

**Request for Approval under the “Generic Clearance for the Collection of
Routine Customer Feedback” (OMB Control Number: 3090-0297)
Req-22
Survey Instrument and Email Communications (English)**

This document provides the accompanying materials for the *Improving USAGov Communications for Email Subscribers* information collection. The USAGov Outreach Team and the Office of Evaluation Sciences (OES) are working together on this project.

The project includes two components: (1) a customer feedback survey for USAGov email subscribers and (2) a randomized control trial to test the effectiveness of messages, informed by research in the social and behavioral sciences, designed to increase survey completion rates.

The materials include the survey instrument and email communications for the six message arms (five “treatment” arms and one business as usual message) that will be sent to USAGov email subscribers who receive emails in Spanish. The survey instrument will be the same across all message conditions. Email subscribers who receive emails in Spanish will be randomly assigned to receive one of three message arms (two “treatment” arms and one business as usual message). These materials translated into Spanish also are included in this Request for Approval.

The survey can be viewed online here:

https://feedback.gsa.gov/jfe/preview/SV_afWxsdlAez6ilXn?Q_SurveyVersionID=current&Q_CHL=preview.

Appendix A: Survey instrument in English

Appendix B: Six message arms email communications (seven emails in total) that will be sent to a random sample of USAGov email subscribers in English

Appendix A: Survey instrument in English



English ▼

Welcome to the USAGov Email Subscriber Survey. Thank you for helping us serve you better.

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[Please see the full PRA statement in English.](#)

[Por favor vea la declaración completa de la PRA en español.](#)

The link in English shows the PRA statement below.

OMB No: 3090-0297 (will update)
Expires 07/31/2019 (will update)

Declaración de la Ley de Reducción del Papeleo

Las encuestas de opinión sobre GobiernoUSA.gov (recopilaciones de datos) cumplen con los requisitos de la sección 3507 del título 44 del Código de Estados Unidos (U.S.C., sigla en inglés), modificado por la sección 2 de la Ley de Reducción del Papeleo de 1995. Usted no tiene que responder estas preguntas a menos que le mostremos un número de control válido de la Oficina de Administración y Presupuesto (OMB, sigla en inglés). El número de control de la OMB para nuestras recopilaciones de datos es 3090-0297 (will update). Estimamos que le tomará 2 minutos leer las instrucciones, reunir los datos y contestar las preguntas. Envíe solo comentarios sobre este cálculo de tiempo, incluyendo sugerencias para reducirlo o cualquier otro aspecto de esta recopilación de datos a: General Services Administration, Regulatory Secretariat Division (MVCB), ATTN: Lois Mandell/IC 3090-0297 (will update), 1800 F Street, NW, Washington, DC 20405.



English ▼

1. In 2018, how have you used USAGov email information?

Select all that apply:

- To help me do volunteer work
- Print resources for myself or to share
- Forward to someone else
- To help someone else in my household
- To help myself
- To help me do my job
- I have not used USA.gov email information in 2018.
- Other (please specify):

2. How often would you prefer to receive USAGov emails?

- More than once a week
- Once a week
- Twice a month
- Once a month
- Less than once a month

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[Please see the full PRA statement in English.](#)

[Por favor vea la declaración completa de la PRA en español.](#)

3. Which subject areas are most relevant to you?

Select all that apply:

- Business Management (Financing, Government Contracting, etc.)
 - Disasters and Emergencies (Shelters, Relief Assistance, Help Survivors, etc.)
 - Education (K-12, Lesson Plans, etc.)
 - Education (College choice, Student Financial Aid, etc.)
 - Government benefits programs (Social Security, Medicaid, Medicare, Food Stamps, etc.)
 - Health (Nutrition, Medicine, Food safety, Care, etc.)
 - Housing (Complaints, Rental Assistance, Change of Address, etc.)
 - Immigration (Updated forms, Timelines, Policy Changes, Visas, etc.)
 - Jobs and Unemployment (Workplace Discrimination, Federal Employment, etc.)
 - Military and Veterans (Discharge Papers, Find a Military Member, etc.)
 - Money and Shopping (Unclaimed Money, Credit Reports, Government Auctions, etc.)
 - Travel (Passports, Travel Alerts, etc.)
 - Voting and Elections (Register to Vote, State or Local Elections, etc.)
 - Other (please specify):
-

