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Office of Information and Regulatory Affairs (OIRA)
Office of Management and Budget (OMB)

From: Alysia Blandon
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Administration for Children and Families (ACF)

Date: April 16, 2024

Subject: NonSubstantive Change Request – Survey on Where Parents Look for and Find Information and How They Use Information When Selecting Child Care (OMB #0970-0627)

This memo requests approval of nonsubstantive changes to the approved information collection, *Survey on Where Parents Look for and Find Information and How They Use Information When Selecting Child Care* (OMB #0970-0627).

Background

On February 28, 2024, we received approval to conduct a survey, *Survey on Where Parents Look for and Find Information and How They Use Information When Selecting Child Care* (OMB #0970-0627). Since approval, one nonsubstantive change request was approved to on March 19, 2024. The purpose of this survey is to better understand parent perspectives and experiences with using different information sources on child care and early education (CCEE), how they make decisions about their children’s CCEE enrollment, and information about their care arrangements and family circumstances.

Overview of Requested Changes

We launched the parent survey on March 28, 2024 and are currently using NORC’s AmeriSpeak panel to collect parent survey data. We have experienced substantially higher screener completion and interview completion rates than are typical for other AmeriSpeak surveys. Therefore, we have higher than expected burden and need to update the burden rates for this study.

As such, we request to update the number of households taking the screener section of the survey from 2,100 to 7,000 and the number of households taking the full survey from 1,500 to 2,500. With increased numbers we will have greater power to detect differences between key subgroups of interest, particularly among low-incidence groups. For example, differences in information access and use based on whether the household has reliable internet access.

In the following tables from the Supporting Statement Part A have been updated to reflect this update.

<i>Data Collection</i>	<i>Instruments</i>	<i>Respondent, Content, Purpose of Collection</i>	<i>Mode and Duration</i>
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<i>Activity</i>			
Parent Survey Questionnaire	Parent Survey Eligibility Confirmation (Section AE)	<p>Respondents: 7,000 households</p> <p>Content: Questions about household demographics (e.g., number of children in the household, ages of children and ages of parents)</p> <p>Purpose: To confirm households' eligibility (with children under the age of 6 years, but not in kindergarten), verify that parent is at least 18 years of age.</p>	<p>Mode: Web with phone as needed</p> <p>Duration: 5 minutes</p>
Parent Survey Questionnaire	Parent Survey Questionnaire (Section A - DA)	<p>Respondents: 2,500 parents who are at least 18 years of age with children under the age of 6 years, but not in kindergarten.</p> <p>Content: Questions about (a) where parents look for and find information about Child Care and Early Education (CCEE); (b) how parents assess the people, places, or things that may offer CCEE information; (c) how easy or hard it is for parents to find CCEE information; (d) the types of CCEE information that parents look for and say are helpful in choosing CCEE; (e) information about the last time parents made a decision about CCEE and what information they tried to learn about at that time; (f) parent's assessments of the CCEE options at the time they made their last CCEE decision; (g) how well parents' CCEE decision met their family's needs; and (h) demographic information about families.</p> <p>Purpose: To learn about where parents look for and find CCEE information, how parents evaluate where information comes from, what types of CCEE information parents look for, how parents use information to make CCEE decisions, and to identify key facilitators and barriers to parents' finding and/or using consumer information.</p>	<p>Mode: Web with phone as needed</p> <p>Duration: 15 minutes</p>

Estimated Annualized Cost to Respondents

To compute the total estimate annual cost, the total burden hours were multiplied by the average hourly wage based on the median weekly wages from the Bureau of Labor Statistics, Usual Weekly Earnings of Wage and Salary Workers. The median weekly salary for full-time employees 25 years and over was used for parents (\$27.675).

Instrument	No. of Respondents (total over	No. of Responses per Respondent (total over	Avg. Burden per Response (in hours)	Total Burden (in hours)	Average Hourly Wage	Total Annual Respondent Cost
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	request period)	request period)			Rate	
Parent Survey Eligibility Confirmation (Section AE)	7,000	1	.08	560	\$27.675	\$15,498
Parent Survey Questionnaire (Section A – DA)	2,500	1	.25	625	\$27.675	\$17,297
Total				1,185	\$27.675	\$32,795

Time Sensitivities

The survey is currently in the field, so a response as soon as possible is requested.