

# FDA DOCUMENTATION FOR THE GENERIC CLEARANCE OF CUSTOMER SATISFACTION SURVEYS (0910-0360)

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The generic clearance will only be used for customer satisfaction and website usability surveys where FDA seeks to gather information that is planned for internal use only, and can provide a justification for qualitative or anecdotal collections that may nonetheless produce useful information for program and service improvement.

**TITLE OF INFORMATION COLLECTION:** Office of Minority Health's Customer Satisfaction Survey

## DESCRIPTION OF THIS SPECIFIC COLLECTION

### 1. **Statement of need:**

The FDA's Office of Minority Health will conduct a customer satisfaction survey to assess the health communication needs of our customers. We know that the agency's health messages may not be reaching the intended audience for a variety of reasons. Therefore, we want to conduct an electronic survey to collect information on 1) the types of health information our customers need; 2) the methods they prefer to receive communications; 3) usefulness/utility of the information received; and 4) demographic information. This information is vital to helping us to better understand the needs of our customers, identify any gaps in topic areas or dissemination strategies, and to gain timely, real-world suggestions on how to improve our electronic communications with diverse populations.

### 2. **Intended use of information:**

We will use this information to determine who our customers are; the types of health information they need, and how they want to receive this information. Knowing this information will allow the agency to identify areas of concern and thus be better equipped to tailor our content and outreach strategies for the intended audience, with the ultimate goal of ensuring the agency's communications are timely, relevant, and culturally sensitive.

### 3. **Description of respondents:**

We will survey approximately 26,000 subscribers to the Office of Minority Health's (OMH) listserv. We plan to send out the survey as a part of regular listserv mailings from OMH. According to GovDelivery statistics, OMH listserv emails are opened at a rate of 10%, and we expect at most a 50% response rate. So we expect a maximum of 1,300 subscribers will open the survey. We do not have demographic information for these respondents, which is one of the reasons we are collecting this information.

### 4. **Date(s) to be Conducted:**

We plan to administer the survey in August or September 2017.

### 5. **How the Information is being collected:**

We pre-tested the survey with six current Federal government employees who are subscribers to OMH’s emails. We received substantive feedback that we used to modify the survey.

We will use the online platform SurveyMonkey to conduct the survey. The survey will be administered by the FDA’s Office of Planning, who will provide descriptive statistics to the OMH staff.

**6. Confidentiality of Respondents:**

We include the following text in our survey: “Your participation is completely voluntary and you may stop taking the survey at any time. Your identification and information will remain private to the extent permitted by law.” We will also make all of the questions on the survey optional, so that participants are able to skip any questions they are not comfortable answering. We will not be collecting any personally identifiable information.

The data will be collected on our SurveyMonkey account, which is password protected. The password is only known to researchers in the Office of Planning.

**7. Amount and justification for any proposed incentive**

There is no planned incentive for taking the survey.

**8. Questions of a Sensitive Nature (Data will be kept private to the extent allowed by the law)**

We do not ask any questions of a sensitive nature. Instead, we ask about impressions of OMH’s emails, satisfaction, and demographics. Nevertheless, respondents will be given the option to skip any question that they do not want to answer or may exit the survey at any time.

**9. Description of Statistical Methods**

We plan to run basic descriptive statistics on the data to obtain mean scores for each question. The mean scores will be used to help OMH understand their subscriber’s impressions and preferences and will enable OMH to tailor their communications to their audience’s needs.

**BURDEN HOUR COMPUTATION** (Number of responses (X) estimated response or participation time in minutes (/60) = annual burden hours):

Type/Category of Respondent	No. of Respondents	Participation Time (minutes)	Burden (hours)
Email Subscribers	1,300	5	108.3

**REQUESTED APPROVAL DATE: July, 2017.**

**NAME OF PRA ANALYST & PROGRAM CONTACT:**

Ila S. Mizrachi  
Paperwork Reduction Act Staff  
Ila.Mizrachi@fda.hhs.gov  
301-796-7726

Jessica Weinberg  
Office of Planning  
[Jessica.Weinberg@fda.hhs.gov](mailto:Jessica.Weinberg@fda.hhs.gov)  
240-402-6368

**FDA CENTER:** Office of Planning (Office of the Commissioner).