4. Would you describe yourself in any of these ways?

Select all that apply:

- Active Duty Service member / Spouse of Active Duty Service member
- Business Owner
- Caregiver (primary person assisting a parent, older relative, or other relation)
- Farmer
- Homeowner
- International Traveler
- Job Seeker
- Parent or Guardian (caring for children under 18 in your home)
- Person with disabilities
- Retiree
- Social Worker
- Student
- Teacher / Educator
- Veteran / Spouse of Veteran
- Other (please specify):

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[Please see the full PRA statement in English.](#)

[Por favor vea la declaración completa de la PRA en español.](#)

Only respondents who selected “Business Owner” or “Business Management (Financing, Government Contracting, etc.)” will answer the following two business questions.



English ▼

4.1 What size is your business?

- Less than 10 employees
- 10-50 employees
- More than 50 employees

4.2 What stage is your business in?

- Early stage, starting-up, not fully open for business
- In business for 12 months or less
- Operating for more than 12 months

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5. Age

- Under 18
- 18-34
- 35-54
- 55-64
- 65+

6. Where do you live?

7. What is the highest level of education you have completed?

- Less than a High School Diploma or GED
- High School Diploma or GED
- Some college
- Associates / 2-year degree
- Bachelors / 4-year degree
- Masters or higher degree

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Complete

[Please see the full PRA statement in English.](#)

[Por favor vea la declaración completa de la PRA en español.](#)

Response options for “Where do you live?” include:

- Each of the 50 U S states, District of Columbia, and Puerto Rico
- U S territories: American Somoa, Federated States of Micronesia, Guam, Northern Mariana Islands, Republic of Palau, Republic of the Marshall Islands, U S Virgin Islands
- Outside the United States

