

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 0920-1050)

TITLE OF INFORMATION COLLECTION: Seasonal Flu: Email Updates Satisfaction Survey

PURPOSE:

CDC sends important updates about flu season to subscribers of the “flu email updates”. These updates provide tips on preventing the flu, updates on flu activity, information about vaccinations, links to key resources on healthy habits and vaccinations, and much more. The flu communications team would like to conduct research on the effectiveness of these communications so that the updates can be improved to better meet the needs of subscribers.

The goal of the Seasonal Flu email research is to:

- Gather feedback from current subscribers of flu email updates
- Measure users’ level of satisfaction with the current email updates
- Learn about users’ perceptions of the emails
- Discover users’ preferences with regard to content and frequency
- Identify additional ways to improve the email updates

Attachment A provides information on the research protocol.

Attachment B includes the invitation that will be sent to email subscribers asking them to participate in the survey.

Attachment C provides an overview of survey questions as well as screen shot to show how the customer satisfaction survey appears to the general public. In all cases the estimated burden per response is 5 minutes.

DESCRIPTION OF RESPONDENTS:

This is a voluntary survey, participants will fall into the following groups:

- General Public

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: Sharon McAleer

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

Gifts or Payments:

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

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
General public	100	5 Minutes	8.3 hours
Totals	100	5 Minutes	8.3 hours

FEDERAL COST: The estimated annual cost to the Federal government is \$398.00_____

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)? 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?

An email invitation will be sent to current subscribers of the flu email updates. Please see Attachment B for the email invitation.

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.