

Supporting Statement A

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**

**OMB No. 0920-0729
(Expires April 30, 2014)**

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A. Justification

1. Circumstances Making the Collection of Information Necessary

On April 21st 2011, the National Center for Health Statistics (NCHS) received OMB approval for Customer Surveys Generic Clearance (OMB No. 0920-0729, EXPIRES 04/30/2014) 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 projects for this clearance are:

- Conduct a Feedback Survey of persons registered for the NCHS 2010 National Conference on Health Statistics;
- Conduct a subset or slightly modified version of the feedback survey from attendees at other conferences where NCHS is represented, such as the annual meeting of the American Public Health Association or the Joint Statistical Meetings; and
- Conduct a Customer Satisfaction Survey of NCHS website users.

Both the Feedback Survey and the Customer Satisfaction Survey are important components 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.

2. Purpose and Use of Information Collection

NCHS places the highest priority on providing quality products and services to its customers. Results from these surveys 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 survey will employ the newest 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 not adversely affected by the customer surveys. The number of questions will be held to the absolute minimum for the intended use of the 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 surveys are expected to be one-time surveys or surveys updated at selected intervals. There are no legal obstacles to reduce the burden.

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

a. Federal Register Notice

The 60-day notice was published in the *Federal Register*, Vol. 75, No. 197, October 13, 2010, pp. 62834-35. No public comments were received.

b. Consultation

Only internal consultation was 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. Assurance of Confidentiality Provided to Respondents

An assurance of confidentiality is provided to all respondents according to section 308 (d) of the Public Health Service Act (42 USC 242m) which states:

"No information, if an establishment or person supplying the information or described in it is identifiable, obtained in the course of activities undertaken or supported under section...306,...may be used for any purpose other than the purpose for which it was supplied unless such establishment or person has consented (as determined under regulations of the Secretary) to its use for such other purpose and (1) in the case of information obtained in the course of health statistical or epidemiological activities under section...306, such information may not be published or released in other form if the particular establishment or person supplying the information or described in it is identifiable unless such establishment or person has consented (as determined under regulations of the Secretary) to its publication or release in other form,..."

Privacy Impact Assessment

The data are covered under Privacy Act System of Records 09-20-0169, Users of Health Statistics. The NCHS IRB has determined that customer satisfaction surveys do not require their review and approval.

12. Estimates of Annualized Burden Hours and Costs

Feedback Survey

A database of more than 1,000 registered 2010 National Conference on Health Statistics participants will receive an electronic survey (Attachment A) of a maximum of 9 questions (some questions may be skipped depending on responses) about the 2010 National Conference on Health Statistics and other NCHS programs, products and services. The voluntary NCHS Feedback Survey will run for at least 1 month (time period may be exceeded, based on number of respondents). Based on previous information, there is an estimated 20% response rate to the survey over a 1 month period. The expected number to complete the survey is approximately 300, with an additional 700 responses expected from other conference venues. The average burden to complete the survey is 8 minutes for a total burden at all conferences of 133 hours (see Table 1).

Website Survey

Every 10th visitor to the NCHS website 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 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 percent to complete the survey is approximately 10 percent. Because we anticipate being in the field from an unspecified time, we are asking for approval to collect 1,000 responses over the 3-year period. The average burden to complete the survey is 8 minutes for a total burden of 133 hours.

The total number of expected responses is 2,000 for a total burden of 266 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)
Conference registrants/attendees	NCHS Feedback Survey	1,000	1	8/60	133
NCHS web-users	Web survey	1,000	1	8/60	133

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 the data from the two types of surveys will cost NCHS about \$45,000.

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 Feedback survey will commence within 2 weeks of clearance and will be available for the OMB Government Performance and Results Act (GPRA) initiative (due in December 2011) and efforts to evaluate NCHS' program effectiveness in achieving long-term performance goals. The Website Users survey also will commence in Fall 2011 and the first three months of data will be available in early 2012.