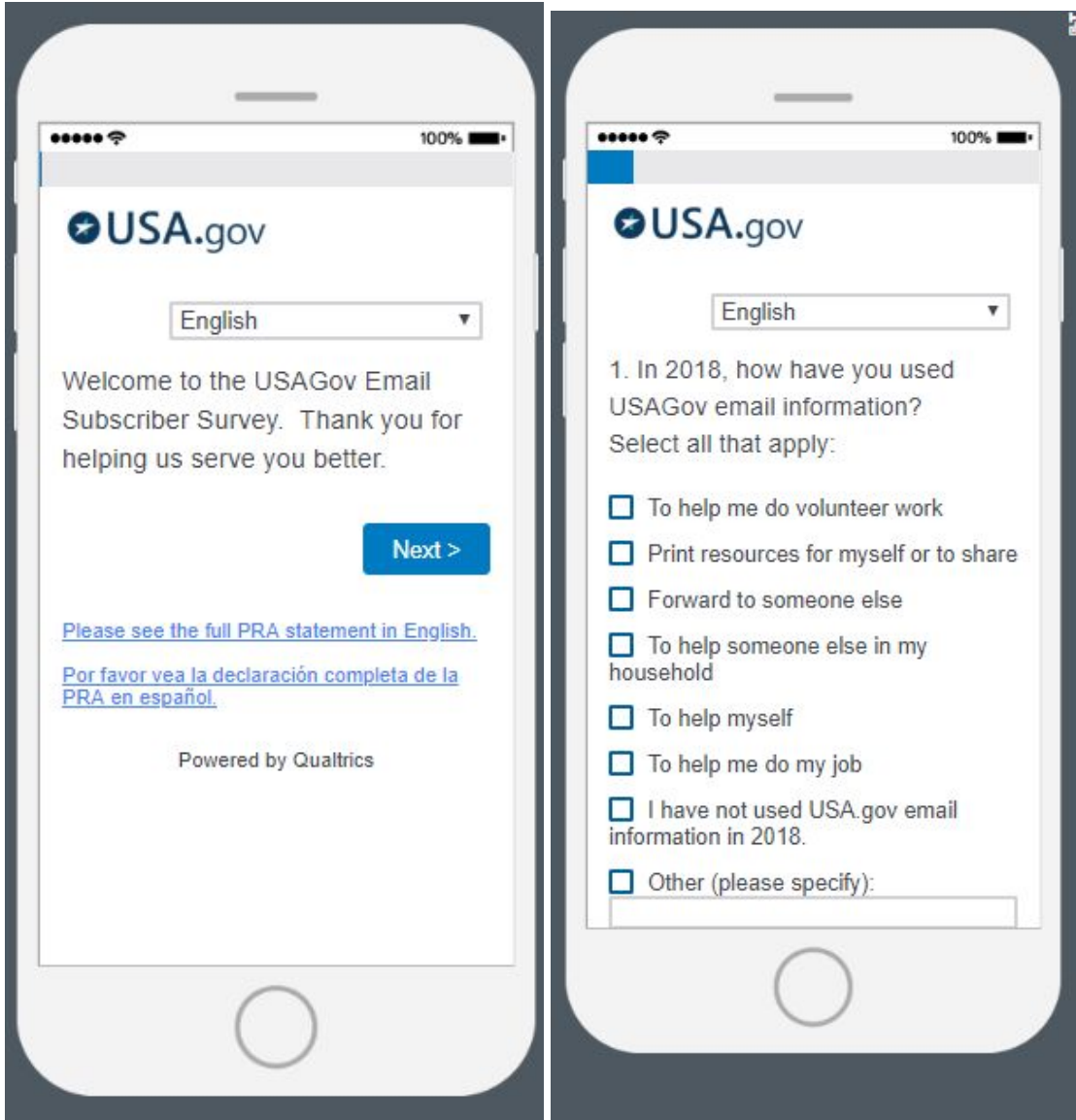


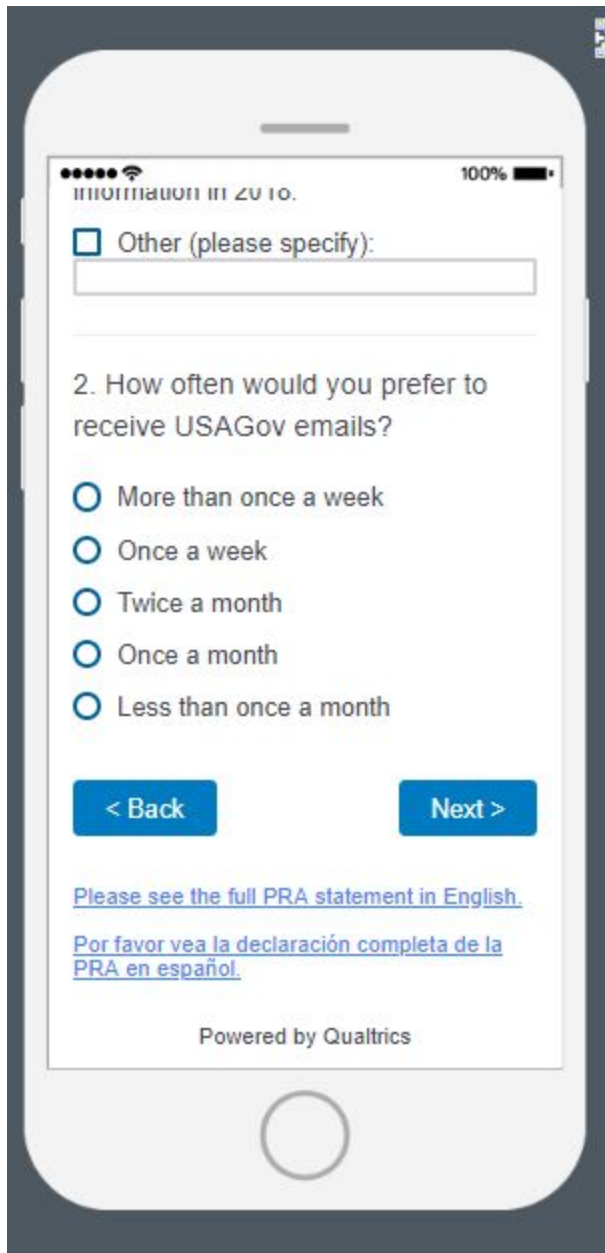
We thank you for your time spent taking this survey.
Your response has been recorded.

