

SUPPORTING STATEMENT FOR OMB CLEARANCE

National Youth Anti-Drug Media Campaign Qualitative Research – Supporting Statement B

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On behalf of:
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Executive Office of the President**
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SUPPORTING STATEMENT FOR OMB CLEARANCE
NATIONAL YOUTH ANTI-DRUG MEDIA CAMPAIGN
QUALITATIVE RESEARCH

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B. Collections of Information Employing Statistical Methods

1. Respondent Universe and Sampling Methods

No statistical data collection or analysis is done, due to the qualitative nature of this type of research. It is not quantifiable, and includes small sample sizes for each individual round of research.

Respondents are recruited through the research facility retained to conduct the research. Recruiters use a combination of contact lists and mall intercept screening to obtain parent and youth respondents. Exact quantity, gender, age, and race/ethnicity balance is contingent upon nature of the research. Attachments 1 and 2 contain the details of how respondents are recruited.

2. Contact Information for Data Collection and Analysis

For information about data examination, contact Chasson Gracie (212-714-7716) or Tanya White (212-885 3735). Data collection is conducted by Salamander Qualitative Research (610-914-9566).