

Attachment A: Health, United States Website User Customer Satisfaction Survey

Form Approved
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NOTICE - CDC estimates the average public reporting burden for this collection of information as 10 minutes per response, including the time for reviewing instructions, searching existing data/information sources, gathering and maintaining the data/information needed, and completing and reviewing the collection of information. An agency may not conduct or sponsor, and a person is not required to respond to a collection of information unless it displays a currently valid OMB control number. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to CDC/ATSDR Information Collection Review Office, 1600 Clifton Road NE, MS D-74, Atlanta, GA 30333; ATTN: PRA (0920-0729).

This survey has been approved by the Executive Office of the President Office of Management and Budget (OMB). You've been invited to participate in a brief, 12-question customer satisfaction survey. This survey will NOT capture any personally-identifiable information. All submissions are voluntary and anonymous. Your participation is extremely important, and will be used to improve NCHS' products and services. All information will be treated in a secure manner. Thank you for helping Health, United States.

1. On today's visit to the Health, United States webpages, how did you reach our site?
 - a. Directly, via a bookmark or typing in the web address
 - b. Through FastStats
 - c. Searched health keywords (e.g. via Google)
 - d. Link from e-mail, blog, or social media post
 - e. News or journal articles outside
 - f. Other (specify)

2. Besides today, about how many times have you used the Health, United States webpages or publications in the last year?
 - a. Never
 - b. A couple of times per year
 - c. A couple of times per month
 - d. A couple of times per week

3. Which best describes your occupation?
 - a. Health care provider
 - b. Health/public health professional
 - c. Health researcher/scientist
 - d. Legal professional
 - e. Market researcher, analyst, or consultant
 - f. Media professional
 - g. Policy-maker, policy analyst, or advocate
 - h. Retired
 - i. Student

- j. Other (specify)
4. How would you best describe your organization?
 - a. Academic/research institution
 - b. Health care facility
 - c. Medical drug/device industry or healthcare consulting
 - d. Media/communications firm
 - e. Non-profit advocacy or policy organization
 - f. Federal government
 - g. State or local government
 - h. Not affiliated with an organization
 - i. Other (specify)
 5. What will you access on the Health, United States webpage today? (Mark all that apply)
 - a. A Health, United States annual report
 - b. Data Finder for health statistics searches
 - c. Spotlight health infographics
 - d. More information about Health, United States or a related product
 - e. Health, United States' Appendix
 - f. Other (specify)
 - g. I am not sure
 6. How do you intend to use Health, United States information? Rank up to three uses (1 = most common use for you).
 - a. Academic research or project
 - b. Health program planning or evaluation
 - c. Policy or legislation
 - d. Media/journalism
 - e. Market research
 - f. Personal interest
 - g. Other (specify)
 7. Are you most interested in health trends over time (e.g., prevalence of preterm births from 2007 to 2017) or estimates from the most recent time point (e.g., prevalence of preterm births in 2017)? (Note: In 2020, this date would be updated to 2018.)
 - a. Trends over time
 - b. Most recent time point
 - c. I am equally interested in both of these
 - d. I am not interested in either of these
 8. How do you prefer health data to be made available? Rank up to three formats (1 = most preferred format, 3=least preferred format).
 - a. Data files for download; I like to do my own statistical analyses.
 - b. Simple summary tables; I like to look up statistics without additional text or interpretation.
 - c. Simple graphics; I like to visualize data with pre-prepared graphics.

- d. Interactive data visualizations; I like to customize the way I visualize data.
 - e. In-depth report; I like to read reports about specific topics with context and analysis.
 - f. Other (specify)
9. Please indicate your opinion about the Health, United States webpages and the information you obtain from them.
- a. The information is easy to find.
 - i. Strongly agree
 - ii. Agree
 - iii. Disagree
 - iv. Strongly disagree
 - v. N/A
 - b. The information is easy to understand.
 - i. Strongly agree
 - ii. Agree
 - iii. Disagree
 - iv. Strongly disagree
 - v. N/A
 - c. The information highlights areas of critical public health importance.
 - i. Strongly agree
 - ii. Agree
 - iii. Disagree
 - iv. Strongly disagree
 - v. N/A
 - d. The information meets my needs.
 - i. Strongly agree
 - ii. Agree
 - iii. Disagree
 - iv. Strongly disagree
 - v. N/A
10. On the Health, United States webpages and products, was there information you wanted to find but couldn't? (specify)
11. What do you like most about the Health, United States webpages, products, or content? (specify)
12. What do you like least about the Health, United States webpages, products, or content? (specify)