[Please see the full PRA statement in English.](#)

[Por favor vea la declaración completa de la PRA en español.](#)

Respondents also will be able to complete the survey on mobile devices. The welcome screen and first two questions on a mobile device are shown as examples below.





Appendix B - Six message arms email communications

A. Business as Usual / Control

Subject: Tell USAGov what you think!



Please Help Us Serve You Better

We're sending a short survey to our USAGov email subscribers in an effort to improve the messages we send you each month. Learning more about our subscribers will help us send you information that's relevant and useful.

Thank you for helping us get better. We appreciate your time.

Sincerely,

The USAGov Team

[Begin Short Survey](#)

You received this email because you are subscribed to emails from [USAGov](#).

[Unsubscribe](#) or [Manage Email Preferences](#)

[Contact Us](#)

USAGov 1800 F Street, NW Washington, DC 20405 USA



B. Treatment #1: Personal Appeal

Subject: Tell the USAGov Outreach Team what you think!



Please Help Us Serve You Better

We're sending a short survey to our USAGov email subscribers in an effort to improve the messages we send you each month. Learning more about our subscribers will help us send you information that's relevant and useful.

We appreciate your time and thank you in advance.

Sandra, Darren, Marietta, Victoria, Kenny, Ashlea, Claire, Imani and Nancy

The USAGov Outreach Team

[Begin Short Survey](#)

You received this email because you are subscribed to emails from [USAGov](#).

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C. Treatment #2: Selected Advisor

Subject: You've been selected to advise USAGov



Advise USAGov on How to Serve You Better

You've been getting USAGov emails, and we want to make sure we're making these relevant for people like you. Please take two minutes to provide your input.

Thank you for helping us get better. We appreciate your time.

Sincerely,

The USAGov Team

[Provide Advice](#)

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[Unsubscribe](#) or [Manage Email Preferences](#)

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USAGov 1800 F Street, NW Washington, DC 20405 USA



D. Treatment #3: Personal Appeal + Selected Advisor

Subject: You've been selected to advise the USAGov Outreach Team



Advise the USAGov Outreach Team on How to Serve You Better

You've been getting USAGov emails, and we want to make sure we're making these relevant for people like you. Please take two minutes to provide your input.

We appreciate your time and thank you in advance.

Sandra, Darren, Marietta, Victoria, Kenny, Ashlea, Claire, Imani and Nancy

The USAGov Outreach Team

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E. Treatment #4: Personal Appeal + Selected Advisor + Thank You Prime

Email #1 (one week prior to email survey):

Subject: Thank you for learning more about your government



**THANK
YOU**

We're Here to Serve People Like You

Signing up to receive updates from USA.gov is a step towards being an informed member of the public. Our team is passionate about providing relevant and useful information to people like you. We're glad you're here and we'll keep working to serve you.


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USA.gov 1800 F Street, NW Washington, DC 20405 USA



Email #2 (one week after thank-you email):

Subject: You've been selected to advise the USAGov Outreach Team



Advise the USAGov Outreach Team on How to Serve You Better

You've been getting USAGov emails, and we want to make sure we're making these relevant for people like you. Please take two minutes to provide your input.

We appreciate your time and thank you in advance.

Sandra, Darren, Marietta, Victoria, Kenny, Ashlea, Claire, Imani and Nancy

The USAGov Outreach Team

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F. Treatment #5: Process Transparency

Subject: Don't miss your chance - we're improving our content next month



Next 3 days
USAGov subscribers tell us more about what they're interested in

Next week
We dive in to analyze and understand what the more than half a million of our readers are telling us

June
We use what we've learned to rethink our content and improve the way we work

July
You get more relevant, useful content - and can always tell us how we can continue to get better!

Act Now to Ensure Your Content Get Better as Early as Next Month

You've been getting USAGov emails, and we want to make sure we're making these relevant for people like you. Please take two minutes today to provide your input, and we'll quickly incorporate what we learn.

Thank you for helping us get better. We appreciate your time.

Sincerely,
The USAGov Team

[Take Two Minutes Now](#)

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