

Request for Approval

TITLE OF INFORMATION COLLECTION: Census Bureau Landing Page

PURPOSE: To collect data about two versions of a newly designed website page promoting the Census Bureau. When live, the public would access this website from a digital ad. We are interested in whether the website page promotes good will toward the Census Bureau and we are interested in whether it increases the likelihood of responding to a survey from the Census Bureau (if the household is sent an invitation to participate in a survey via the U.S. postal mail.) We will collect self-reported behavior information in this study.

DESCRIPTION OF RESPONDENTS: U.S. General Public that opted into being contacted for Census Bureau research studies

TYPE OF COLLECTION: (Check one)

Customer Comment Card/Complaint Form Customer Satisfaction Survey

Usability Testing (e.g., Website or Software) Small Discussion Group

Focus Group

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: _____

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, will any information that is collected be included in records that are subject to the Privacy Act of 1974? Yes No
- 3. If Yes, has an up-to-date System of Records Notice (SORN) 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
Remote Interviews	100	10 mins	17 hrs

FEDERAL COST: The estimated annual cost to the Federal government is minimal.

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

We will email a sample of approximately 10,000 people a link to the usability software system with the Census website page. Half of these participants will view version A only and the other half will view version B. Participants will be from the general public. These people have opted into participating in Census Bureau research studies. We do not know their characteristics other than the day they opted-in and their email address. We expect a 10 percent response rate to the research request. Participants can respond to the voluntary research study using their mobile device or a PC at a time convenient for them. We hope to get a variety of people using a variety of devices to look at the webpage.

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:

2. Will interviewers or facilitators be used? Yes No

1. Line of Business - General Government
2. Subfunction - Central Records & Statistical Mgt
3. Number of Respondents for small entity - 0
4. Affected Public - Individuals and Households
5. Percentage of respondents reporting electronically - 100%

Please submit all instruments, instructions, correspondences (emails, letters, etc.) to respondents, and scripts as separate documents along with this request document.

Every instrument must have the following displayed -

OMB Control No. 0690-0030

Expiration Date: 6/30/17