

**Request for Approval under the
“Generic Clearance for the Collection of Routine Customer Feedback” (NCI)
(OMB Control Number: 0925-0642 Expiration 8/31/2017)**

TITLE OF INFORMATION COLLECTION: Epidemiology and Genomics Research Program (EGRP) Communications Survey

PURPOSE: The National Cancer Institute's Epidemiology and Genomics Research Program (EGRP) funds research in human populations to understand the causes of cancer and related outcomes. The Program fosters interdisciplinary collaborations and the development and use of resources and technologies to advance cancer research and its translation to serve as the basis for clinical and public health interventions. Prior to 2012, EGRP used the NIH LISTSERV system as one of its main communication channels with the extramural research community to share time-sensitive funding and grants-related information and information about the Program's scientific priorities and interests. EGRP now uses a variety of channels to communicate with the extramural research community; these include the FRIENDS-OF-NCI-EGRP-LISTSERV; the Cancer Epidemiology Matters Blog (<http://blog-epi.grants.cancer.gov>); a Twitter account (<http://twitter.com/NCIEpi>); and the monthly Cancer Epidemiology Matters E-News electronic newsletter (<http://epi.grants.cancer.gov/news/>). Although EGRP is able to monitor the number of subscribers, viewers, or followers to these channels, the subjective value of these communication efforts to the intended audience cannot be determined without more detailed feedback from EGRP readers.

EGRP would like to invite its newsletter subscribers, LISTERV subscribers, and Twitter followers to complete a brief, 15-question survey to better understand what information is most useful to EGRP's research audience and how readers would prefer to receive this information. The results of the survey will inform future EGRP communications planning and initiatives and ultimately will be used to help the Program meet the information needs of the extramural research community.

DESCRIPTION OF RESPONDENTS:

Individuals who have read one or more communications from EGRP.

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: Christine M. Kaefer

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

Personally Identifiable Information:

1. Is personally identifiable information (PII) collected? [] Yes [X] 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 [X] No

FEDERAL COSTS

The estimated annual cost to the federal government is \$391.

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time (in hours)	Total Burden Hours
Individuals	500	15/60	125

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?

[X] Yes [] No

If the answer is yes, please provide a description of both below (or attach the sampling plan)?

EGRP conducted a similar research survey in 2013. Of the 1,821 LISTSERV subscribers who received the survey, 60 completed it, giving the survey a response rate of .03%. Although EGRP now has a more robust communications network, the number of respondents to the proposed survey, which will be sent to approximately 3,948 email

addresses and Twitter accounts (the total number of subscribers fluctuates), we do not expect to exceed 500 respondents.

Below are additional details on the demographics and location of EGRP's LISTSERV subscribers, newsletter subscribers, and Twitter followers.

LISTSERV subscribers:

As of November 26, 2014, the FRIENDS-OF-NCI-EGRP-LISTSERV consisted of approximately 1,741 subscribers; however, the list is no longer promoted and may contain a number of defunct e-mail addresses. Limited data exists regarding subscriber demographics, but based on e-mail signature blocks from individuals requesting to be added to the LISTSERV in recent years, the majority of subscribers appear to be researchers who work in academic institutions. LISTSERV subscribers are primarily located in the United States, but a small percentage (less than 5%) reside in other countries, based on their e-mail addresses. All LISTSERV subscribers will be invited to participate in the survey.

Newsletter subscribers:

As of November 26, 2014 there were 303 subscribers to the *Cancer Epidemiology Matters E-News* email newsletter. Limited data exists regarding subscriber demographics, but based on email addresses, the majority of newsletter subscribers reside in the U.S., but a small fraction (less than 10%) are located in other countries. Most belong to a nonprofit, academic, or government institutions.

Twitter Followers:

As of November 26, 2014 the EGRP Twitter account (@NCIEpi) had 1,904 followers. About half of EGRP's Twitter followers are primarily located in the U.S., with the remainder (approximately 46%) residing outside the United States. Some of the most frequently occurring words that appear in followers' bios (descriptions of themselves) are "health," "cancer," "research," "epidemiology/epidemiologist," "university," and "student."

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