

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

TITLE OF INFORMATION COLLECTION: 2020 Census website release 1 tree testing

PURPOSE: The results of Tree testing will determine the navigation labeling and organization for release one of the 2020 Census website. Tree testing helps develop the information architecture of a website by collecting data about which labels users select to find particular information.

DESCRIPTION OF RESPONDENTS: 50 general population participants, ages 18-72, living in the United States

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: _____

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: 2020 Census website release 1 tree testing

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

Team Y&R will enlist Optimal Workshop to recruit and distribute invitations to participate in the online testing questionnaire. Optimal Workshop partners with Cint, a third-party recruitment service. Cint’s terms of service with panelists, including their compensation policies, can be found [here](#). Participants are compensated directly by Cint via a points-based incentive system, in which they can redeem points over time for various rewards or cash. Cint does not provide information about the specific value of dollar value of participant compensation. Team Y&R was quoted \$360 by Optimal Workshop for recruiting 50 participants, ages 18-72 in the U.S. Based on this information we can surmise that the value of the incentive to any individual participant for participating in this Tree Test will not exceed \$7.20.

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
General population	50	5-10 minutes	<9 hours

FEDERAL COST: The estimated annual cost to the Federal government is included in the contract to develop the 2020 Census website.

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?

Our target audience is the general population of adults living within the United States—i.e., anyone who could be asked to complete the 2020 census. We will be recruiting participants ages 18-75 of any gender who live in the United States.

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 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: 7/30/20

See Enclosure 1