

# **SUPPORTING STATEMENT FOR OMB CLEARANCE**

## **National Youth Anti-Drug Media Campaign**

### **Copy Testing – Supporting Statement B**

**OMB Control Number**  
**3201-0006**

Prepared by:  
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On behalf of:  
**Office of National Drug Control Policy**  
**Executive Office of the President**  
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Washington, DC 20503

**February 23, 2009**

# PAPERWORK REDUCTION ACT SUBMISSION

Please read the instructions before completing this form. For additional forms or assistance in completing this form, contact your agency's Paperwork Clearance Officer. Send two copies of this form, the collection instrument to be reviewed, the Supporting Statement, and any additional documentation to: Office of Information and Regulatory Affairs, Office of Management and Budget, Docket Library, Room 10102, 725 17th Street NW, Washington, DC 20503.

1. Agency/Subagency originating request: <b>Office of National Drug Control Policy (ONDCP)</b>	2. OMB control number: <span style="float: right;">b. <input type="checkbox"/> None</span> a. <b>3201-0006</b>
3. Type of information collection ( <i>check one</i> ) a. New collection b. Revision of a currently approved collection c. Extension of a currently approved collection d. Reinstatement, without change, of a previously approved collection for which approval has expired e. Reinstatement, with change, of a previously approved collection for which approval has expired <b>[X]</b> f. Existing collection in use without an OMB control number  <i>For b.-f., note item A2 of Supporting Statement instructions</i>	4. Type of review requested ( <i>check one</i> ) a. Regular <b>[X]</b> b. Emergency--Approval requested by: <input type="checkbox"/> c. Delegated
	5. Small entities Will this information collection have a significant economic impact on a substantial number of small entities? Yes No <b>[X]</b>
	6. Requested expiration date a. Three years from approval date <b>[X]</b> b. <input type="checkbox"/> Other--Specify: ____/____/____
7. Title <b>[National Youth Anti-Drug Media Campaign (NYADMC)-Adult and Youth Copy Testing</b>	
8. Agency form number(s) ( <i>if applicable</i> )	
9. Keywords <b>Drug Abuse Prevention, Youth, Adult, Communications</b>	
10. Abstract <b>This research will allow for the testing of anti-drug messages and copy for use in the NYADMC. Results will be used to select ads and messages for the campaign. Testing will be conducted among both Youth and Adult target audiences.</b>	
11. Affected public ( <i>mark primary with "P" and all others that apply with "X"</i> ) a. <b>[X]</b> Individuals or households      d. <input type="checkbox"/> Farms b. <input type="checkbox"/> Business or other for-profit      e. <input type="checkbox"/> Federal Government c. <input type="checkbox"/> Not-for-profit institutions      f. <input type="checkbox"/> State, Local, or Tribal govt.	12. Obligation to respond ( <i>mark primary with "P" and all others that apply with "X"</i> ) a. Voluntary b. Required to obtain or retain benefits c. Mandatory
13. Annual reporting and recordkeeping hour burden a. Number of respondents: <b>[11,100 Year 1] [7,800 Years 2 &amp; 3]</b> b. Total annual responses: <b>[11,100 Year 1] [7,800 Years 2 &amp; 3]</b> c. Total annual hours requested: 1. Percentage of those responses collected electronically: <b>[100%]</b> _____ <b>[2,370 Year 1] [1,680 Years 2 &amp; 3]</b> _____ d. Current OMB inventory _____ e. Difference _____ f. Explanation of difference 1. Program change _____ 2. Adjustment _____	14. Annual reporting and record keeping cost burden ( <i>in thousands of dollars</i> ) a. Total annualized capital/startup costs: <b>[0]</b> _____ b. Total annual costs (O&M): <b>[0]</b> _____ c. Total annualized cost requested: <b>[\$525,000 Year 1] [\$300,000 Years 2 &amp; 3]</b> _____ d. Current OMB inventory _____ e. Difference _____ f. Explanation of difference 1. Program change _____ 2. Adjustment _____
15. Purpose of information collection ( <i>mark primary with "P" and all others that apply with "X"</i> ) a. <input type="checkbox"/> Application for benefits      e. <input type="checkbox"/> Program planning or management b. <input type="checkbox"/> Program evaluation      f. <input type="checkbox"/> Research c. <input type="checkbox"/> General purpose statistics      g. <input type="checkbox"/> Regulatory or compliance d. <input type="checkbox"/> Audit	16. Frequency of recordkeeping or reporting ( <i>check all that apply</i> ) a. Recordkeeping      b. Third party disclosure c. Reporting <b>[X]</b> 1. On occasion      2. Weekly      3. Monthly 4. Quarterly <b>[X]</b> 5. Semi-annually      6. Annually 7. Biennially      8. Other ( <i>describe</i> ) _____
17. Statistical methods Does this information collection employ statistical methods?	18. Agency contact (person who can best answer questions regarding

