

**Request for Approval under the “Generic Clearance for the Collection of  
Routine Customer Feedback”**

**(OMB Control Number: 0925-0648 Expiration Date: 01/2015)**

**TITLE OF INFORMATION COLLECTION:** Omnibus Survey of General Satisfaction with  
NIH Communication Issues

**PURPOSE:**

The National Institutes of Health (NIH) Office of the Director, Office of Communications and Public Liaison (OCPL) is seeking to develop messages for key NIH public stakeholder audiences. NIH OCPL seeks to have a better understanding of various stakeholder audience perceptions of NIH and satisfaction with NIH communications. To better understand this audience, data will need to be collected on the general public’s knowledge, attitudes, and information-seeking behaviors relative to NIH. Information on relevant content, approaches, and use of changing technologies among the public will help provide guidance to NIH to more effectively connect with these stakeholder groups. In order to do its job most effectively, NIH must understand changing technologies and how audiences use information, so that it can be effectively presented in the digital environment.

**DESCRIPTION OF RESPONDENTS:**

Members of the public who receive NIH information or who may receive NIH information in the future.

**TYPE OF COLLECTION:** (Check one)

- |   |  |
|---|--|
| <input type="checkbox"/> Customer Comment Card/Complaint Form         | <input checked="" type="checkbox"/> Customer Satisfaction Survey |
| <input type="checkbox"/> Usability Testing (e.g., Website or Software | <input type="checkbox"/> Small Discussion Group                  |
| <input type="checkbox"/> Focus Group                                  | <input type="checkbox"/> Other: _____                            |

**CERTIFICATION:**

I certify the following to be true:

1. The collection is voluntary.
2. The collection is low-burden for respondents and low-cost for the Federal Government.
3. The collection is non-controversial and does not raise issues of concern to other federal agencies.
4. The results are not intended to be disseminated to the public.
5. Information gathered will not be used for the purpose of substantially informing influential policy decisions.
6. The collection is targeted to the solicitation of opinions from respondents who have experience with the program or may have experience with the program in the future.

Name:  \_\_\_\_\_  
Marin P. Allen

To assist review, please provide answers to the following question:

**Personally Identifiable Information:**

1. Is personally identifiable information (PII) collected?  Yes  No
2. If Yes, is the information that will be collected included in records that are subject to the Privacy Act of 1974?  Yes  No
3. If Applicable, has a System or Records Notice been published?  Yes  No

**Gifts or Payments:**

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants?  Yes  No

**BURDEN HOURS**

Category of Respondent	No. of Respondents	Participation Time	Burden
Individuals or households	2000	2 minutes	67 hours
<b>Totals</b>	<b>2000</b>	2 minutes	<b>67 hours</b>

**FEDERAL COST:** The estimated annual cost to the Federal government is \$15,000

**If you are conducting a focus group, survey, or plan to employ statistical methods, please provide answers to the following questions:**

**The selection of your targeted respondents**

1. Do you have a customer list or something similar that defines the universe of potential respondents and do you have a sampling plan for selecting from this universe?  
 Yes  No

If the answer is yes, please provide a description of both below (or attach the sampling plan)? If the answer is no, please provide a description of how you plan to identify your potential group of respondents and how you will select them?

The target audience of the Omnibus Survey is individuals aged 18 and older living in the United States who have received science or health information from the National Institutes of Health (NIH) or who may receive science or health information from the NIH in the future. The sample will be obtained from Rand Corporation’s American Life Panel (ALP), an internet panel of individuals aged 18 and older. The ALP is comprised of approximately 4,500 active individuals from U.S. households. Participants in the ALP are recruited from survey programs that collect representative samples of U.S. consumers. These include:

1. University of Michigan internet panel cohort. This cohort is comprised of respondents who were recruited from among individuals aged 18 years and older who had responded to the Monthly Survey (MS) of the University of Michigan’s Survey Research Center (SRC). The MS is the leading consumer sentiments survey that incorporates the long-standing Survey of Consumer Attitudes and produces, among others, the widely used Index of Consumer Expectations.
2. University of Michigan phone panel cohort. This cohort comprises respondents who were recruited in the same MS surveys as the MS internet panel, but were first assigned

to a phone panel, which was part of a study comparing Internet with Computer-assisted Telephone Interview (CATI). They were invited to join the ALP after that study had been completed.

3. National Survey Project cohort. This cohort is comprised of participants from the Face-to-Face Recruited Internet Survey Platform (FFRISP) who were invited to join the ALP at the conclusion of the FFRISP panel.
4. Vulnerable Population cohort. This cohort is comprised of individuals drawn from vulnerable groups and minorities and will include a subsample of which the survey language will be in Spanish. The sample is address-based and chosen from zip codes with a high percentage of Hispanics or a high percentage of households with relatively low incomes.

### **Administration of the Instrument**

1. How will you collect the information? (Check all that apply)
  - Web-based or other forms of Social Media
  - Telephone
  - In-person
  - Mail
  - Other, Explain
2. Will interviewers or facilitators be used?  Yes  No