

SUPPORTING STATEMENT B FOR OMB CLEARANCE

National Youth Anti-Drug Media Campaign Tracking Study – Supporting Statement B

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On behalf of:
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NATIONAL YOUTH ANTI-DRUG MEDIA CAMPAIGN

TRACKING STUDY

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Statistical Methods

1. Respondent Universe and Sampling Method

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, and/or racial or ethnic group.

Convenience samples of test participants are recruited to reflect the target audience. Recruitment quotas will include gender, age, and race/ethnicity as appropriate. In addition, samples will reflect variety in geographic density (e.g. urban, suburban, rural), and region of the country.

Youth Tracking Study

One hundred (100) youth ages 14-16 and forty (40) youth ages 17-18 will be recruited per week (half males, half females; racial quotas will reflect most recent census figures). Subjects will be recruited online and be representative of US geographies. Based on past experience, we expect a response rate among age-appropriate youth of 81%.

Parent Tracking Study

One hundred (100) parents or guardians (mothers or fathers) of 11-16 years olds will be contacted per week for online interviews. Based on past experience, we expect a response rate among parents of 76%.

2. Procedures for the Collection of Information

As previously noted in the above question, respondents answer questions using a computer screen. The interview requires approximately 15 minutes. Data responses are entered directly into a computer.

This approach allows for optimizing time and financial resources by minimizing the amount of recruiter time required to locate the desired target. This is accomplished via the use of listed samples compiled using available secondary data sources, including information from insurance companies, Department of Motor Vehicles, local school districts, magazine subscriptions, voter lists, census tracking. Lists are then culled in order to increase the probability of identifying the targeted subgroups, also balancing race/ethnicity and gender. Lists are entered into databases which are used by field recruiters to contact and interview qualified available respondents.

The methods of respondent recruiting and data collection used in this study—are not intended to provide data samples that are completely and accurately projectable to the general population.

Once recruited, respondents are exposed to descriptions of print ads, brochures/posters, TV, PSAs, or interactive advertising dependent upon what is currently running. They are then asked if they recall seeing the ad. Respondents are also asked about beliefs (related to advertising communications objectives/main idea) along with intentions to use drugs/marijuana in the future.

No data collected in this study will be utilized in attempt to estimate drug/marijuana use prevalence. Such estimates could not be generalized to the population of interest.

3. Methods for Maximizing Response Rates

Following established procedures for online recruitment, subjects are given a brief description of the research and the time commitment involved –approximately 15 minutes, and offered a standard monetary incentive of \$5 to participate. Parent are not offered incentives to participate.

The response rates that we have attained in the past and expect to attain in the future using this recruitment procedure (81% among youth, 76% among parents) are standard for advertising research, 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 then go on to complete the study. This is not reflective of the number of individuals who are initially approached/contacted by the researcher. These numbers are not tracked.

Failure to provide a basic incentive for youth is more likely to increase responses from individuals generally predisposed to be helpful. Given the anti-drug focus of the research, there is particular need to ensure that participation is drawn from a wide array of individuals.

4. Describe Any Tests of Procedures or Methods to Be Undertaken

We will not be conducting any further tests of procedures or methods. We have been using similar tracking methods and analytic procedures successfully for several years.

5. Contact Information for Data Collection and Analysis

Data are analyzed by the Partnership@drugfree.org by Andrew Hertzberg (202.395.6353).