

Responses to OMB Questions  
regarding the posting of two similar surveys  
on the NCI Clinical Trials Web pages

- 1) Does NCI currently have any web-based surveys for the Cancer.gov website?**
- 2) If so, how many.**

There is (1) a survey that pops up when a visitor exits a Cancer Genetics summary within the PDQ database.

Visitors to a Cancer Genetics PDQ page are not likely to overlap much with visitors to the Clinical Trials area, and the number of persons who in a single visit come to both a Cancer Genetics page and the Clinical Trials area is likely to be very low. The Cancer.gov site itself is run on a database, with the potential to serve up 3 million different pages. Site visitors don't "browse" Cancer.gov, they come looking for very specific information relating to their very specific needs. The areas appeal to different audiences.

- 3) What is the difference between the general audience survey and the news summary survey (i.e. why are both needed)?**

Site visitors seeking Clinical Trials information typically fall into two audiences: those seeking trials to participate in (patients) and those seeking outcomes of clinical trials (reporters, clinicians). The general survey is designed to capture data from people seeking trials. The news summary survey is designed to capture data on who wants to know the outcomes, and how valuable the news summaries/results actually are. Generally speaking, reporters and clinicians are already "in the loop" on the progress of clinical trials. If the outcome (news summary) is the first time they hear of an NIH clinical trial, they are woefully behind the times. So, it may be that these news summaries are only helpful as background information, which might affect how NCI wants to present that information online in terms of content, design, and navigation.