

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

TITLE OF INFORMATION COLLECTION: Census Economic Surveys – FY2020 Known Respondent Focus Groups

PURPOSE: The U.S. Census Bureau serves as the leading source of quality data about the nation's people and economy. It is the largest statistical agency in the United States. The Census Bureau's mission is built around large-scale surveys and censuses. Activities include survey questionnaire design, geographic infrastructure, data collection, data processing and dissemination. Each of these activities must be supported with highly accessible and high performing computing systems.

Planning has begun for conducting research in 2019 and 2020 among respondents of the Census Bureau's current economic surveys. The focus of the research is to obtain a better understanding of the challenges and opportunities facing survey respondents, gain insights on approaches to increase participation (as well as timeliness and quality of response), determine the best way to communicate to participants for multiple surveys, and to finalize elements of the business surveys conducted by the Census Bureau prior to communication launch.

The research will obtain reactions to materials and messaging in consideration for future business surveys conducted by the Census Bureau. It will explore potential barriers to completing current surveys, with special attention given to the compatibility of existing company data and survey requests. Messaging and communications strategies will be tested to determine what approaches best convey generating awareness of the Census's economic surveys among the business community, and why it is important for them to respond. Reactions to the Census Bureau online survey platform, including account features and available information, will also be collected.

Beginning in late 2019, our contractor WBA (company profile attached) will conduct up to 8 focus group sessions with a range of business persons in private sector companies around the country who are responsible for completing government requests for information. These will

be held as traditional “behind the glass” focus groups facilities. We will strive to achieve a well-rounded mix of participants. The recruiting of participants will be done by professional telephone interviewers.

DESCRIPTION OF RESPONDENTS: A range of business persons in private sector companies around the country who are responsible for completing government requests for information.

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 as official statistics, but may be presented at research or methodology conferences to inform ongoing research.
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.

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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

We are aware that in past years the standard compensation for Census Bureau focus groups has been \$75 for each participant.

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden
One (1) Focus Group (x 4 markets with 2 groups in each)	10	2 hours	20 hours per group
Totals			160 hours

FEDERAL COST: The estimated annual cost to the Federal government includes \$102,390 for participant compensation, preparation, conduction, and result analysis reporting for focus groups, and \$5000 in travel costs for a total of \$107,390.

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?

List will be comprised of business contacts in target areas that are on record of having received an economic survey in the past.

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