

**Supporting Statement A**

**Customer Surveys Generic Clearance**

**for the**

**National Center for Health Statistics**

**Generic IC:**

**NCHS Website Users Customer Satisfaction Survey**

**OMB No. 0920-0729  
(Expires May 31, 2017)**

**Contact Information**

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## **A. Justification**

### **1. Circumstances Making the Collection of Information Necessary**

On May 14, 2014, the National Center for Health Statistics (NCHS) received OMB approval for Customer Surveys Generic Clearance (OMB No. 0920-0729, EXPIRES 5/31/2017) to conduct voluntary surveys to assess strengths in agency products and services and to obtain feedback on the development, implementation, and satisfaction regarding public health services, products, communication campaigns and information.

Under this approval, OMB has agreed to expedite generic IC review of proposals for data collections and OMB will generally review such requests within ten business days.

The specific generic IC project for this clearance is:

- Conduct a Customer Satisfaction Survey of NCHS website users
- Reduce the survey burden time from 15 minutes to 10 minutes

The Customer Satisfaction Survey of NCHS website users is an important component of the NCHS response to the OMB Government Performance and Results Act (GPRA) initiative and efforts to evaluate our program's effectiveness in achieving long-term performance goals.

NCHS is requesting approval of minor changes to the previously approved survey. More specifically, the elimination of 3 questions (see attachment A), which NCHS has determined are not necessary. In turn, the time to complete the survey has been reduced from 15 to 10 minutes.

### **2. Purpose and Use of Information Collection**

NCHS places the highest priority on providing quality products and services to its customers. Results from this survey will be used to identify strengths and weaknesses in current products and services and to refine and improve them by implementing modifications that are practical and feasible. Information obtained will guide NCHS management in program planning.

Results from the web-based survey of customer satisfaction will be made available for the OMB Government Performance and Results Act (GPRA) initiative and efforts to evaluate NCHS' program effectiveness in achieving long-term performance goals.

### **3. Use of Improved Information Technology and Burden Reduction**

The NCHS website user survey will employ information technology to collect and analyze data. Respondents will submit their responses electronically; and these responses will be tallied electronically and put into a database by survey software. Electronic collection will minimize the burden on survey respondents and facilitate the most rapid processing of survey results. This, in turn, provides NCHS the quickest means for making improvements based on customer feedback.

#### **4. Efforts to Identify Duplication and Use of Similar Information**

There are no current broad-based data available on customer satisfaction with NCHS products and services.

#### **5. Impact on Small Businesses or Other Small Entities**

In as much as a few small businesses may be included in the audience for some surveys, they should not be adversely affected by the customer surveys. The number of questions will be held to the absolute minimum for the intended use of these data. Form design and the electronic data collection methodology will further minimize respondent burden.

#### **6. Consequences of Collecting the Information Less Frequently**

These surveys are appropriate vehicles to examine public perception of NCHS' ability to respond in a timely manner to the needs of its customers. Collection of information routinely and systematically enhances its utility in monitoring customer satisfaction and in identifying problems and needs so as to make changes and improve products and services. The planned survey is expected to be updated at selected intervals based upon any new information. There are no legal obstacles to reduce the burden.

#### **7. Special Circumstances Relating to the Guidelines of 5 CFR 1320.5**

**This request fully complies with the regulations 5CFR 1320.5.**

#### **8. Comments in Response to the Federal Register Notice and Efforts to Consult Outside Agency**

##### **a. Federal Register Notice**

The 60-day notice for the ICR was published in the *Federal Register*, Vol. 78, No. 227, October 25, 2013, pp. 7030270302. One public comment was received and the standard CDC response was sent.

##### **b. Consultation**

Only internal consultation will be involved in this project.

#### **9. Explanation of Any Payment or Gift to Respondents**

This collection of information does not involve any payment or gift to respondents.

#### **10. Protection of the Privacy and Confidentiality of Information Provided by Respondents**

It has been determined that the Privacy Act does not apply because the data collection activities described in this submission do not involve the collection of individually identifiable information. NCHS will treat data/information in a secure manner and will not disclose, unless otherwise required by law.

## 11. Institutional review Board (IRB) and Justification for Sensitivity Questions

The NCHS IRB has determined that customer satisfaction surveys do not require their review and approval.

There are no sensitive questions.

## 12. Estimates of Annualized Burden Hours and Costs

For every 3 visitors to the NCHS website, one random person is selected. That person has to visit 3 pages that have the survey active consecutively within 10 minutes before they receive the survey popup request. The visitor will receive a pop-up window inviting him/her to participate in a NCHS Customer Satisfaction web survey (Attachment B). Those who agree will be provided with a link to the survey. The voluntary survey will run for a period of 3 months and may continue longer or be returned to the field after a break in time. Based on previous information, there are an estimated 3,000,000 “hits” to the NCHS website over a 3 month period. However, given the participant selection criteria and that the vast majority selected do not participate in a web survey (based on past website user surveys), the expected percent to complete the survey is less than 1 percent. Because we anticipate being in the field for an unspecified time, we are asking for approval to collect 6,000 responses over the 3-year period. Given the reduction in questions, the average burden to complete the survey has changed from 15 minutes to 10 minutes for a total burden of 250 hours.

**Table 1. Estimate of Annualized Burden Hours**

Type of Respondent	Form Name	Number of Respondents	Number of responses/ respondent	Average Burden/ response (in hours)	Response Burden (in hours)
NCHS website-users	Web survey	1,500	1	10/60	250
Total					250

The mean hourly earnings across all occupations (as of May 2015) was \$23.23 based on the U.S. Bureau of Labor Statistics National Occupational Employment and Wage Estimates. The BLS website for this

information is: [http://www.bls.gov/oes/current/oes\\_nat.htm](http://www.bls.gov/oes/current/oes_nat.htm). Consequently, the total estimated cost to respondents is \$5807.50.

**Table 2. Estimate of Annualized Burden Costs**

Type of Respondent	Form Name	Total Burden Hours	Hourly Wage Rate	Total Respondent Costs
NCHS website-users	Web survey	250	\$23.23	\$5807.50
Total				\$5807.50

**13. Estimates of Other Total Annual Cost Burden to Respondents or Record Keepers**

There are no additional costs to the respondents. There are no costs other than their time to participate in the voluntary survey.

**14. Annualized Cost to the Federal Government**

The nominal cost for Survey Monkey is already included in an annual agency fee. It is expected that collecting and analyzing data from the survey will cost NCHS about \$25,000. This amount does not change with the requested minor revisions.

**15. Explanation for Program Changes or Adjustments**

This is a generic IC. There are no program changes or adjustments.

**16. Plans for Tabulation and Publication and Project Time Schedule**

Data collected will be analyzed to inform NCHS planning activities. The information is for internal use only. Summary data may be provided to OMB and DHHS; however no publications are planned. The NCHS Website Users survey will commence in the Fall of each year and results will be available for the OMB Government Performance and Results Act (GPRA) initiative (due in December of each year). This will inform efforts to evaluate NCHS' program effectiveness in achieving long-term performance goals.