1. **Describe (including a numerical estimate) the potential respondent universe and any sampling or other respondent selection methods to be used. Data on the number of entities (e.g., establishments, State and local government units, households, or persons) in the universe covered by the collection and in the corresponding sample are to be provided in tabular form for the universe as a whole and for each of the strata in the proposed sample. Indicate expected response rates for the collection as a whole. If the collection had been conducted previously, include the actual response rate achieved during the last collection.**

The /insure directory within the www.opm.gov website is visited by more than a million viewers per year. We will present this survey to 20% of the viewers to the website. The respondent pool will consist of "Federal Employees", "Federal Annuitants", as well as "Other" respondents who do not fall under the Federal Employee or Annuitant classifications. The website survey will be used customer satisfaction purposes. The data received will help to better serve our customers with the most appropriate information as well as give ISP direction into the format of the data presentation.

2. Describe the procedures for the collection of information including:

* Statistical methodology for stratification and sample selection,

* Estimation procedure,

* Degree of accuracy needed for the purpose described in the justification,

* Unusual problems requiring specialized sampling procedures, and

* Any use of periodic (less frequent than annual) data collection cycles to reduce burden.

This survey will be given to 20% of the visitors to the site. Once all data is collected, we will take the number of respondents per statistic, then divide that number by the total number of respondents for the given measure. We will then see what areas of our site will need to be revamped. Once this is done, we will reach out to the various surveyed groups and conduct focus groups. If necessary, with the data and in conjunction with the various groups, we will then have the necessary information to ask the focus groups more specific questions to facilitate a better website and user experience.

3. Describe methods to maximize response rates and to deal with issues of non-response. The accuracy and reliability of information collected must be shown to be adequate for intended uses. For collections based on sampling, a special justification must be provided for any collection that will not yield "reliable" data that can be generalized to the universe studied.

To maximize the response rates, we do not use a default measure that would manipulate the data negatively or positively. Instead, the default would be ranked as "No reply". If an entire survey submitted is submitted with all "No Reply" answers, that particular survey will be deemed useless and will not be incorporated into the data set. Also, since we receive over a million hits to our site per year, we will only be giving the survey to 20% of the viewer population. This will in turn curve the number of duplicate surveys. Once the survey is given to the viewer, we will also ask if they would like to participate in the survey.   This will give them the option rather than making it a mandatory task. This will in turn only give us the data of only those users who would supply valid input.

4. Describe any tests of procedures or methods to be undertaken. Testing is encouraged as an effective means of refining collections of information to minimize burden and improve utility. Tests must be approved if they call for answers to identical questions from 10 or more respondents. A proposed test or set of test may be submitted for approval separately or in combination with the main collection of information.

No tests are done. Not applicable.

5. Provide the name and telephone number of individuals consulted on statistical aspects of the design and the name of the agency unit, contractor(s), grantee(s), or other person(s) who will actually collect and/or analyze the information for the agency.

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