Yes <input checked="" type="checkbox"/> No	the content of the submission) Name: <b>[Mark Krawczyk]</b> Phone: <b>[202-395-6720]</b> _____
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**SUPPORTING STATEMENT FOR OMB CLEARANCE**

**NATIONAL YOUTH ANTI-DRUG MEDIA CAMPAIGN**

**COPY TESTING**

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## **B. Statistical Methods**

### **1. Respondent Universe and Sampling Methods**

Ads are tested for communications effectiveness with members of its stated target audience. The target audience for most ads is stated rather broadly (e.g., youth ages 14 to 16, parents of tweens and teens); however, some ads are targeted to a more specific segment as specified by age, gender, geographic location, and/or racial or ethnic group.

Recruitment quotas will include gender, age, and race/ethnicity as appropriate, in order to adequately reflect the target audience. In addition, samples will reflect variety in geographic density (i.e., urban, suburban, rural) and region of the country. For youth, the majority of convenience sample of test participants will be recruited from existing online research panels. Supplemental youth target audience members may need to be recruited and screened at a central location (e.g., mall facilities) to obtain the desired diversity in the sample reflective of the youth population. For adults, the convenience samples of test participants will be recruited entirely from existing online research panels.

Online panels are used by online market research companies in order to gain efficiencies in recruiting respondents. Panel participants are pre-screened based on specific recruitment criteria, including but not limited to demographic, psychographic, behavioral and/or geographic parameters. Panels contain a large pool of potential respondents from which a specific survey can be disseminated. The pool is typically developed via website or banner solicitation. Respondents agree to be part of the panel, and also agree to participate in each specific survey.

Ads will also be tested for unintended negative effects with other audience of concern, as appropriate. Specifically, ads targeting older children (e.g., high school) may have unintended negative consequences on younger children (e.g., middle school age youth). Therefore, as appropriate, youth-targeted ads will be tested for unintended negative effects with both the intended target audience as well as younger target audiences.

Ads directed to adults will typically be tested only among adults.

#### Youth Advertising Copy Tests

For each youth ad that we copy test, we will recruit 150 youth (male and female) who are 14-16 years old: 50 White, 50 Hispanic and 50 African American. We will also recruit 150 youth (male and female) who are 11-13 years old: 50 White, 50 Hispanic and 50 African American. The majority of subjects will be recruited from existing online panels across the U.S. To ensure we reach quotas among Hispanic and African American youth, supplemental youth respondents we will be recruited using the place-based recruitment methods currently used. No more than 30% of African American and Hispanic respondents will be recruited via the place-based intercept method.

The transition to online copy testing is to align with advertising industry best practices and current data collection trends. Research and expert advice corroborate this transition and have found the online medium effectively reaches teens in an environment where much of their time is spent. Online panels are effective at reaching the teen target. Copy testing online will bring about a reduction in costs to conduct the research and allow for more flexible and efficient sampling.

