

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number 0690-0030)

TITLE OF INFORMATION COLLECTION: American Community Survey (ACS) Survey Mail Materials Eyetracking Study

PURPOSE: The Census Bureau has undertaken a project to develop new mail materials for the ACS in order to improve self-response rates. The new materials use enhanced visual elements (color, images, and novel formatting and structure) with the goal of being appealing to respondents. We plan to evaluate the effectiveness of the visual design elements of the invitation letters via an eye-tracking study. This study will be conducted in the Census Bureau’s usability lab. Please note that a separate cognitive pretesting project will be conducted to comprehensively evaluate the information contained in all of the ACS materials. The eye-tracking study proposed herein is solely intended to evaluate the visual design strategies using a representative sample of the materials.

DESCRIPTION OF RESPONDENTS: General population

TYPE OF COLLECTION: (Check one)

Customer Comment Card/Complaint Form Customer Satisfaction Survey

Usability Testing (e.g., Website or Software) Small Discussion Group

Focus Group Other: Eye-tracking interview

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: _____

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

Personally Identifiable Information:

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

2. If Yes, will any information that is collected be included in records that are subject to the Privacy Act of 1974? Yes No

3. If Yes, has an up-to-date System of Records Notice (SORN) 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

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
Screening	80 (4:1 contact/recruitment ratio)	6 minutes	8 hours
Eye-tracking Interviews	20	60 minutes	20 hours
Totals			28 hours

FEDERAL COST: The estimated annual cost to the Federal government is minimal.

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?

Respondents will be selected from our recruiting database. In the event that we exhaust the possible candidates from our database, we will recruit additional candidates through advertisements on Craigslist.com, and broadcast messages distributed through the Census Bureau's daily online newsletter. All recruiting materials are attached (see Enclosure 5). We will recruit respondents who read at different literacy levels, using education as a proxy measure. We will also recruit respondents with diverse demographic characteristics and household composition to the maximum extent possible.

Administration of the Instrument

1. How will you collect the information? (Check all that apply)

[] Web-based or other forms of Social Media

[] Telephone

[x] In-person

[] Mail

[] Other, Explain

2. Will interviewers or facilitators be used? [x] Yes [] No

1. Line of Business - General Government
2. Subfunction - Central Records and Statistical Mgt.

3. Number of Respondents for small entity - 0
4. Affected Public - Individuals and Households
5. Percentage of respondents reporting electronically - 0

Please submit all instruments, instructions, correspondences (emails, letters, etc.) to respondents, and scripts as separate documents along with this request document.

Every instrument must have the following displayed -

OMB Control No. 0690-0030

Expiration Date: 7/31/20