

**Peace Corps**  
**OMB Control Number 0420-0575**  
**Supporting Statement-Peace Corps National Survey of U.S. Adults**

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**Section A: Justification**

**1. Circumstances that make the collection of information necessary.**

The Peace Corps initiated a new goal of 8,000 Volunteers in service by 2030, and faces the challenge of attracting and recruiting new, Volunteers to serve in over 60 countries around the globe. In support of this effort, the Peace Corps is renewing a national marketing campaign to raise awareness of the Peace Corps, especially among traditionally under-represented communities; address barriers to Volunteer service; and increase leads from qualified candidates for Volunteer service.

This is a 20-minute online survey of U.S. adults consisting of both a representative national sample and a targeted sample of U.S. adults who engage in volunteer work. The Peace Corps will use this survey to assess outreach impact. The survey will be conducted by national research company (contractor) to be determined at a later date.

The aim of the survey is to understand perceptions about the Peace Corps among both the general U.S. population and targeted population segments. The survey will:

- Measure general awareness and affinity for the Peace Corps
- Identify drivers, barriers, and motivations related to Peace Corps service

This continued research is required to continue to benchmark these measurements, especially considering the changed external factors. Thus, primary research is necessary to collect this information.

**2. By whom, how, and for what purpose the information is to be used.**

The Peace Corps must recruit thousands of new Volunteers each year as part of its mission to promote world peace and friendship via service in over 60 countries. The Peace Corps aims to have 8,000 Volunteers in service by 2030 to promote the organization, its mission, goals, and values. This survey is designed to collect information to help assess the effectiveness of the new campaign. The survey will also collect information to help broaden the pool of potential Volunteers and engage new audiences who may not have considered Peace Corps. This collection will also be used to gather information and insights to identify key audience segments and help ensure the efficiency and success of future outreach efforts by:

- Identifying levels of awareness, knowledge, attitudes, and opinions about the Peace Corps among the general U.S. public and targeted audience segments;

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- Collecting insights to inform communications, education, and outreach strategies by understanding which themes resonate most with different audience segments; and,
- Determining the best channels for communication.

The “Peace Corps Awareness and Affinity: National Survey of U.S. Adults” will be conducted online by surveying 1,600 American adult participants using a nationally representative survey sample (with an over sample of target audiences), and 1,600 prospective Peace Corps Volunteers (identified based on educational level, skills, and current volunteering experience that are requirements for Peace Corps service). The survey will be conducted twice within the approval period so as to more effectively benchmark changes over time.

The study’s design, management, and analysis will be conducted by a professional survey research company. The draft survey instrument is included with this package as the Information Collection Request (ICR). The purpose of specific lines of inquiry from the questionnaire are explained below.

Demographic Questions

The demographic questions are designed to ensure that the survey is representative of the general American adult population as well as a targeted sample of adults who represent prospective Peace Corps Volunteers. The Peace Corps has updated the questions to reflect the Executive Orders issued by the current Administration, such as *Defending Women from Gender Ideology Extremism and Restoring Biological Truth to the Federal*. Collecting this information will help to ensure that data gathered reflects the opinions of all audiences.

Targeted Sample Questions

In addition to the general U.S. adult population, the Peace Corps is specifically interested in feedback from adults who are likely to be interested in and applicable for Peace Corps service. This audience is defined by current volunteering experience, relevant subject matter expertise, and current life circumstances that make it possible to consider a two-year overseas commitment to serve in the Peace Corps.

Volunteering and Interests

These questions collect information about general attitudes related to volunteering, and relevant topical interests related to Peace Corps service (e.g., healthcare, education, engineering). They also seek to identify personality traits, which are more prevalent among those interested in Peace Corps service to improve the targeting of future messaging.

Unaided and Aided Questions about the Peace Corps

These questions assess familiarity with and attitudes about the Peace Corps. Initially, questions are unaided, to determine overall awareness of the Peace Corps. Respondents will then be provided with brief information about the Peace Corps and asked to respond to various statements related to barriers and motivators to Peace Corps service. These

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questions will establish overall familiarity with and affinity for the Peace Corps, and also provide insight into themes about the Peace Corps that may resonate from a marketing perspective. These questions will allow the Peace Corps to assess whether the campaign raises awareness of the Peace Corps: 1) generally among U.S. adults, and 2) specifically among prospective Peace Corps Volunteers. Results will also help to understand which themes and messages resonate overall and with specific audiences.

**Information and Additional Demographic Questions**

In this final section, questions will provide the Peace Corps with an understanding of media consumption habits and preferences related to communications about the Peace Corps. Findings will help the Peace Corps to effectively and efficiently communicate with its audiences. Additional demographic questions are also included in this section to further refine the target audiences, and to identify additional potential barriers to service.

