

previously noted would be performed by managerial and/or professional technical personnel, again, at an hourly rate of \$42, with 25% allocable to legal staff, at an hourly rate of \$55.⁴⁵

Thus, of the 3,747 total estimated disclosure burden hours, 2,810 hours would be attributable to managerial and/or professional technical personnel, with the remaining 937 hours attributable to legal staff. This yields \$118,020 and \$51,535, respectively, in labor costs—in total, \$169,555.

2. Non-Labor Costs

The amendment requires sellers seeking written agreements from consumers to disclose clearly and conspicuously that the purpose of the agreement is to authorize the seller to place prerecorded calls to them. Other than the initial recordkeeping costs, this disclosure requirement will impose *de minimis* costs, for the reasons discussed above.

Similarly, staff has no reason to believe that the amendment's requirement of an automated interactive opt-out mechanism will impose other than *de minimis* costs, for the reasons discussed above. The industry comments on the amendment uniformly support the view that automated interactive keypress technologies are now affordable, cost-effective, and widely available.⁴⁶ Moreover, most, if not all of the industry telemarketers who commented, including many small business telemarketers, said they are currently using interactive keypress mechanisms. Thus, it does not appear that this requirement will impose any material capital or other non-labor costs on telemarketers.

Thus, cumulatively for the live telemarketing call provisions of the TSR and the prerecorded call amendment, total labor costs are \$21,498,863 (\$388,190 + \$39,354 + \$20,901,764 + \$169,555); total capital and other non-labor costs are \$6,502,350 (office supplies and phone-related costs).

David C. Shonka,

Acting General Counsel.

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⁴⁵ This rounded figure is derived from the mean hourly earnings shown for lawyers found in the National Compensation Survey: Occupational Earnings in the United States 2007. U.S. Department of Labor released August 2008, Bulletin 2704, Table 3 ("Full-time civilian workers," mean and median hourly wages). See (<http://www.bls.gov/ncs/ncswage2007.htm>).

⁴⁶ See, e.g., Comment by IAC/InterActiveCorp & HSN LLC, #525547-00600 (Dec. 18, 2006), at 3, available at (<http://www.ftc.gov/os/comments/tsrrevisedcallabandon/index.shtm>) (Comment No. 278 of 631).

GENERAL SERVICES ADMINISTRATION

[OMB Control No. 3090-0277]

Office of Citizen Services and Communications; Submission for OMB Review; Market Research Collection

AGENCY: Office of Citizen Services and Communications, GSA.

ACTION: Notice of request for comments regarding a renewal to an existing OMB clearance.

SUMMARY: Under the provisions of the Paperwork Reduction Act of 1995 (44 U.S.C. Chapter 35), the General Services Administration will be submitting to the Office of Management and Budget (OMB) a request to review and approve a renewal of a currently approved information collection requirement regarding Market Research for the Office of Citizen Services and Communications. The OMB clearance currently expires on July 31, 2009.

This information collection will be used to determine the utility and ease of use of GSA's Web site, <http://www.gsa.gov>. The respondents include individuals and representatives from businesses currently holding GSA contracts.

Public comments are particularly invited on: Whether this collection of information is necessary and whether it will have practical utility; whether our estimate of the public burden of this collection of information is accurate, and based on valid assumptions and methodology; ways to enhance the quality, utility, and clarity of the information to be collected.

DATES: Submit comments on or before: June 29, 2009.

FOR FURTHER INFORMATION CONTACT: Ms. Jocelyn Johnson, Office of Citizen Services and Communications, at telephone (202) 208-0043, or via e-mail to jocelyn.johnson@gsa.gov.

ADDRESSES: Submit comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to the Regulatory Secretariat (VPR), General Services Administration, 1800 F Street, NW., Room 4041, Washington, DC 20405. Please cite OMB Control No. 3090-0277, Market Research Collection for the Office of Citizen Services and Communications, in all correspondence.

SUPPLEMENTARY INFORMATION:

A. Purpose

The purpose of this information collection is to inform GSA on how to best provide service and relevance to

the American public via GSA's Web site <http://www.gsa.gov>. The information collected from an online survey, focus groups, and Web site usability testing will be used to refine the <http://www.gsa.gov> Web site. The questions to be asked are non-invasive and do not address or probe sensitive issues. It is important for the GSA to gain information from the many diffuse groups it serves; therefore, the GSA will be questioning individuals and households, and businesses and other for-profit groups.

B. Annual Reporting Burden

Respondents: 190.

Responses per Respondent: 1.

Hours per Response: 72.6 minutes.

Total Burden Hours: 230.

Obtaining Copies of Proposals:

Requesters may obtain a copy of the information collection documents from the General Services Administration, Regulatory Secretariat (VPR), 1800 F Street, NW., Room 4041, Washington, DC 20405, telephone (202) 501-4755. Please cite OMB Control No. 3090-0277, Market Research Collection for the Office of Citizen Services and Communications, in all correspondence.

Casey Coleman,

Chief Information Officer.

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GENERAL SERVICES ADMINISTRATION

[OMB Control No. 3090-0277]

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