

**B. Collections of Information Employing Statistical Methods.**

1. Describe (including numerical estimate) the potential respondent universe and any sampling or other respondent selection method to be used. Data on the number of entities (e.g., establishments, State and local government units, households, or persons) in the universe covered by the collection and in the corresponding sample are to be provided in tabular form for the universe as a whole and for each of the strata in the proposed sample. Indicate expected response rates for the collection as a whole. If the collection has been conducted previously, include the actual response rate achieved during the last collection.

The potential respondent pool includes the entire non-institutionalized U.S. adult population residing in telephone-equipped dwellings. This population does not include adults in penal, mental, or other institutions; adults living in other group quarters, such as dormitories, barracks, or boarding houses; adults living in a dwelling without a telephone; and/or adults who do not speak English or Spanish well enough to be interviewed.

The Genesys-ID system, which contains information on area-code exchange combinations with working numbers and U.S. Census demographic information in geographic regions defined by zip codes, will be used to construct a sampling of U.S. households. There will be a target of completed interviews 2400 households nationwide. In addition 4 regional targets (that correspond to DHS UASI regions/cities) as shown below:

<b>Geographic Region</b>	<b>Interviews</b>
Houston	500
New York City	500
Indianapolis	500
Bay Area	500
Total	2000

This will result in a total of 4400 interviews. These phone interviews will be placed using Random Digit Dialing technology, which guarantees equal probability of selection to all households containing at least one working residential telephone number. Additionally, the calls will be made during weekday, weeknight, and weekends to ensure better representation. Under the direction of a Senior Analyst, results will be weighed according to known parameters, such as age, gender, and race. This allows the researcher to be confident that the sample frame is a scientifically valid representation of the U.S. population. The expected response rate is 80%.

2. Describe the procedures for the collection of information including:

- Statistical methodology for stratification and sample selection,

The Genesys-ID system, which contains information on area-code exchange combinations with working numbers and U.S. Census demographic information in geographic regions defined by zip codes, will be used to construct a nationwide

sampling of U.S. households for a total of 2400 interviews. The same techniques will be used to construct individual samples for each of the 4 selected regions. The regions are clearly defined by zip codes and can be identified through Genesys. These phone interviews will be placed using Random Digit Dialing technology, which guarantees equal probability of selection to all households containing at least one working residential telephone number. It should be noted that the regional interviews will not be analyzed with the nationwide interviews, so this is not considered a stratification and therefore does not require weighting. Results will be weighted to known parameters, such as age, gender, and race. This allows the researcher to be confident that the sample frame is a scientifically valid representation of the population.

- Estimation procedure,

The population parameters are the entire non-institutionalized U.S. adult population residing in telephone-equipped dwellings. This population does not include adults in penal, mental, or other institutions; adults living in other group quarters, such as dormitories, barracks, or boarding houses; adults living in a dwelling without a telephone; and/or adults who do not speak English or Spanish well enough to be interviewed.

- Degree of accuracy needed for the purpose described in the justification,

The nationwide survey of 2400 people will provide overall results at +/-2%, at 95% confidence.

The regional surveys of 500 people will each provide overall results at +/-4.4%, at 95% confidence.

- Unusual problems requiring specialized sampling procedures, and

Not Applicable.

- Any use of periodic (less frequent than annual) data collection cycles to reduce burden.

This survey is currently scheduled for annual collection. In subsequent cycles, new respondents will be contacted, so a respondent will only be burdened for one collection.

It is essential that this survey be conducted annually to effectively gauge the impact of programs and initiatives to change the behaviors and attitudes of citizens related to individual preparedness. DHS feels annual data is necessary to develop targeted communication and outreach programs.

### 3. Describe methods to maximize response rates and to deal with issues of

non-response. The accuracy and reliability of information collected must be shown to be adequate for intended uses. For collections based on sampling, a special justification must be provided for any collection that will not yield “reliable” data that can be generalized to the universe studied.

Surveys will be conducted during weekday, weeknight, and weekend hours to maximize response while minimizing response bias. During the telephone contact period, up to 10 attempts will be made. The length of the survey will be approximately twenty minutes and respondents will be able to break during the survey if they are not able to complete it in one sitting. Respondents will also be provided with a toll-free number that they can call to complete the survey at their convenience. Interviews will also be conducted by bilingual interviewers who can conduct the survey in Spanish or English depending on the respondent’s preference. Results will be weighted according to known parameters, such as age, gender, and race.

4. Describe any tests of procedures or methods to be undertaken. Testing is encouraged as an effective means of refining collections of information to minimize burden and improve utility. Tests must be approved if they call for answers to identical questions from 10 or more respondents. A proposed test or set of tests may be submitted for approval separately or in combination with the main collection of information.

Not applicable.

5. Provide the name and telephone number of individuals consulted on statistical aspects of the design and the name of the agency unit, contractor(s), grantee(s), or other person(s) who will actually collect and/or analyze the information for the agency.

The information collection will be done for the Office of Citizen Corps by a contractor:

Macro International, Inc.  
11785 Beltsville Drive  
Calverton, MD 20705  
301-572-0200

The representatives of the contractor who consulted on statistical aspects of design and will be responsible for conducting the planned data collection are:

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