

Supporting Statement B

Customer Surveys Generic Clearance

for the

National Center for Health Statistics

Generic IC:

**Feedback Survey of persons registered for the NCHS 2010 National Conference
on Health Statistics and Website Users Survey**

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B. Collections of Information Employing Statistical Methods

1. Respondent Universe and Sampling Methods

Feedback Survey

The universe of respondents includes a database of more than 1,000 persons who registered for the 2010 National Conference on Health Statistics as well as a self-selected group of attendees at various professional conferences who visit the NCHS exhibit or NCHS-sponsored sessions. The voluntary survey of the 2010 conference attendees will run for at least 1 month and approximately 300 respondents are expected number to complete the survey.

Website Survey

The universe of respondents includes all users of the NCHS Web site over a minimum of a three month period. Every 10th visitor to the NCHS website will receive a pop-up window inviting him/her to participate in a web survey. Those who agree will be provided with a link to the survey. The voluntary web survey will run for a period of 3 months and may be extended or phased back in at a later date. Based on previous information, there are an estimated 40,000 "hits" to the NCHS website over a 3 month period. However, the vast majority selected do not participate in a web survey. The expected number to complete the survey is 400 in the first round and up to 1,000 completed surveys may be received over time.

Data will not be weighted for either survey.

2. Procedures for the Collection of Information

Feedback Survey

Conference registrants will receive an email inviting them to take a short survey (Attachment A) to provide feedback on NCHS programs, products and services, and the 2010 National Conference on Health Statistics (conference questions may be skipped, if survey participants did not attend; however, other relevant questions about NCHS products and services may be answered). The self-selected group of attendees at various professional conferences who visit the NCHS exhibit or NCHS-sponsored sessions may participate via a paper survey, via website, or other method.

Website Survey

Sampled web site visitors will automatically receive notification that they have been selected, and will be directed to a separate web page with the questionnaire (Attachment B). This Web page will NOT capture any personally-identifiable information. (The web survey will be updated to provide current OBM clearance expiration data before the survey goes live.) All submissions are voluntary and anonymous. Responses will be collected electronically and made available electronically to the NCHS staff responsible for analyzing the results.

3. Methods to Maximize Response Rates and Deal with Non-response

Since responses are anonymous, there is no way to deal with non-response. The data collected should be sufficient to inform survey planners and policy staff.

4. Tests of Procedures or Methods to be Undertaken

None

5. Individuals Consulted on Statistical Aspects and Individuals Collecting and/or Analyzing Data

Questionnaires and protocols were developed in collaboration with and are reviewed by staff of the Office of Research Methodology (ORM), NCHS. Primary consultant is:

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Attachment

Attachment A. NCHS Feedback Survey Questions

Attachment B. Customer Satisfaction Website Survey