Based on past experience, we expect a response rate among age-appropriate youth of over 80%. The table below shows the universe of potential youth respondents, and our sample.

NUMBER OF YOUTH LIVING IN USA, 11-16 YRS. OLD  
(Approximate, based upon Simmons Data, 2007)

	WHITE	HISPANIC	AFRICAN AMERICAN	TOTAL UNIVERSE
11-13 YRS.	9.4 million	2.1 million	1.9 million	13.4 million
14-16 YRS.	9.5 million	2.2 million	2.1 million	13.8 million
<b>Sample Tested</b>				
11-13 YRS.	50/cell	50/cell	50/cell	150/cell
14-16 YRS.	50/cell	50/cell	50/cell	150/cell
TOTAL	100/cell	100/cell	100/cell	300/cell

#### Adult Advertising Copy tests

For each adult ad that we copy test in the test/control method, we will typically recruit 150 adults: 50 Caucasian, 50 Hispanic, and 50 African American; for general communications checks, we will typically recruit 300 adults: 100 Caucasian, 100 Hispanic, and 100 African American. Subjects will be recruited exclusively from existing online panels. We expect a qualification rate among parents to be at or above 80%. The table below shows an example of the universe of potential adult respondents, specifically parents of 11-16 year olds, and our sample.

NUMBER OF HOUSEHOLDS WITH YOUTH 11-16 YRS. OLD, LIVING IN USA  
(Approximate, based upon Simmons Data, 2007)

	WHITE	HISPANIC	AFRICAN AMERICAN	TOTAL UNIVERSE
Universe	10.8 million	2.8 million	2.2 million	15.8 million
Test (or) Control	50/cell	50/cell	50/cell	150/cell
General	100/cell	100/cell	100/cell	300/cell

## **2. Information Collection Procedures**

A research design incorporating a randomly assigned control group will be used. Graphical representations of this design for TV ads are shown below in Figure 1.

For youth and adult, qualified respondents answer questions within a self-administered survey using a personal computer. The survey is taken independently and at the time and place of the respondents choosing. Although the online

survey will be without an official interviewer present, respondents will have access to help via email should questions arise; for youth in the place-based supplement, an attendant will be available to answer questions as needed. The interview requires approximately 15 minutes to complete. Ads will be tested in an uncluttered monadic test situation (i.e., test and control ads will not be embedded in program content).

Respondents in the test group are exposed to advertising (two times) in addition to answering questions. Those in the control group only answer questions. After exposure to advertising, respondents in the test group are questioned about the main idea (open-ended), likeability, clarity, and believability (open- and closed-ended) of the ad, along with relevant ad diagnostic questions, including but not limited to, credibility, relevance, trustworthiness, strength, persuasiveness, realism, and willingness to pay attention to the ad.

Respondents in both the test and control groups are asked about key beliefs (based on advertising communications objectives/main idea) and intentions to use drugs in the future. Statistical comparisons are made on the basis of these responses in order to determine if the advertising viewed by the test group successfully moved beliefs and/or intentions in the desired direction relative to the control group that was not exposed to messaging. This is currently the major test of ad effectiveness.

