

Supporting Statement B

Customer Surveys Generic Clearance

for the

National Center for Health Statistics

Generic IC:

Health, United States Website Users Customer Satisfaction Survey 2019

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Attachment

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

B. Collections of Information Employing Statistical Methods

1. Respondent Universe and Sampling Methods

HUS Customer Satisfaction Web Survey

Each visitor to the Health, United States (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, web-based 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 expecting to collect approximately 1,500 responses during the survey period.

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 specific 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. Thus, we are expecting to collect approximately 1,500 responses during the survey period.

Data will not be weighted for these surveys.

2. Procedures for the Collection of Information

Sampled website visitors will automatically receive notification that they have been selected. Respondents to the HUS Customer Satisfaction Web Survey will be directed to a separate web page with the questionnaire (Attachment A). Respondents to the HUS Pop-up Surveys (Attachment B) will answer directly in the pop-up windows within the NCHS/HUS web pages. These surveys will NOT capture any personally-identifiable information. 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

Because responses are anonymous, there is no way to deal with non-response. Understanding that satisfaction surveys have low response rates, the data collected will be the first customer satisfaction survey for HUS and are anticipated to help 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 Planning, Budget, and Legislation, NCHS. Primary consultant is:

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