

## **Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 0990-0379)**

### **TITLE OF INFORMATION COLLECTION:**

ODPHP Website Visitor Satisfaction Site- and Page-Level Surveys

### **PURPOSE:**

The purpose of this generic IC is to continue a study about visitor satisfaction with ODPHP’s healthfinder.gov, health.gov, and HealthyPeople.gov websites.

This data will be used to improve visitor satisfaction and experience on ODPHP websites. Additionally, ODPHP will be able to compare new responses to the previous feedback in order to assess if improvements made a difference in visitor experience.

ODPHP has also made updates to the survey instruments from the first round of surveys. These small updates reflect site content changes and offer improved clarity for gathering information about ODPHP resources and website navigation within each site. ODPHP will deploy surveys via Qualtrics.

### **DESCRIPTION OF RESPONDENTS:**

As with the previous submission, all survey respondents are healthfinder.gov, health.gov, or HealthyPeople.gov visitors.

- healthfinder.gov provides reliable health and disease prevention information for consumers and public health professionals who work with the general public
- health.gov and HealthyPeople.gov offer information and resources related to ODPHP’s initiatives for public health professionals

With the past round of surveys, ODPHP received an overwhelming response from website visitors. During the previous collection, ODPHP received an average of 1000 site-level responses and 8000 page-level responses per month.

**Site-level surveys:** With this request, ODPHP has increased the number of burden hours to allow all interested visitors to complete the site-level surveys. Based on the number of responses ODPHP received last collection period (1000 per month), ODPHP plans to collect a total of 36,000 responses over a 3-year period.

**Page-level surveys:** ODPHP plans to reduce the frequency of page-level surveys to reduce respondent burden. ODPHP plans to deploy page-level surveys 4 times a year. Based on the number of responses ODPHP received last collection period (8000 per month), ODPHP plans to collect a total of 96,000 responses over a 3-year period.

### **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                  |

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:** Darla Royal

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, is the information that will be collected included in records that are subject to the Privacy Act of 1974?  Yes  No
3. If Applicable, has a System or Records Notice 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
Site-level survey	36,000	5/60	3000 hrs
Page-level survey	96,000	1/60	1600 hrs
<b>TOTAL</b>			<b>4600 hrs</b>

**FEDERAL COST:** The estimated annual cost to the Federal government is \$20,000.

**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?***

- Visitors will access a link in the footer to the site-level survey to voluntarily complete the survey at any time. Visitors will also be randomly selected to complete the site-level survey via a pop-up invitation (will include options to opt in or opt out).
- Page-level surveys will be available to visitors on select pages. Providing feedback to these surveys will be optional and voluntary.

**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.**

- Attachment A: Website Survey Protocol
- Attachment B: Site-Level Survey Question Bank
- Attachment C: Page-Level Survey Question Bank
- Attachment D: Web Survey Screenshots