

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number 0690-0030)

TITLE OF INFORMATION COLLECTION: Data.census.gov User Satisfaction Questionnaire

PURPOSE: Census Bureau staff regularly work to improve its data dissemination website, data.census.gov. The purpose of this questionnaire is to explore what type of people use the website, the purposes and ways users interact with the website in real world settings, learn how users assess the website, and how they feel about its functionality. This research is sponsored by the Census Bureau’s Center for Enterprise Dissemination Services and Consumer Innovation (CEDSCI). The results of this questionnaire will inform future website design and testing procedures for data.census.gov. By investigating the characteristics of data.census.gov users and their interactions with the website, the Census Bureau can effectively and efficiently work to improve the website’s functionality and design to better serve those who use the website. The goal of this research to continue to help the Census effectively disseminate its data to the public, thereby remaining committed to its mission to provide quality data and transparency in the statistics released to the American public.

DESCRIPTION OF RESPONDENTS: The planned research will focus on assessing and improving the user experience for people who use data.census.gov. We will request 400 completed responses of the questionnaire using respondent driven sampling and network sampling methodologies. Following that, the survey will be left open for any website users until 2,400 responses are reached. Based on past experience, we estimate 200 responses per month.

TYPE OF COLLECTION: (Check one)

- | | |
|--|---|
| ☐ Customer Comment Card/Complaint Form | |
| ☐ Usability Testing (e.g., Website or Software) | ☐ Small Discussion Group |
| ☐ Focus Group | |
| ☒ Customer Satisfaction Survey | ☐ Other: _____ |

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 as official statistics, but may be presented at research or methodology conferences to inform ongoing research.
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: KaNin Reese

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, will any information that is collected be included in records that are subject to the Privacy Act of 1974? ☐ Yes ☐ No
3. If Yes, has an up-to-date System of Records Notice (SORN) 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

No incentive will be provided for completing the questionnaire.

BURDEN HOURS

Category of Respondent	No. of Respondents	Participation Time	Burden Hours
(1) Individual Website user	2400	15 minutes	600 hours
Totals	2400		600 hours

FEDERAL COST: The estimated annual cost to the Federal government is minimal.

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? ☐ 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?

The sample will be a non-representative sample collected by sharing the survey link with known affiliates that regularly use the site and with users who submit a question or comment to the data.census.gov help team. The survey will be hosted on the Qualtrics platform where the data will be collected. Qualtrics is FedRAMP authorized at the moderate level and has an Authority to Operate to collect Title 13 data for the Census Bureau. The data will not be accessible to Qualtrics employees and will be monitored and downloaded only by Census Bureau federal employees. Lastly, the link to the survey will posted on the Census website help page for data.census.gov. Respondents will self-identify as data.census.gov users. Respondents will be informed that their participation is voluntary and their information will be protected by the Privacy Act.

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

Required Additional Information

1. Line of Business: General Government
2. Subfunction: Central Records & Statistical Mgt
3. Privacy Act System of Records: N/A
4. Federal Registration citation information:
5. Number of respondents for small entities: N/A
6. Percentage of respondents reporting electronically: 100%

Please submit all instruments, instructions, correspondences (emails, letters, etc.) to respondents, and scripts as separate documents along with this request document.

Every instrument must have the following displayed – OMB Control No. 0690-0030 and Expiration Date: 07/31/2026