**Figure 1. Television Ad Test Design**

<u>Test Condition</u>	<u>Control Condition</u>
<p><b>Pre-test:</b></p> <ul style="list-style-type: none"> <li>◆ Masking questions (unrelated to drugs)               <ul style="list-style-type: none"> <li>▪ Global attitude toward drug use/sensation seeking</li> </ul> </li> </ul> <p>----- First <i>presentation of test ad</i> -----</p> <ul style="list-style-type: none"> <li>◆ First thoughts and feelings about the ad</li> <li>◆ Comprehension of the main idea</li> </ul> <p>----- Second <i>presentation of test ad</i> -----</p> <p><b>Post-test:</b></p> <ul style="list-style-type: none"> <li>◆ Impression of ad (“likeability”)</li> <li>◆ Likes and dislikes about the ad</li> <li>◆ Clarity and credibility</li> <li>◆ Diagnostics: relevance, social currency, etc.</li> </ul>	<p><b>Pre-test:</b></p> <ul style="list-style-type: none"> <li>◆ Masking questions (unrelated to drugs)               <ul style="list-style-type: none"> <li>▪ Global attitude toward drug use/sensation seeking</li> </ul> </li> </ul> <p><b>Post-test:</b></p>
<div style="border: 1px solid black; padding: 2px;"> <ul style="list-style-type: none"> <li>◆ <i>Key beliefs (based on test ad's main idea)</i></li> <li>◆ <i>Other (standard) beliefs about drug use</i></li> <li>◆ <i>Drug use risk status/social norms</i></li> <li>◆ <i>Intention to try/use drugs</i></li> </ul> </div>	<div style="border: 1px solid black; padding: 2px;"> <ul style="list-style-type: none"> <li>◆ <i>Key beliefs (based on test ad's main idea)</i></li> <li>◆ <i>Other (standard) beliefs about drug use</i></li> <li>◆ <i>Drug use risk status/social norms</i></li> <li>◆ <i>Intention to try/use drugs</i></li> </ul> </div>
<p>Areas used in group comparisons are boxed.</p>	

In each advertising copy test, our goal is to determine if exposure to the anti-drug ad significantly alters subjects’ drug-related beliefs or behavioral intentions relative to a control condition, which involves no ad exposure. Further, we want to know if the causal effects of the anti-drug ad are contingent on ethnicity (e.g. White vs. Hispanic vs. African

American) or for youth on age (e.g. 11-13 yrs. vs. 14-16 yrs.). We have adopted the standard criteria for determining statistical significance in scientific advertising copy testing: an alpha of .05 and a power of .95. Based on our past advertising copy tests that were similar in nature, we estimate the within-group variance to be .6. According to standard power analyses, our target sample size of 100 per ethnic group (see above) will be adequate to meet our goal of detecting a 10% change (test vs. control) in beliefs or intentions, given the desired alpha and power, and the estimated variance. Variables that could have an impact on results but should not be considered in the analysis are used as a covariate. Among these are sensation seeking for youth and age of children for parents. Controlling for these variables in the analysis prevents them from confounding the results by causing groups to be unbalanced in their responses.

Multiple ads that are executed against the same target audience and strategy will be tested in a single testing cycle. An equal number of research participants will be randomly assigned to each test condition or to the control condition. Using this approach, a single control condition can serve as the comparison for each of the test ads in a given cycle, helping to control costs.

### **3. Methods for Maximizing Response Rates**

As is customary, a reimbursement will be given to respondents. Online panels use multiple resources to aggregate online participants and each successful respondent will be given a reimbursement in the monetary equivalent of \$5.00 to be redeemable through each panel's proprietary reward program. If recruited in place-based method, \$5.00 in cash will be given to the respondent. This basic reimbursement increases responses from individuals. Given the anti-drug focus of the research, there is particular need to ensure that participation is drawn from a wide array of individuals. The response rates that we have attained in the past and expect to attain in the future (81% among youth, 76% among adults) are standard for advertising copy testing, and are considered to be more than adequate for the intended purposes. These response rates reflect percentages of individuals who have met the screening criteria and then go on to complete the study. This is not reflective of the number of individuals who are initially approached by the researcher.

### **4. Describe Any Tests of Procedures or Methods to be Undertaken**

For the transition from place-based to online test methodology, both methods will be employed simultaneously in year one to understand if there are any differences in results and/or biases from the different data collection methods. No more than two rounds of creative concepts each for youth and adults will be tested simultaneously.



## **5. Contact Information for Data Collection and Analysis**

Data are analyzed at Draftfcb by Chasson Gracie (212-714-7716) and Tanya White (212-885-3735). Data collection will be conducted by a vendor, managed by Draftfcb, that specializes in online copy testing research.