

**SAMHSA Generic Clearance  
for  
the Collection of Qualitative Research and Assessment**

**Supporting Statement B**

**B. STATISTICAL METHODS**

**1. Universe and Respondent Selection**

The data and information collected will be used for policy research and assessment activities. For the most part, the qualitative research activities undertaken as part of this clearance will involve purposive or convenience samples; samples which include a universe of grantees or directors of state-level offices such as human services departments, Medicaid organizations; or state public health departments. Respondents selected will likely cover a broad range of experiences or expertise in a particular subject matter.

The activities under this clearance may involve samples of self-selected stakeholders, as well as quota samples, with respondents selected either to cover a broad range of stakeholders or to include specific characteristics related to certain programs or issues. Results will not be used to make statements representative of the universe of study, to produce statistical descriptions (careful, repeatable measurements), or to generalize the data beyond the scope of the sample. The specific sample planned for each individual collection and the method for soliciting participation will be described fully in each collection request.

Qualitative surveys are tools used by program analysts to change or improve programs, policies, or services. The accuracy, reliability, and applicability of the results of these surveys are adequate for their purpose.

The samples associated with this collection are not subjected to the same scrutiny as scientifically drawn samples where estimates are published or otherwise released to the public. A description of the plans for selecting respondents for each individual activity will be provided to OMB at the time the qualitative research activity is submitted.

**2. Procedures for Collecting Information**

Data and information collection methods and procedures will vary and the specifics of these will be provided with each collection request. SAMHSA expects to use a variety of methodologies for these collections. For example, SAMHSA or its contractors may use commercial survey-specific software to automate its collection and analysis of information. In addition to physical copies, information collection instruments may be electronically disseminated and/or posted on target pages of SAMHSA's web site. Telephone scripts, personal interviews, and focus groups with professional guidance and moderation may also be used.

### **3. Methods to Maximize Response**

Information and data collected under this generic clearance will not yield generalizable quantitative findings; it can provide useful input, but it does not yield data that can be generalized to populations broader than those under study. Some methods may be used to maximize response, including callbacks in telephone field tests; reminder phone calls or second questionnaires will be used to maximize response rates in web-based questionnaires; and reminder phone calls and/or emails to participants will be used to encourage them to keep their appointments.

### **4. Testing of Procedures**

Pretesting may be done with internal staff, a limited number of external colleagues, and/or customers who are familiar with the programs and issues. If the number of pretest respondents exceeds nine members of the public, SAMHSA will submit the pretest instruments for review under this generic clearance.

### **5. Contacts for Statistical Aspects and Data Collection**

Each program will obtain information from statisticians in the development, design, conduct, and analysis of customer/partner service surveys, when appropriate. This statistical expertise will be available from agency statisticians or from contractors and SAMHSA will include the names and contact information of persons consulted in the specific information collection requests submitted under this generic clearance.