

# Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 0420-0545)

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## TITLE OF INFORMATION COLLECTION:

Online Survey among Millennials to Gather Information for Peace Corps Recruitment

## PURPOSE:

- To measure awareness, knowledge, and perceptions of the Peace Corps among Millennials, aged 15-26
- To identify and profile segments of Millennials and examine which segments are most likely to join the Peace Corps
- To quantify what factors drive interest in joining the Peace Corps and what factors serve as barriers
- To gather reactions that will help shape future messaging and communications about the Peace Corps

This quantitative component is part of an ongoing research effort about Millennials and the Peace Corps. In addition to this survey, prior formative and qualitative research included online bulletin boards with Millennials, focus groups with parents of Millennials, stakeholder interviews, secondary research, social listening, and an omnibus survey. The project goal is to understand what messages will most appeal to Millennials to interest them in joining the Peace Corps.

## DESCRIPTION OF RESPONDENTS:

A representative sample of 1,000 Millennials, aged 15-26, will participate in an online survey. Millennials will include a mix of ages, genders, ethnicities, and socio-economic groups. The respondents represent current and future target audiences for Peace Corps recruitment messaging.

## TYPE OF COLLECTION: (Check one)

- |  |  |
|--|--|
| <input type="checkbox"/> Customer Comment Card/Complaint Form          | <input 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 checked="" type="checkbox"/> Other: Online Survey on Attitudes and Behavior |

## 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: Denora Miller, FOIA/Privacy Act Officer

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

**Personally Identifiable Information:**

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

In order to ensure a good demographic mix of the target audience, Ipsos will screen for the following personally identifiable information from Millennials:

- Gender
- Age
- Race/ethnicity
- Whether respondents has dependents

In addition, to define the profiles, the following information will be collected at the end of the survey:

- Educational level
- Employment status
- Marital status

All respondents will be part of an online panel or the children of panelists. None of the PII data will be linked with any specific individuals when the data are sent to the Peace Corps. The PII will simply be used to classify respondents into subgroups for future analysis. None of the PII will be used to identify individuals for later contact or recruitment targeting.

2. If Yes, is the information that will be collected included in records that are subject to the Privacy Act of 1974?  Yes  No
3. If Applicable, has a System or Records Notice been published?  Yes  No

**Gifts or Payments:**

Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants?  Yes  No

A token of appreciation in the form of “points” good toward online rewards and gifts will be provided to Millennials who complete the survey.

**BURDEN HOURS**

Category of Respondent	No. of Respondents	Participation Time	Burden
Millennials (Individuals)	1,000	15 minutes	250 hours
<b>Totals</b>	1,000	15 minutes	250 hours

**FEDERAL COST:** The estimated annual cost to the Federal government is ~\$50,300, with costs roughly allocated by task as follows:

Task	Cost
Data Collection	19,500
Data Coding	300
Data Processing	7,600
Programming	2,800
Statistical Modeling/Analysis	10,800
Report Preparation	6,000
Project Management	3,300
<b>TOTAL</b>	<b>\$50,300</b>

**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?  
 Yes       No

If the answer is yes, please provide a description of both below (or attach the sampling plan)? If the answer is no, please provide a description of how you plan to identify your potential group of respondents and how you will select them?

The survey supplier, Ipsos, maintains a panel of over 1,000,000 million individuals 18+ in the US who agree to participate in research projects. The supplier also has access to other panel databases, such as Survey Sampling, and databases for specific ethnic groups. Initially, online panelists who match the age requirements of 18-26, will be randomly selected and will be sent evites to participate in the survey. For the 15-17 year olds, online panelists who have teens in this age range will be randomly selected; parents will be asked if it is acceptable to interview their teen-age children online. If recruiting minority individuals into the survey becomes problematic, we can pre-identify these individuals from stored database information. These pre-identified minorities will then be randomly selected and sent an evite for study participation [same evite text].

**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

**Please make sure that all instruments, instructions, and scripts are submitted with the request.**