FDA DOCUMENTATION FOR THE GENERIC CLEARANCE OF CUSTOMER SATISFACTION SURVEYS (0910-0360)

The generic clearance will only be used for customer satisfaction and website usability surveys where FDA seeks to gather information that is planned for internal use only, and can provide a justification for qualitative or anecdotal collections that may nonetheless produce useful information for program and service improvement.

TITLE OF INFORMATION COLLECTION: FDA 360 consumer satisfaction

DESCRIPTION OF THIS SPECIFIC COLLECTION

1. **Statement of need:**
   The Food and Drug Administration (FDA) Office of the Commissioner, Office of External Affairs seeks to obtain Office of Management and Budget (OMB) approval for a Generic Clearance for the issuance of a qualitative customer satisfaction survey to understand, consumer knowledge of FDA as well as general satisfaction with agency performance and communications.

   This customer satisfaction survey is being conducted to inform FDA 360, a cross-agency initiative, spearheaded by FDA's Office of External Affairs. FDA 360 is a comprehensive multi-year multimedia communication program to educate the public about FDA, how we do our work and why it is important to individuals and to public health.

   To effectively communicate with the public about the work FDA does, we need to obtain a baseline of the public's current understanding and knowledge of FDA as well as how consumers receive and utilize the information we provide.

   To gather this information we plan to conduct a web-based questionnaire with consumers and members of the general public, FDA's core customers. The survey includes:
   - Assessment of priorities, interests and needs in areas related to the FDA's work and mission
   - Determination of how consumers interact with FDA today
   - Testing perceptions of FDA and our work (who we are, what we do)
   - Understanding where the people go to get information on healthcare, food safety, etc.
   - Communications preferences

   A draft of the questionnaire is attached for your reference.

2. **Intended use of information:**
   Information from this questionnaire will be used by FDA, Office of External Affairs leadership, as well as, FDA leadership and members of the FDA 360 working group to improve overall FDA customer satisfaction. The questionnaire is for internal qualitative purposes only, and is not a representative sample of all segments of the public. It is voluntary, and we recognize that there are some stakeholders (such as individuals who do not use computers or the internet) who will not be represented. The results will be used qualitatively to improve service delivery by informing FDA about:
   - Public understanding of FDA mission, functions, and initiatives
   - Public satisfaction with FDA and FDA activities including key drivers

- Awareness how responsibility for public health topics is shared among FDA and other government agencies
- How the public interacts with the FDA today, how satisfied they are and what they expect from the FDA
- What topics the public is most interested in that are relevant to the FDA's work and mission, and what role the public would like the FDA to play in these areas
- Where the public gets information on topics relevant to the FDA and its work

The results of this survey in combination with internal interviews will be used to generate insights about consumer preferences, ultimately to ensure we are providing the public with the best possible and most useful public health information.

3. **Description of respondents:**
   The survey is designed to understand knowledge, perceptions and satisfaction of consumers. As such, the survey population will be a sampling of the American public. All adult members of the public will qualify for our consumer audience. We expect to survey 1000 respondents. We do not expect the sample to be representative of all types of FDA consumers. Respondents can opt out of the survey at any point.

   Respondents will be sourced through a research panel and consist of people who have voluntarily agreed to do surveys.

4. **Date(s) to be Conducted:**
   The questionnaire will be conducted October 24th to 30th, 2012. The broad audience base allows for a short collection period.

5. **How the Information is being collected:**
   We will use a web-based survey instrument to collect responses in order to reduce the burden on survey respondents. This survey tool is assessable to people with disabilities. The survey will be built and administered by a survey research panel under the direction of our contactor, McKinsey & Company.

6. **Confidentiality of Respondents:**
   The respondents will come from a research panel and consist of people who have previously agreed to complete surveys for the contractor. Their responses will be anonymous and confidential. There will be no personally identifying information collected about respondents. Responses will be reported in aggregate and used for internal qualitative purposes only. Data collection methods comply with CASRO guidelines. (CASRO is a market research governing body.)

7. **Amount and justification for any proposed incentive**
   Survey respondents will come from a research panel and consist of people who have previously agreed to complete surveys. They are provided with incentives for taking the survey from the research panel (e.g., points that can be redeemed for products). Respondents will receive compensation for completing the survey of approximately $8 for a 10 minute survey.

8. **Questions of a Sensitive Nature (Data will be kept private to the extent allowed by the law)**

Our survey does not include questions of a sensitive nature. We will be asking respondents only their gender and age to ensure we have only adults responding to the survey and to allow for segmentation by gender.

9. **Description of Statistical Methods**

We will analyze the data to draw qualitative conclusions on FDA customer satisfaction and needs. To do this we will leverage the survey data to compile an assessment of knowledge and perceptions of FDA as well as information needs. All results will be reported in aggregate.

BURDEN HOUR COMPUTATION *(Number of responses (X) estimated response or participation time in minutes (/60) = annual burden hours):*

Type/Category of Respondent	No. of Respondents	Participation Time (minutes)	Burden (hours)
General Public	1000	10	167

REQUESTED APPROVAL DATE: October 23

NAME OF PRA ANALYST & PROGRAM CONTACT: JonnaLynn Capezzuto,

FDA CENTER: Office of External Affairs, Office of the Commissioner