

Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB#: 0925-0648 Exp. Date: 05/2021)

TITLE OF INFORMATION COLLECTION:

NIAAA Website Survey for Website Satisfaction Rating

PURPOSE:

The National Institute on Alcohol Abuse and Alcoholism (NIAAA) wishes to collect feedback on user satisfaction with specific pages on the NIAAA websites such as niaaa.nih.gov, alcoholtreatment.niaaa.nih.gov, and arcr.niaaa.nih.gov. NIAAA provides program information and consumer health information through its websites. Qualitative customer feedback on NIAAA websites will help product developers enhance these important services.

The website survey pop-up, link, or embedded version will collect satisfaction data via one to six questions. The conciseness of the survey increases the chance of participation and completion. The information from this survey will be used to improve the design and operation of the publicly accessed website.

In this application, we are providing a list of questions that could be used to make up surveys of one to six questions. We will not be asking individual users all the questions in the list provided. These questions serve as a pool of options from which NIAAA product owners can pick and choose to best suit their needs.

DESCRIPTION OF RESPONDENTS:

Visitors to NIAAA websites who choose to respond to the survey pop-up, link, or embedded version.

TYPE OF COLLECTION: (Check one)

- ☐ Customer Comment Card/Complaint Form
☐ Usability Testing (e.g., Website or Software)
☐ Focus Group

- ☒ Customer Satisfaction Survey
☐ Small Discussion Group
☐ 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.
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: Katherine Masterton

To assist review, please provide answers to the following question:

Personally Identifiable Information:

1. Is personally identifiable information (PII) collected? [] Yes [X] No
2. If Yes, is the information that will be collected included in records that are subject to the Privacy Act of 1974? [] Yes [] No
3. If Applicable, has a System or Records Notice been published? [] Yes [] No

Gifts or Payments:

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

ESTIMATED BURDEN HOURS and COSTS

Category of Respondent	No. of Respondents	No. of Responses per Respondent	Time per Response (in hours)	Total Burden Hours
Individuals or Households	25,000	1	5/60	2,083
Totals	25,000	25,000		2,083

Category of Respondent	Total Burden Hours	Wage Rate*	Total Burden Cost
Individuals or Households	2,083	\$24.34	\$50700.22
Totals	2,083		\$50700.22

*BLS National Occupational Employment and Wage Estimates
https://www.bls.gov/oes/current/oes_nat.htm

FEDERAL COST: The estimated annual cost to the Federal government is \$1,630.96

Staff	Grade/Step	Salary	% of Effort	Fringe (if applicable)	Total Cost to Gov't
Federal Oversight					
Public Affairs Specialist	12/1	\$81,548.00	2%		\$1,630.96
Contractor Cost					
Travel					N/A
Other Cost					N/A
Total					\$1,630.96

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?
[X] 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 universe of potential respondents will be visitors to NIAAA websites, and the sample will consist of those who (1) visit a selected subset of webpages that will contain surveys, and (2) choose to respond to the survey via pop-up, link, or embedded tool.

Administration of the Instrument

1. How will you collect the information? (Check all that apply)
[X] Web-based or other forms of Social Media
[] Telephone
[] In-person
[] Mail
[] Other, Explain
2. Will interviewers or facilitators be used? [] Yes [X] No