**3. Consideration of the use of improved information technology.**

All surveys will be collected online to reduce respondent burden and make data processing and reporting more efficient. The contractor will use an integrated sample management and data-collection platform. Screening takes place during the survey response process; no separate step is required to qualify respondents prior to their participation in the survey.

**4. Efforts to identify duplication. Why similar information cannot be used.**

The Peace Corps has determined that this information is essential, unique, and is not available from other sources or in another information collection request. Accordingly, the Peace Corps requests to obtain this information using primary research.

**5. Methods to minimize the burden to small business if involved.**

This collection of information does not impact small businesses or other small entities.

**6. Consequences to the Federal program if collection were conducted less frequently.**

This collection will be used to evaluate the Peace Corps' awareness and recruitment outreach, as well as identify key audience segments and communications approaches to enable the Peace Corps to recruit needed Volunteers. If the survey is not conducted, the Peace Corps will be hindered in its ability to fulfill its mission to recruit enough Volunteers to meet the Agency's goal of 8,000 Volunteers by 2030. These new Volunteers may come from communities historically underrepresented among Peace Corps Volunteers—such as non-college graduates—in an efficient and effective manner. Furthermore, it will not have key data to evaluate the success of its campaign (e.g. did the advertising efforts really raise awareness in the U.S. public and/or targeted populations).

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**7. Explain any special circumstances that would cause the information collection to be conducted in a manner inconsistent with guidelines.**

No special circumstances exist that require the information collection to be conducted in a manner inconsistent with the guidelines in 5 CFR 1320.6.

**8. Consultation.**

The Agency's 60-Day notice was published in the Federal Register on January 12, 2026 [91 FR 1561]. The Agency did not receive any public comments. The 30-Day notice was published on April 9, 2026 [91 FR 18009].

**9. Explain any decision to provide any payment or gift to respondents.**

As is typical for individuals who have voluntarily agreed to participate in survey panels, a point system is used as a method of remuneration. Rather than being offered cash, respondents will be offered "points" to redeem for rewards. The points are delivered via the online panel provider to individuals who complete the survey.

Depending on the survey's complexity, its length, and the topic, respondents will be informed of how many points the survey will be worth. For respondents who are more difficult to reach, the incentive will typically be somewhat higher. The points can be used towards gift cards (e.g. Amazon or Visa).

For this project, points worth a cash equivalent of \$2-15 will be awarded for completing the survey. This is the standard range used by the contractor for surveys of this length. Providing points to panelists is positively associated with increased response rates and helps to build trust. Offering a small incentive also helps encourage higher levels of participation in surveys, reducing overall fielding costs.

**10. Describe any assurance of confidentiality provided to respondents.**

The Agency will ensure the contractor has strict privacy policies. Participants will be assured of their confidentiality at the start of the survey. A Privacy Act Statement will be included with the contractor's Privacy Policy as well.

**11. Additional justification for any questions of a sensitive nature.**

The Peace Corps has established a strategic objective to build "a Volunteer corps and workforce that reflect different perspectives of the U.S. This includes a focus on "historically underrepresented communities." To implement this policy, the Peace Corps needs to capture information on how the Agency and Volunteer opportunities are perceived by underrepresented communities, and to assess if its marketing and recruitment materials are reaching these communities.

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Accordingly, this study includes questions which are considered sensitive as defined by OMB. These questions will allow the Peace Corps to assure representativeness of the sample, so it can measure attitudes and perceptions among these key audience groups. Questions that may be considered sensitive include questions on race and ethnicity (asked separately and in compliance with the standards of OMB Directive 15, Race and Ethnicity Standards for Federal Statistics and Administrative Reporting), sex, sexual orientation, U.S. citizenship (required because only U.S. citizens are allowed to serve in the Peace Corps), and disability status. Without including these questions, the Peace Corps will lack information to understand how barriers and motivators to Peace Corps service may vary across these target audiences.

All these potentially sensitive questions are voluntary; respondents have the choice to select “prefer not to answer.” However, because respondents have consented to participate on survey panels are accustomed to receiving questions of this nature, and whose personally identifiable information (PII) is protected through the Privacy Act of 1974, we do not anticipate many will avoid these questions.

**12. Estimates of reporting and recordkeeping hour and cost burdens of the collection of information.**

Two main groups of respondents will take part in the survey. The first group is a “general public” sample to assess general awareness and affinity toward the Peace Corps, and to serve as a comparison group (n=1,600). The second is a “targeted sample” of prospective Peace Corps Volunteers. This represents individuals who have a higher likelihood of interest in Peace Corps service due to their education, interests, and current volunteering experience (n=1,600).

