A.18   Exceptions to Certification for Paperwork Reduction Act Submissions

No exceptions to certification for paperwork reduction act submissions are requested.

Statement B: Collections of Information Employing Statistical Methods

Momentum Analysis is a public opinion research firm specializing in qualitative and quantitative research methods, and has been contracted to conduct and oversee all research collection and data analysis. Momentum Analysis will develop all research instruments in conjunction with Dewey Square Group (DSG) and OCR. Further, Momentum Analysis will analyze the data and present key findings to OCR after each phase of research, as well as an overall, in-depth analysis combining findings from all research conducted. Throughout the media campaign, Momentum Analysis will offer expert opinions informed by the research for messaging and targeting priorities in both the paid and earned media campaigns.

Focus groups are qualitative methods not requiring statistical analysis. Depending on the specific dates the focus groups are conducted and each facility's availability, focus group recruitment and fieldwork in Los Angeles, will be conducted by either Focus Pointe Global Los Angeles or Fieldworks Los Angeles. Focus Point Global has over twenty year of experience recruiting a vast array of existing and emerging demographics and validate 100% of their respondents through a rigorous triple-screening process, to ensure that respondents meet the exact demographic criteria specified. Fieldworks Los Angeles has over thirty years experience utilizing a nationwide database of consumers, businesses and medical professionals to connect client provided samples with appropriate respondents. In the District of Columbia, recruitment and other aspects of fieldwork will be handled by The Polling Company, a company with over sixteen years experience providing a wide range of primary and secondary, quantitative and qualitative consumer-centric research services, including polls, focus groups, media management, and alternative, cutting-edge research technologies.

A professional moderator from Hispanic Research Inc will moderate the male and female patient/caregiver groups in Spanish. Ricardo Lopez, president of Hispanic Research Inc has been a leader in studying U.S. Latinos for over 25 years. Mr. Lopez is the former president of the Qualitative Research Consultants Association (QRCA) and conducts hundreds of individual and group interviews each year. A professionally trained moderator from Hispanic research Inc will moderate the Spanish-language patient/caregiver groups.

The data collection for web-based message and materials testing will be conducted by Knowledge Networks (KN), and fielded using the KN panel. The following sections describe the KN methodology:

Respondent Universe and Sampling

The online data collection will be conducted by Knowledge Networks (KN), and fielded using the KN panel. KN panel members are randomly recruited by telephone and mail surveys, and households are provided with access to the Internet and hardware if needed. Unlike other Internet research panels that sample only individuals with Internet access, the KN panel is based on a sampling frame that includes both listed and unlisted telephone numbers, as well as those without a landline telephone. The panel is not limited to current Internet users or computer owners. In addition, the panel does not accept self-selected volunteers.
KN panel recruitment methodology uses the same or similar quality standards established by selected RDD surveys and area probability surveys conducted for the Federal Government (such as the CDC-sponsored National Immunization Survey).

In 2009, KN added address-based sample (ABS) frame to supplement the RDD frame in response to the growing number of cell-phone only households. ABS involves probability-based sampling of addresses from the U.S. Postal Service's Delivery Sequence File. Randomly sampled addresses are invited to join the KN panel through a series of mailings and in some cases telephone refusal conversion calls when a telephone number can be matched to the sampled address. Invited households can join the panel by one of several means: by completing and mailing back a paper form in a postage-paid envelope; by calling a toll-free hotline maintained by Knowledge Networks; or by going to a designated KN Web site and completing the recruitment form at the website. After initially accepting the invitation to join the panel, respondents are then profiled for demographics and maintained on the panel using the same procedures established for the RDD-recruited research subjects. Respondents sampled from the RDD and ABS frames are provided the same privacy terms and confidentiality protections.

For the RDD-based sampling, KN utilizes list-assisted RDD sampling techniques on the sample frame consisting of the entire U.S. residential telephone population. KN excludes only those banks of telephone numbers (each consisting of 100 telephone numbers) that have zero or one directory-listed phone numbers. Two strata are defined using 2000 Census Decennial Census data that has been appended to all telephone exchanges. The first stratum has a higher concentration of Black and Hispanic households and the second stratum has a lower concentration of these groups relative to the national estimates. KN telephone numbers are selected with equal probability of selection for each number within each of the two strata, with the higher concentration Black and Hispanic stratum being sampled at approximately twice the rate of the other stratum. The sampling is done without replacement to ensure that numbers already fielded by Knowledge Networks do not get fielded again.

In addition to the above-documented English-based panel recruitment, the KN Latino panel provides a representative sample of the U.S. Hispanic community. The sample for the Latino panel is recruited by a hybrid telephone recruitment design, based on a random-digit dialing sample of U.S. Latinos and Hispanic-surname sample. It is a geographically balanced sample that covers areas that when aggregated encompass approximately 93 percent of the nation's 45.5 million Latinos.

Procedures for Data Collection

KN will determine eligibility for the web-based testing survey based on demographic characteristics already collected in its database. A 15 minute (approximately) questionnaire

developed specifically for the targeted adult Latino audience (including LEP individuals) will be used.

Data will be collected using web-enabled technology, with the survey conducted in Spanish. Data cleaning will take place throughout the data collection period, with a final round of data cleaning to occur after the last interviews have been completed. Final clean data will be weighted to account for sample selection and non-response.

Maximizing Response Rates

The KN in-panel survey completion rates for projects of this type range from 60-80 percent, depending to some extent on the particular subpopulation groups being included in the survey as well as the incentive structure and reminder mechanisms.

The KN panel is a large statistically representative panel of people for whom various demographic and socio-economic data have already been gathered. This type of data is particularly useful for pre-identifying population subgroups. It should be noted that this project is not designed to influence policy. Rather, this is a research project designed to assess how certain messages and materials resonate with an overall population sample of adult Latino LEP individuals, as well as separate and distinct subgroups within that population.

After data collection is complete, the data will be weighted to adjust for sampling probability and the effects of non-response.

Tests of Procedures

KN's pre-test will involve 30 cases selected from the population involved in this study. The pre-test will accomplish at least three purposes. First, the pre-test will assess the operational feasibility of the programmed survey instrument for this project using cases eligible for this study. Second, the pre-test will also assess the length of the survey interview to see if it concurs with the budgeted length. Finally, the pre-test will seek to identify any cognitive issues pertaining to specific questions in the survey instrument prior to fielding the full survey. Pre-test results will be shared and discussed with the client before fielding the full survey.

Consultants on Statistical Aspects

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