

**Request for Approval under the “Generic Clearance for Improving Customer Experience:  
OMB Circular A-11, Section 280 Implementation”  
(OMB Control Number: 0535-0261)**

---

**TITLE OF INFORMATION COLLECTION:** USDA-NASS Website Customer Satisfaction Survey

**PURPOSE OF COLLECTION:**

The purpose of the website customer satisfaction survey is to:

- Gather feedback from website users on their experience.
- Identify areas for improvement in website design, navigation, and content.
- Enhance user satisfaction and ensure the website effectively meets the needs of its audience.

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

- ☐ Customer Research (Interview, Focus Groups, Surveys)  
☒ Customer Feedback Survey  
☐ Usability Testing of Products or Services

**ACTIVITY DETAILS**

1. If this is a survey, will the results of this survey be reported to Touchpoints as part of quarterly reporting obligations specified in OMB Circular A-11 Section 280?  
☒ Yes  
☐ No  
☐ Not a survey

2. How will you collect the information? (Check all that apply)  
☒ Web-based or other forms of Social Media  
☐ Telephone  
☐ In-person  
☐ Mail  
☐ Other, Explain

3. DESCRIPTION OF RESPONDENTS – Who will you collect the information from?

The survey will be a short, voluntary questionnaire presented to website visitors

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

Feedback Button on each page, or intercept after 2 minutes for 30% of customers. The survey will consist of a mix of multiple-choice and open-ended questions.

5. What will the activity look like?

Respondents will complete an online questionnaire. The time to complete a survey is estimated at five (5) minutes. The survey will be anonymous, and no personally identifiable information (PII) will be collected.

6. Please provide your question list.

**Questions 1-6 will be multiplied choices (Strongly Disagree, Disagree, Neutral, Agree, and Strongly Agree). Question 7 will be open-ended.**

1. Based on my interaction with [www.nass.usda.gov](http://www.nass.usda.gov), I trust USDA-NASS to provide timely, accurate, and useful statistics in service to U.S. agriculture.?
2. I was able to find the information I needed on [www.usda.nass.gov](http://www.usda.nass.gov).
3. It was easy to find or complete what I needed to today on [www.nass.usda.gov](http://www.nass.usda.gov).
4. I found the information I needed in a reasonable amount of time.
5. I am satisfied with the website from USDA-NASS.
6. I understood the information on [nass.usda.gov](http://nass.usda.gov) today.
7. Please provide any other comment or feedback you'd like us to know about your [www.usda.nass.gov](http://www.usda.nass.gov) experience today.

7. When will the activity happen?

The feedback button will appear at all times giving viewers the option of submitting feedback.

8. Is an incentive (e.g., money or reimbursement of expenses, token of appreciation) provided to participants?

☐ Yes ☒ No

If Yes, describe:

**BURDEN HOURS**

Category of Respondent	No. of	Participation Time	Burden
------------------------	--------	--------------------	--------

	<b>Respondents</b>		<b>Hours</b>
Responses	600	5	50
<b>Totals</b>	<b>600</b>	<b>5</b>	<b>50</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;
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. The agency will follow the procedures specified in OMB Circular A-11 Section 280 for the required quarterly reporting to OMB of trust data and experience driver data from surveys.
8. Outside of the quarterly reporting mentioned in the bullet immediately above, if the agency intends to release journey maps, user personas, reports, or other data-related summaries stemming from this collection, the agency must include appropriate caveats around those summaries, noting that conclusions should not be generalized beyond the sample, considering the sample size and response rates. The agency must submit the data summary itself (e.g., the report) and the caveat language mentioned above to OMB before it releases them outside the agency. OMB will engage in a passback process with the agency.

Name and email address of person who developed this survey/focus group/interview:

**Name:** Richard Hopper

**Email address:** richard.hopper@usda.gov

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

**OMB Control No. 0535-0261**

**Expiration Date: 04/30/2027**

**HELP SHEET**  
**(OMB Control Number: 0535-0261)**

---

**TITLE OF INFORMATION COLLECTION:** Provide the name of the collection that is the subject of the request. (e.g. Comment card for soliciting feedback on xxxx)

**PURPOSE:** Provide a brief description of the purpose of this collection and how it will be used. If this is part of a larger study or effort, please include this in your explanation.

**TYPE OF COLLECTION:** Check one box. If you are requesting approval of other instruments under the generic, you must complete a form for each instrument.

**CERTIFICATION:** Please read the certification carefully. If you incorrectly certify, the collection will be returned as improperly submitted or it will be disapproved.

**Personally Identifiable Information:** Agencies should only collect PII to the extent necessary, and they should only retain PII for the period of time that is necessary to achieve a specific objective.

**BURDEN HOURS:**

**Category of Respondents:** Identify who you expect the respondents to be in terms of the following categories: (1) Individuals or Households; (2) Private Sector; (3) State, local, or tribal governments; or (4) Federal Government. Only one type of respondent can be selected per row.

**No. of Respondents:** Provide an estimate of the Number of respondents.

**Participation Time:** Provide an estimate of the amount of time required for a respondent to participate (e.g. fill out a survey or participate in a focus group)

**Burden:** Provide the Annual burden hours: Multiply the Number of responses and the participation time and divide by 60.