The survey recruitment and interviewing period is two to four weeks for each fielding period. During each fielding period, 6,200 panelists are expected to be contacted. We will collect full survey responses from 3,200 individuals with another 3,000 to be screened as part of the recruitment process. Screening questions are part of the survey and not a separate document (see Attachment 1). All respondents will participate once (individuals who complete the baseline survey will not be invited to take part in the follow-up).

Estimated annualized burden hours are shown in Exhibit 12.1. The burden hours are based on a 20-minute median survey response time. The screening portion of the questionnaire will take no more than two minutes per response. Total respondent burden hours are estimated at 2,333.32 hours.

Exhibit Error: Reference source not found.1: Estimated Annualized Burden Hours

Respondent activity	No. of respondents	No. responses / respondent	Total responses	Avg. burden / resp. (hours)	Total burden hours
Baseline: Peace Corps Awareness and Affinity:	3,200	1	3,200	.333	1066.66

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National Survey of U.S. Adults					
Baseline: Additional screened individuals	7,000	1	7,000	.033	231
Follow-up: Peace Corps Awareness and Affinity: National Survey of U.S. Adults	3,200	1	3,200	.333	1066.66
Follow-up: Additional screened individuals	7,000	1	3,000	.033	231
<b>Total</b>	<b>20,400</b>	<b>2</b>	<b>20,400</b>	<b>0.127</b>	<b>2,595.32</b>

The annualized costs to the participants are described in Exhibit 12.2. To estimate the hourly wage rate of those involved in this study, we have used information from the United States Bureau of Labor Statistics (BLS). Results from the latest BLS Occupational Employment Statistics survey (conducted in May 2024) form the basis of the estimates below (<https://www.bls.gov/news.release/ocwage.t01.htm>).

The mean hourly wage for “all occupations” is \$32.66. The total estimated cost of the burden to participants is approximately \$65,356.28, which represents the total burden hours multiplied by the average hourly wage rate (\$32.66).

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Exhibit Error: Reference source not found.2: Estimated Annualized Burden Costs

Respondent activity	No. of respondents	No. responses / respondent	Total burden hours	Average hourly wage	Total respondent cost
Baseline: Peace Corps Awareness and Affinity: National Survey of U.S. Adults	3,200	1	1066.66	\$32.66	\$34,837.12
Baseline: Screened individuals	7,000	1	231	\$32.66	\$7,544.46
Follow-up: Peace Corps Awareness and Affinity: National Survey of U.S. Adults	3,200	1	1066.66	\$32.66	\$34,837.12
Follow-up: Screened individuals	7,000	1	231	\$32.66	\$7,544.46
<b>Total</b>	<b>20,400</b>	<b>1</b>	<b>2,595.32</b>	<b>32.66</b>	<b>\$84,763.16</b>

**13. Estimates of annualized capital and start-up costs.**

The data collection does not impose a financial burden on respondents, nor will respondents incur any expenses other than the time spent completing the survey. Therefore, there are no additional respondent costs associated with start-up or capital investments, operations, maintenance, or equipment.

**14. Estimates of annualized Federal Government costs.**

The anticipated cost to the Federal Government is approximately \$152,128.80 and is broken out into contract costs and personnel costs of Federal employees.

Contract costs are estimated to be \$150,000 and are comprised of programming and fielding the two surveys, analyzing survey data, and reporting results.

Personnel costs from Federal employees are \$2,128.80 based on 40 hours of work split evenly between FP3 (\$99,085) and FP2 (\$122,282). ***Federal Hours Estimate***

	Annual Salary	Hourly rate
<b>FP 3</b>	\$ 99,085.00	\$ 47.64
<b>FP 2</b>	\$ 122,282.00	\$ 58.79
<b>Average (50/50)</b>	\$ 110683.50	\$ 53.22
<b>Hours</b>		

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<b>Total</b>	40	2,128.80
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**15. Explanation of change in burden.**

The burden has changed due to increase in wages and salaries.

**16. Information collections data planned to be published for statistical use.**

Following OMB approval, information collection for the baseline survey will begin. The follow-up survey will field at the conclusion of the Peace Corps' awareness and advertising campaign.

Survey results will include a topline questionnaire of results for all questions, data file(s) and crosstab data (which do not include names or specific personally identifiable information), and a PowerPoint report with charts, tables, and narrative-form analysis. The Peace Corps may publish some of the results, and/or use some of the findings in media releases or other information shared by the Agency in support of its marketing or communication efforts.

**17. Explanation for seeking not to display the expiration date for OMB approval of the information collection.**

N/A

**18. Exception to the certification statement.**

The agency is able to certify compliance with all provisions under Item 19 of OMB Form 83-I.

**B. COLLECTIONS OF INFORMATION EMPLOYING STATISTICAL METHODS**

Yes, this employs statistical methods.