

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB#: 0925-0648 date: 05/31/2021)

TITLE OF INFORMATION COLLECTION: Online survey for gathering insight on the preferences of the *NIDDK Director’s Update* audience.

PURPOSE:

The *NIDDK Director’s Update newsletter* survey results will help the editors gain insight into current subscribers’ preferred content and topics, specifically considering NIDDK-information interests, and readership habits.

DESCRIPTION OF RESPONDENTS:

- Subscribers of the *NIDDK Director’s Update* (SurveyMonkey)

TYPE OF COLLECTION: (Check one)

- | | |
|--|---|
| <input type="checkbox"/> Customer Comment Card/Complaint Form | <input 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 checked="" type="checkbox"/> Other: <u>Customer Feedback</u> |

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: Julia Gaspary

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

ESTIMATED BURDEN HOURS and COSTS

Category of Respondent	No. of Respondents	No. of Responses per Respondent	Time per Response (in hours)	Total Burden Hours
Individuals or Households	28,555	1	10/60	4,759
Totals		28,555		4,759

Cost to Respondent

Category of Respondent	Total Burden Hours	Hourly Wage Rate*	Total Burden Cost
Individuals or Households	4759	\$25.72	\$122,401.48
Totals			\$122,401.48

*Source: [U.S. Bureau of Labor Statistics May 2019 National Occupational Employment and Wage Estimates, United States](#)

FEDERAL COST: The estimated annual cost to the Federal government is ___\$5,790.10___

Staff	Grade/Step	Salary	% of Effort	Fringe (if applicable)	Total Cost to Gov't
Public Health Analyst	13/2	\$106,085	2%		\$2,121.70
Public Health Analyst	13/10	\$128,920	2%		\$2,578.40
Contractor Cost— Marketing Strategy & Analysis Senior Associate		\$1,090			\$1,090.00
Travel					\$0.00
Other Cost					\$0.00
Total					\$5,790.10

*the Salary in table above is cited from <https://www.opm.gov/policy-data-oversight/pay-leave/salaries-wages/salary-tables/19Tables/html/DCB.aspx>

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?

- For SurveyMonkey, the respondents will be from the list of all *NIDDK Director's Update* subscribers (approximately 28,555 individuals). The survey will be sent via email.

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