

Attachment B1: Proposed Samples and Sampling Methods

Target Audience	Sampling Universe	Sampling Method By Methodology	Estimated Sample Size Per Methodology	Total Estimated Sample Size
Recipients of the Guide who indicated they are willing to participate in the survey	6,745 individuals on AHRQ's recipient list of the publication <i>The Guide to Clinical Preventive Services</i>	<p>Telephone Survey: Recipients of <i>The Guide to Clinical Preventive Services</i> who indicated they are willing to participate in the survey</p> <p>Mail/Email Survey Recipients of <i>The Guide to Clinical Preventive Services</i> who indicated they are willing to participate in the survey</p> <p>Semi-structured Interview: Convenience sample of participants who completed the survey and are willing to participate in the follow-up semi-structured interview</p>	<p>Telephone Survey: 135</p> <p>Mail: 795</p> <p>Emailed Survey: 5,815</p> <p>Semi-structured Interview: 30</p>	6,775*
Users of ePSS Version of Guide	16,957	Web-linked Survey: Convenience sample of individuals who self-select to respond to the survey	n/a	4239
Users of Preventive Services Website Version of Guide	5,400	Web-linked Survey: Convenience sample of individuals who self-select to respond to the survey	n/a	1350
TOTAL				12,364

* According to the project design, 30 participants can be invited twice, for a total of 6,775 surveys and interviews