

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

## **American Community Survey Customer Feedback**

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 American Community Survey Office is planning a survey to gather feedback from American Community Survey (ACS) users. This survey is designed to find out from ACS users whether they are looking for general information about participating in or responding to the ACS or they are looking for specific data, guidance, or documentation from the ACS.

One of the Census Bureau's goals that cascade from the Department's balanced scorecard is Customer Service Excellence. The ACS program monitors and values satisfactory customer service (ACS Objective 2.3) by evaluating customer's experience with ACS website and data products released to the public. The feedback from this survey will help the ACS decide what improvements are needed in order to provide and deliver high quality, useful information to the nation and American people. One of the best ways to achieve this goal is to review customers' experience with these different customer service channels and implement improvements.

This is new survey designed to capture new and existing customer satisfaction through customer feedback form with intend to measure respondent and/or end user's satisfactory with the ACS website and its data products.

### **Survey Methodology**

The American Community Survey Customer Feedback will be hosted on the ACS website, available for all ACS visitors and will be linked from American FactFinder (AFF) through ACS table display in September 2016. There is only one customer feedback survey available and it will reside on ACS website with a link from AFF. The .pdf files show the different possible paths in the instrument.

This survey does not include any attachments and only contain a few quantitative (4) and qualitative (2) questions.

### **Respondents**

Any visitor over age 13 who wishes to provide feedback can use this survey.

**Burden**

ACSO staff have reviewed and internally tested the questionnaire for ease of use and content appropriateness.

From past ACS surveys, we expect 300 responses to this survey. We will close the survey if we reach more than 500 responses to the survey. We estimate respondent burden at 3 minutes per questionnaire for a total respondent burden of 25 hours.

**Incentives**

Incentives are not used in this survey.

**Attachments/Enclosures**

We do not plan to send any solicitation emails, reminders, or thank you emails.

For further information about this study, please contact Kai Wu at 301-763-2626 or [kai.t.wu@census.gov](mailto:kai.t.wu@census.gov).