

Request for Approval under the "Generic Clearance for Improving  
Customer Experience: OMB Circular A-11, Section 280  
Implementation"  
(OMB Control Number: 1225-0093)

---

**TITLE OF INFORMATION COLLECTION:** Brand Lift Study for Soliciting Feedback for the Department of Labor Employment and Benefits Security Administration's integrated communications campaign

**PURPOSE OF COLLECTION:** To conduct a follow-up survey to measure factors influencing a positive UX experience on the EBSA priority web pages; to identify key drivers of website engagement; to identify information needs and preferred website features; and to measure key metrics related to our campaign efforts from the baseline survey (change in awareness, perceptions, intentions, behaviors related to EBSA and the website)

**TYPE OF ACTIVITY:** (Check one)

- Customer Research (Interview, Focus Groups)
- Customer Feedback Survey
- User Testing

**ACTIVITY DETAILS**

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. Who will you collect the information from?

The target audience is the multicultural workforce with employment-based health benefit plans or their beneficiaries, and we will randomly select individuals into two groups:

**Exposed Group:** Those who have seen an EBSA campaign ad online, including social media, about the Mental Health Parity and Addiction Equity Act (MHPAEA)

**Non-Exposed Group:** Those who have not seen an EBSA campaign ad online, including social media, about MHPAEA

3. How will you ask a respondent to provide this information?

The format of collection is a digital survey with questions that assess respondents' awareness and familiarity of EBSA and its website, perceptions of EBSA, intentions to visit the website, and website language preferences.

4. What will the activity look like?

Respondents are sourced from CMRignite's partner vendor, called DISQO. The respondents are part of a panel of respondents who have already consented to participate in surveys. If randomly selected to participate, they will receive a prompt to click on a survey link to obtain consent and complete the digital survey. Respondents have already opted in activities to complete surveys as part of a panel maintained by our partner.

Please provide your question list.

Please make sure that all instruments, instructions, and scripts are submitted with the request.

See attached  
Consent Form  
Survey Questions

5. When will the activity happen?

Respondents will receive an alert from CMRignite's partner vendor, DISQO, to click on a survey link to complete the digital survey.

6. Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants?  
[ X ] Yes [ ] No

CMRignite's partner vendor, DISQO, awards points to respondents who successfully complete the survey, as part of a larger program in place where panelists provide consent to participate and earn points for participating in surveys of this type. The points equate to an actual accrual of funds for which participants can choose to receive a gift card. For completing this survey, it is estimated they will receive points estimated to be a cash value of approximately \$3.00. The value of the points varies based on the length of survey, sample size needed,

and estimated incidence rate (number of people who will qualify for the survey).

**BURDEN HOURS**

Category of Respondent	No. of Respondents	Participation Time	Burden Hours
Multicultural workforce with employment-based health benefit plans or their beneficiaries  Exposed Group: Those who have seen an EBSA campaign ad online, including social media, about the Mental Health Parity and Addiction Equity Act (MHPAEA)	400	15 minutes	100 hours
Multicultural workforce with employment-based health benefit plans or their beneficiaries  Non-Exposed Group: Those who have not seen an EBSA campaign ad online, including social media, about MHPAEA	400	15 minutes	100 hours
<b>Totals</b>	<b>800</b>	30 minutes	<b>200 hours</b>

**CERTIFICATION:**

I certify the following to be true:

1. The collections are voluntary;
2. The collections are low-burden for respondents (based on considerations of total burden hours or burden-hours per respondent) and are low-cost for both the respondents and the Federal Government;
3. The collections are non-controversial and do not raise issues of concern to other Federal agencies;
4. Any 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 near future;
5. Personally identifiable information (PII) is collected only to the extent necessary and is not retained;
6. Information gathered is intended to be used for general service improvement and program management purposes
7. Upon agreement between OMB and the agency aggregated data may be released as part of A-11, Section 280 requirements only on performance.gov. Summaries of customer research and user

testing activities may be included in public-facing customer journey maps.

8. Additional release of data will be coordinated with OMB.

**Name: Leyla Mansur, Employee Benefits and Security Administration**

**All instruments used to collect information must include:**

**OMB Control No. 1225-0093**

**Expiration Date: 02/29/2027**