

SUPPORTING STATEMENT B
AUDIENCE AND PROGRAM RESEARCH ACTIVITY
AMONG CUBAN IMMIGRANTS FOR
BROADCASTING BOARD OF GOVERNORS,
OMB NO. 3112-0001

B. COLLECTIONS OF INFORMATION EMPLOYING STATISTICAL METHODS

The BBG does not employ statistical methods in its research activities with Cuban immigrants on behalf of the Office of Cuba Broadcasting, since only convenience samples of recently-arrived immigrants are available.

2. By phone or at their homes, recent Cuban arrivals who are qualified (18 or older, departed Cuba in the past six months) and wish to participate in BBG's qualitative research projects are interviewed with a brief questionnaire on their media habits during their last three months in Cuba, which provides context for the analysis of focus group and audience panel participants' oral and written comments. Given the nature of the sample for participants in this qualitative research, any responses they provide represent only their own experiences and not that of any larger group of immigrants from Cuba or segment of the population currently resident in Cuba.
3. Not applicable.
4. Not applicable.
5. Information will be collected and analyzed by a contractor who will be awarded the contract through the competitive procurement process.