

Information Collection #2:

National Tobacco Prevention and Control Public Education Campaign: Rough Cut Testing of Print and Radio Ads

Submitted for approval under CDC generic approval #0920-0910
Message Testing for Tobacco Communication Activities

January 24, 2012

Data Collection Instruments

- Attachment 1. Rough Cut Testing of Print and Radio Ads Among 18-24 Year Olds Screener
- Attachment 2. Rough Cut Testing of Print Ads Among 18-24 Year Olds Main Questionnaire
- Attachment 3. Rough Cut Testing of Radio Ads Among 18-24 Year Olds Main Questionnaire
- Attachment 4. Rough Cut Testing of Print and Radio Ads Among 18-54 Year Olds Screener
- Attachment 5. Rough Cut Testing of Print Ads Among 18-54 Year Olds Main Questionnaire
- Attachment 6. Rough Cut Testing of Radio Ads Among 18-54 Year Olds Main Questionnaire

Attachments

- Attachment 7. HIPoints Terms & Conditions
 - Attachment 8. HIPoints Terms of Use
 - Attachment 9. HIPoints Privacy Policy
 - Attachment 10. Email to Potential Respondents
 - Attachment 11. Follow-up Reminder Email to Survey Respondents
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Section B: Statistical Methods

B.1 Respondent Universe and Sampling Methods

Harris Interactive will select a sample of panelists from the Harris Poll Online panel, a multimillion-member panel of cooperative online respondents. It is one of the largest databases of individual opt-in respondents for market research in the world. The Harris Poll Online panel of individuals has agreed to periodically participate in online surveys. Panelists have joined the Harris Poll Online through over 100 different sources. Many different diverse methods are leveraged to gain panelists, including co-registration offers on partners' websites, targeted emails sent by online partners to their audiences, graphical and text banner placement on partners' websites, trade show presentations, targeted postal mail invitations, TV advertisements, member referrals, and telephone recruitment of targeted populations.

The sample for this survey will be drawn from the Harris panel based on the populations of interest – nationwide, 18-54 year olds, smokers and non-smokers. The legal age of consent is no greater than 18

in all states in the United States except for Alabama; for Alabama the age is 19. The screener (**Attachments 1 and 4**) is designed to screen out minors and anyone less than 18 of age or over the age of 54, except in Alabama. In Alabama, the screener will screen out anyone aged less than 19 and over the age of 54. The stratified sample plan is essentially a convenience sample but will be based on demographic variables to ensure a reasonable degree of diversity in key demographic characteristics, such as age, gender, region of residence, education, income. As this study is considered part of formative research message testing for campaign development and planning, these methods are not intended to generate nationally representative samples or precise estimates of population parameters. The sample drawn here is designed primarily to provide information on the perceived effectiveness of messages from the radio and print ads for 18-24 year old and 25 to 54 year old audience segments and smokers and non-smokers within these segments, as these groups may differ in their assessment of smoking-related messages. The sample size recommendation is based on a statistical calculation that determines the differences between sample sizes that would be needed to gauge significant differences between groups. The overall sample per ad would have a precision level of +/-4.9% based on a 95% confidence level, the 25 to 54 year old sample would be +/-5.6% and the 18 to 24 year old sample would be +/-9.8%. The total sample size calculated is 4,800. Assuming a response rate of 60%, we will need to screen approximately 8,000 individuals.

During the data collection period, we will review the distribution of the qualified respondents who have participated and select additional panel members, as needed, to receive the email invitation to ensure the appropriate balance of respondents.

B.2 Procedures for the Collection of Information

The survey will be hosted on Harris Interactive's server, using Harris Poll OnlineSM. All interviews will be conducted using a self-administered, online questionnaire (**Attachments 2, 3, 5, and 6**) via proprietary, web-assisted interviewing software. The selected panelists will receive an initial invitation that indicates they have been invited to participate in a new survey. The email invitation will also state the length of the survey and compensation they receive if they qualify and complete the survey (**Attachment 10. Email to Potential Survey Respondents**). Respondents then will link to the survey URL, with an individual, unique password protected link, and complete the survey. Due to password protection, it will not be possible for anyone to enter the survey that has not been recruited, or for a respondent to complete the survey more than once. In addition, a reminder invitation will be sent roughly two days after the original invitation (see **Attachment 11. Follow-up Reminder Email to Potential Survey Respondents**).

B.3 Methods to Maximize Response Rates and Deal with Nonresponse

To encourage participation and to remind respondents of closing dates for completing the survey, the contractor will send follow-up/reminder emails (**Attachment 11. Follow-up Reminder Email to Potential Survey Respondents**), beginning 2 days after distribution of the initial email. The follow-up/reminder

email includes information regarding the survey length, the incentive for participation and a password-protected link to the survey.

Response rates are closely monitored during the field period and, if needed, second reminders are also sent to potential survey respondents. This is often done for sub-segments that might have lower response rates, i.e., younger age groups (18-24) or specific ethnic/racial groups.

B.4 Test of Procedures or Methods to be Undertaken

None.

B.5 Individuals Consulted on Statistical Aspects and Individuals Collecting and/or Analyzing Data

	Statistical/ methodological consultants	Data collection	Data analysis
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