?
7. Did you find the information you were looking for? (If they said they did find the information they needed, a follow-up question asks if the level of detail was ok for them. If they did not find the information, a follow-up question asks if they considered calling or emailing EIA for help.)
8. Based on what you saw on our site, on other energy sites, or just on what you know about energy...
The largest share of U.S. imported oil comes from _____? (After they select an answer, a follow-up question tells them the correct answer and probes for how they came up with their answer.)
9. How do you perceive EIA? (This is an image and marketing question to see how they perceive our organization; the answers are a list of adjectives where they can select all that apply.)
10. **EIA launched a new website in February 2011. How would you rate the time it takes to find the information you are looking for on the new site?
11. **In your visit today or in recent visits to EIA's website, did you find information you didn't know EIA had? (Answer choices: yes, no, not sure, not looking for new information.)
12. Anything else you want to tell us?

** New questions for 2011

Rationale and Use of Data for Some of the Questions

For Question 5: EIA seeks direct responses from customers about how they use EIA information. EIA has anecdotal information about customer tasks and needs, but nothing measurable collected directly from them except for responses to this survey.

For Question 8: One of EIA's three missions is public understanding and education. EIA is uncertain what level of understanding its customers have about basic energy issues and trends. This question addresses a critical aspect of the energy situation and is a measure for depth of understanding of energy issues. Based on usability testing and responses to this question in previous years, we find that most people think they know the correct answer, but, in fact, about half of them do not. If a large number of respondents select the wrong answer or say they don't know the answer to this question, EIA will use that finding to make improvements in its basic energy information and will provide new, easy-to-understand products in an appropriate place on our website such as a consumer-oriented portal.

For Question 9: This is a variation of a standard image question often asked in focus groups. "What words would you use to describe EIA?" We have selected adjectives customers have used to describe EIA in narrative sections of previous surveys. Audience research will enable EIA to understand how it is viewed by customers, and to target changes to products and marketing strategies.

For Questions 10 and 11: Two of the main reasons for the web redesign were to improve the navigation so customers could find the information they needed faster, and to surface analysis and other valuable content that had previously been deep in the site. We want to find out if customers feel we have been successful in improving the navigation and exposing new content.

The medium for administration of this survey will be the website itself. EIA has created an electronic survey form (HTML document with the questions is attached) that will be posted on the EIA website, allowing customers to easily and automatically submit their feedback. We will modify the presentation of the survey this year to appear after the customer has been on the site for a few minutes rather than at the beginning of their session. We also will ask if they want to take the survey at that moment or have it presented to them again later.

The code for fielding the survey is similar to that used by the American Customer Satisfaction Index (ACSI) survey, the survey tool broadly used across Government and cleared by OMB. EIA's code ensures that our survey will not be blocked by pop-up blocker software. We want to make sure the broadest possible customer population has the opportunity to respond.

The 12-question survey (not including the possible follow-up questions) is expected to fit on three computer screens. This relatively short survey will encourage participation, as has been our experience in the past.

EIA plans to have this survey on the website for up to one month, or until 5,000 responses are received. The number of returns will be monitored each day. The response rate is expected to be similar to that seen last year.

Because EIA does not have a list or frame of its website customers, EIA cannot designate a scientific sample, although direct input from customers is needed. We do expect responses from a diverse group of customers, based on the fact that past surveyed customers represented a diverse group, and due to the sheer volume of input from previous surveys.

While the responses to this survey cannot be claimed as being representative of all users, EIA will get an understanding of users' opinions by obtaining consistent information from a large number of users. During the survey period, EIA can compute a proxy response rate by: survey responses/unique web customers per day, although like for most web surveys, the actual response percentage is expected to be very small.

All participation in this survey is voluntary. No self-identification information will be requested. All results will be presented in aggregate form. Subsequent analysis of the data collected will limit any divulgence of individual customer responses.

The attached survey will take about four minutes to complete, based on tests with sample participants. The burden for the targeted customer group should not exceed 333 hours (5,000 potential respondents multiplied by 4 minutes each).

Colleen Blessing, EIA's User Experience Advisor, is the point of contact for questions and may be reached at 202-586-6482. Other questions should be directed to Alethea Jennings at 202-586-5879.

Sincerely,

Stephanie Brown
Director
Office of Survey Development
and Statistical Integration
U.S. Energy Information Administration