

Supporting Statement A

Customer Surveys Generic Clearance

for the

National Center for Health Statistics

Generic IC:

Health, United States Website Users Customer Satisfaction Survey 2019

OMB No. 0920-0729

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Attachments

- Attachment A. Health, United States Website User Customer Satisfaction Survey
- Attachment B. Health, United States Website User Pop-Up Survey

A. Justification

1. Circumstances Making the Collection of Information Necessary

The National Center for Health Statistics (NCHS) received OMB approval for Customer Surveys Generic Clearance (OMB No. 0920-0729, Exp. Date 09/30/2020) 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:

- To conduct a Customer Satisfaction Survey of Health, United States (HUS) website users in 2019 and 2020 (Attachment A)
- To conduct Pop-Up Surveys of HUS website users in 2019 and 2020 (Attachment B)

The Customer Satisfaction and Pop-up Surveys of HUS website users will aid NCHS to better understand user satisfaction with HUS and help identify areas for potential improvement.

2. Purpose and Use of Information Collection

HUS is a Congressionally-mandated annual report on the health of the nation. The report has been produced by the National Center for Health Statistics (NCHS) since 1975, with periodic updates to content, design, and dissemination in response to stakeholder needs.

With the availability of health data using mobile technology, along with offering new health products beyond the printed report (e.g., Spotlight, Data Finder), HUS seeks to maintain the same relevance and accessibility with major stakeholder groups who have traditionally used the report.

Results from this survey will be used to identify what changes in content, format, design, and mode of delivery are needed to increase the accessibility and utility of HUS for its users. Information obtained also will guide HUS' management in program planning.

3. Use of Improved Information Technology and Burden Reduction

The HUS 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 HUS 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 HUS 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 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 and satisfaction with HUS in a timely manner so that NCHS may be responsive to the needs of its customers. This customer satisfaction survey will help identify problems and customer needs so as to make changes and improve HUS products and services.

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. 82, No. 44, March 8, 2017, pp. 12963-12965. 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

No personally identifiable information is collected in this customer satisfaction survey. Because the answers provided in the web surveys will be anonymous and free of any personally identifiable information, the Privacy Act and assurances of confidentiality are not applicable.

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

HUS Customer Satisfaction Web Survey

Each visitor to the HUS pages of the NCHS website, will be selected. The visitor will receive a window inviting him/her to participate in a HUS Customer Satisfaction Web Survey (Attachment A). Those who agree will be provided with a link to the survey. The voluntary survey will run for a period of 3 months.

Based on viewership information from 2018, there were an estimated 25,000–30,000 views of HUS web pages over a 3-month period after the publication was released. Similar web surveys have had low response rates. We are asking for approval to collect 3,000 total responses over the remaining 2-year period of the Customer Surveys Generic Clearance for the National Center for Health Statistics (OMB No. 0920-0729, Exp. Date 09/30/2020). The average burden to complete the survey is 10 minutes, for a total annualized burden of 250 hours.

HUS Pop-up Survey

Three products and/or pages on the HUS webpages will have brief, 2-question pop-up surveys (Attachment B). Visitors to these pages or files will provide answers directly in the pop-up window. This voluntary survey will run for a period of 3 months.

Based on viewership information from 2018, there were an estimated 4,500 views of these HUS web pages over an average 3-month period. Because this survey has only 2 questions, we expect a higher response rate than for the full Customer Satisfaction Web Survey. We are asking for approval to collect 3,000 total responses over the remaining 2-year period of the Customer Surveys Generic Clearance for the National Center for Health Statistics (OMB No. 0920-0729, Exp. Date 09/30/2020). The average burden to complete the survey is 1 minute, for a total annualized burden of 25 hours.

Together the two components (the web and pop-up surveys) represent a total annualized burden of 275 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)
HUS website-users	Web survey	1,500	1	10/60	250
Specific HUS product users	Pop-up survey	1,500	1	1/60	25
Total					275

The mean hourly earnings across all occupations (as of January 2019) was \$23.34 based on the 2017 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. Consequently, the total estimated cost to respondents is \$6,418.50.

Table 2. Estimate of Annualized Burden Costs

Type of Respondent	Form Name	Total Burden Hours	Hourly Wage Rate	Total Respondent Costs
HUS website-users	Web survey	250	\$23.34	\$5,835.00
Specific HUS product users	Pop-up survey	25	\$23.34	\$583.50
Total				\$6,418.50

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.

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 the HUS program and planning activities. The information is for internal use only.

17. Reason(s) Display of OMB Expiration Date is Inappropriate

Display of OMB expiration date is appropriate.

18. Exceptions to Certification for Paperwork Reduction Act Submissions

There are no exceptions to the certification.