

U.S. Department of Commerce
Office of the Secretary
Office of Public Affairs
Commerce.Gov Website User Survey
OMB Control No. 0690-XXXX

B. COLLECTIONS OF INFORMATION EMPLOYING STATISTICAL METHODS

1. Describe (including a numerical estimate) the potential respondent universe and any sampling or other respondent selection method to be used. Data on the number of entities (e.g. establishments, State and local governmental units, households, or persons) in the universe and the corresponding sample are to be provided in tabular form. The tabulation must also include expected response rates for the collection as a whole. If the collection has been conducted before, provide the actual response rate achieved.

The Commerce.Gov Website receives approximately 80,000 – 100,000 visitors a month, the middle of this range, 90,000, is being used for this information collection request. The Office of Public Affairs (OPA) will ask one percent (9,000) of these visitors to take the user survey and share their experience. OPA estimates a third, 3,000, will complete the survey. The survey consists of four questions about visitors’ experience on the Website – e.g., overall experience, primary purpose for visit, etc. Based upon the results, the website may be tweaked to better help the visitors achieve the purpose of their visit to the site.

This survey has never been conducted by OPA.

2. Describe the procedures for the collection, including: the statistical methodology for stratification and sample selection; the estimation procedure; the degree of accuracy needed for the purpose described in the justification; any unusual problems requiring specialized sampling procedures; and any use of periodic (less frequent than annual) data collection cycles to reduce burden.

A pop-up box will appear during the visit to Commerce.Gov asking visitors if they would like to participate in a survey to improve the website. The selection of visitors would be ‘ask rate’ (1%). Those who voluntarily select “yes” will be taken to the four-question survey administered by iPerceptions. Regardless of the answer, no one will be asked again for six months when the session cookie expires (no persistent cookies are used).

No statistical methods will be used.

3. Describe the methods used to maximize response rates and to deal with nonresponse. The accuracy and reliability of the information collected must be shown to be adequate for the intended uses. For collections based on sampling, a special justification must be provided if they will not yield "reliable" data that can be generalized to the universe studied.

OPA can increase the percentage range (1% to 100%) of visitors to be surveyed to increase the response rate but believe that this will not be necessary. The feedback from the surveys will be accurate and reliable for the purposes described.

The information will not be used for generalization.

4. Describe any tests of procedures or methods to be undertaken. Tests are encouraged as effective means to refine collections, but if ten or more test respondents are involved OMB must give prior approval.

Not applicable.

5. Provide the name and telephone number of individuals consulted on the statistical aspects of the design, and the name of the agency unit, contractor(s), grantee(s), or other person(s) who will actually collect and/or analyze the information for the agency.

Collect and Analyze

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