

**Generic Clearance for the Collection of Qualitative Feedback on Agency Service Delivery
Extension
0920-1027**

Supporting Statement B

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B. Collections of Information Employing Statistical Methods

1. Respondent Universe and Sampling Methods

The activities under this clearance may involve samples of self-selected customers, as well as convenience samples, and quota samples, with respondents selected either to cover a broad range of customers or to include specific characteristics related to certain products or services. 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 managers to change or improve programs, products, 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.

The respondent universe for the proposed data collection includes persons in the general population or from specific subpopulations such as persons with or at risk for certain medical conditions, adolescents and/or adults, males, females, and/or persons of specific races/ethnicities, persons residing in rural and/or urban locations, and/or in specific regions or health jurisdictions. Other respondents may include health care providers, health department personnel, community-based organization personnel and others engaged in public health activities promoted by CDC.

While the specific sampling plan and data analysis will vary for each approved Generic IC submission, broad analyses of the qualitative data will be informed by grounded theory and principles of content analysis, including constant comparative methods. Qualitative data will be coded and grouped by thematic categories.

Information collection requests for each individual project associated with this generic clearance will clearly define the specific goals, respondent population and sampling method.

2. Procedures for the Collection of Information

This generic clearance covers a wide range of qualitative feedback and each individual project submitted under this generic clearance will clearly define the specific data collection methods and procedures. Data collection methods and procedures will vary and the specifics of these will be provided with each collection request. The Agency expects to use a variety of methodologies for these collections. For example, the Agency or its contractors may use commercial survey-specific software to automate its collection and analysis of feedback. In addition to physical copies, information collection instruments may be electronically disseminated and/or posted on target pages of the Agency's web site. Telephone scripts, personal interviews, and focus groups with professional guidance and moderation may also be used.

CDC will not receive any personally identifiable information.

Potential respondents will be identified through targeted recruitment efforts or purposive selection of key informants selected from the relevant study population. Screening questions may be used to determine eligibility. All materials will indicate the voluntary nature of the study.

We anticipate that studies under this generic clearance will use mixed methods for data collection. Some data will be collected by using qualitative open-ended questions. Brief structured surveys that include closed-ended questions will be appropriate for collecting information on age, race/ethnicity, sex, sexual orientation, and socio-economic status (e.g., education, income, employment, housing, health insurance status). Regardless of the mixture of open-ended and closed-ended questions being used, all data collection methods will be implemented by trained personnel. For in-depth interviews and focus groups, questions may be open-ended so respondents can reply freely of their own accord. For these types of interviews, the trained data collector will guide the discussion with probing questions as needed. The content of open ended questions will vary by each task order. Qualitative interview guides, focus group guides, and brief structured surveys will be submitted with each genIC covered under this generic clearance. Individual data collections will be time-limited, except in the cases of key informant interviews and/or usability testing of websites or software where respondents may have to be approached several times on the same or similar application under refinement.

Qualitative or structured interviews may involve individuals or groups, and may be conducted in-person, on the telephone, or via the internet (i.e. internet focus groups). Cognitive and in-depth interviews may involve the consumer clients or data collection implementers and generally involve face-to-face interactions. Methodological research procedures used for this research are similar to testing of surveys and materials, but focus more on the content of the materials themselves.

Regardless of methods, informed consent will be obtained before data are collected. The consent will inform potential participants of the private and voluntary nature of the study and provide general information about the study, the topics to be covered in the surveys, potential risks, and the token of appreciation available for completing the study. Screening questions may be asked; the screener includes questions to assess eligibility.

Data collection may be interviewer administered or self-administered.

3. Methods to Maximize Response Rates and Deal with No Response

Information collected under this generic clearance will not yield generalizable quantitative findings; it can provide useful customer input, but it does not yield data about customer opinions that can be generalized.

Although each Generic IC under this Generic Clearance will vary, a token of appreciation in cash or gift card may be provided to respondents. Respondents from the target populations who participate in projects covered under this generic ICR may be provided with a token of appreciation of up to \$40 to encourage their participation, and convey appreciation for contributing to the research study. Incentives will not exceed \$40 per hour for such intensive interviews like focus groups and cognitive interviews unless compelling evidence is provided that recruitment is very difficult for a particular subgroup. Tokens of appreciation may include but are not limited to gift certificates to grocery stores or retail pharmacies and cash. The amount of the token of appreciation will depend on the preferences and needs of the populations in the local study locations.

4. Test of Procedures or Methods to Be Undertaken

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

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

This information collection request does not employ statistical methods. However, since individual Generic IC's will vary under this generic clearance, programs 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. When such expertise is utilized, the Agency will include the names and contact information of persons consulted in the specific information collection requests submitted under this generic clearance.