

Application to Use Burden/Hours from Generic PRA Clearance:  
Generic Social Marketing & Consumer Testing Research  
(CMS-10437, OMB 0938-1247)

**Generic Information Collection (GenIC) # 12: Web Intercept Survey of HealthCare.gov  
Visitors**

Office of Communications (OC)  
Centers for Medicare & Medicaid Services (CMS)

## **A. Background**

The Office of Communications/Strategic Marketing Group/Division of Research will be conducting a random intercept survey of visitors to the HealthCare.gov web portal. Survey respondents will be generally representative of the diverse population of audiences/customers that are served by the online Health Insurance Marketplace. The survey will measure consumer perceptions and experiences as they interact with the portal. The survey is designed and organized into several sections: Overall Experience, Looking for/reading information, Creating a HealthCare.gov Account, Viewing plans and costs, Starting or completing the Application, Shopping and comparing health plans, Enrolling in a plan, Overall satisfaction, and About you (demographics and other characteristics). Participants will be asked a subset of questions related to their activities on the site on the day of the survey. Time to complete the survey is expected to be approximately 4 minutes. The main goal of the survey will be to examine performance and effectiveness of the HealthCare.gov portal in enabling users to successfully obtain health insurance online as way of implementing continuous quality improvement of the site. The survey is part of a continuing data collection program mandated by the Affordable Care Act. Monitoring usability and user experience through the use of this survey provides the website developers with valuable information for use in continuous improvement of the website. Results of the survey will be shared with CMS stakeholders and used to improve the web portal.

## **B. Description of Information Collection**

The data will be professionally collected using an online questionnaire. Participants will be invited to participate at random and will have the opportunity to opt-out.

Individual respondents are expected to spend an average of four (4) minutes completing the survey. A subset of questions will be answered based on the web-related activities undertaken by the respondent on the day of the survey.

No incentives will be offered for completing the survey.

Items will be drawn from the generic item pool and formatted for internet presentation. The survey will include: HSG4, BG1, K1, BG1, BG6B, BG6A, PG1, PG8, PG9, PG10, ING7, US2C, USC1, US1A, SOI2D, ISG1, BG8, ING3, KG7, PG3, DG2, DG7, DG10.

## **C. Deviations from Generic Request**

None

#### **D. Burden Hour Deduction**

50,000 participants \* 0.0666 hours = 3,330 hours

#### **E. Timeline**

Data collection will begin when OMB approval is received and will be ongoing until burden hours are reached.

The following attachment is provided for this information collection:

- Survey Instrument - Web Intercept Survey of HealthCare.gov Visitors