

Key Elements for OMB Memos under the Generic Clearance
for Data User Evaluation Surveys 0607-0760

Census Information Center (CIC) Program Annual Report

1The Census Bureau plans to conduct additional survey work under the generic clearance for Data User Evaluation Surveys (OMB number 0607-0760).

Purpose of the Study

The Census Bureau's Communications Directorate, Customer Liaison and Marketing Services Office (CLMSO) is planning a survey to understand how the 52 organizations in the Census Information Center (CIC) program use and disseminate Census data to their communities in Calendar Year 2015. The feedback from this survey will help the Census Bureau evaluate the program and determine its needs.

This is an annual survey that has been conducted over the past 10 years. The information is used to evaluate and determine the program's needs.

The key research questions or substantive issues being examined are:

- How are the CICs disseminating Census data in their communities
- How do the CICs use Census data
- What are the needs of the network and how to improve program

Survey Methodology

The CIC network is composed of 52 members. All CIC members will be selected to participate in this survey.

The survey will be administrated by staff in the CLMSO. The survey will be available online and via paper copy upon request. The 52 members will receive an email invitation to participate, along with a reminder email message half-way through the survey life cycle. After that time period, the members who haven't completed the survey yet will receive a follow-up phone call.

Respondents

The size of the universe and sample for the survey is 52. We are expecting a response rate of 80 percent based on previous years conducting this survey. The CLMSO is requesting approval to conduct the annual report this year as well as in 2017.

Burden

CLMSO staff have reviewed and internally tested the questionnaire for ease of use and content appropriateness. We estimate respondent burden at 40 minutes per questionnaire for a total respondent burden of 69 hours (for the two year approval).

Incentives

None

Attachments/Enclosures

- Census Information Center Annual Report
- Invitation email message
- Reminder email message
- Thank you email message

We plan to maximize response rates by including personalized letters and making follow up telephone calls.

For further information about this study, please contact Toni Hall at 301-763-3978 or Antoinette.Hall@census.gov.