SUPPORTING STATEMENT – PART B

B. COLLECTIONS OF INFORMATION EMPLOYING STATISTICAL METHODS

1. Description of the Activity

The potential sampling for this survey includes all persons residing in the United States who are 18 years old and older. The population used for surveying will be the general population.

For the CHINFO Quarterly Brand Survey, respondents will be selected randomly using a large online panel, such as the Gallup Panel, Pew American Trends Panel, or Ipsos KnowledgePanel, as the sample source. The Gallup Panel is currently used and is the largest U.S. probability-based panel in the United States. Respondents cannot opt into this panel, they are randomly recruited using address-based sampling or Random Digit Dialing (RDD) methods. Sample sizes will be calculated so that the overall sampling error is +/- 3%. In addition, sample sizes will be chosen to be sufficient to do subsample analysis by specific subgroups such as gender, age, or race. If there are specific geographical areas of interest or larger subsamples of interest, sample sizes may need to be increased. All surveying will be weighted back to reflect current census population estimates.

Response rates for data collection efforts are estimated to be about 30-40% based on other general population studies undertaken by Gallup.

2. Procedures for the Collection of Information

For the CHINFO Quarterly Brand Survey, the important procedures for data collection include:

- ☒ Survey population is defined as total non-institutionalized population, age 18 or older, of the United States.
- ☒ Surveys are conducted by web, using computer assisted web interviewing (CAWI).
- ☒ Sample is drawn using a stratified sampling approach from the Gallup Panel as the sample source. The Gallup Panel recruits members using probability-based methods.
- ☒ The completed data set is weighted to be representative of the general U.S. adult population and to correct for disproportionate sampling, selection biases and non-response bias.

3. Maximization of Response Rates, Non-response, and Reliability

In order to attain the highest possible response rate, an interviewing strategy with the following major components will be followed: the initial contact script will be carefully developed, tested and refined to be persuasive and appealing to the sample; the survey is kept to less than 15 minutes to reduce respondent burden; a small $3 incentive is used to thank participants for their time spent completing the survey; email invitations and reminders are sent to all respondents for a 2 week field period, to ensure all respondents have adequate time

to respond. Using a web-based survey that is compatible with mobile devices makes it very easy for respondents to complete the survey at a day and time that is convenient for them. The survey typically achieves a 30-40% response rate.

4. Tests of Procedures

The Brand Survey currently in use has been pretested with up to 9 convenience sample respondents before the survey was implemented. If new questions are added to the survey in the future, the contractor will have the ability to pretest and/or conduct cognitive interviews of the new items to ensure the questionnaire is effective.

5. Statistical Consultation and Information Analysis

All statistical aspects of this collection are performed by the contractor at the request of CHINFO. The methodological requirements are directed in the contract through the performance work statement. All collection design, implementation, analysis, and conclusions based on that analysis are required in the contract to be done to current professional research standards.

Current points are contact are as follows:

a. Statistical Consults: Dr. Jenny Marlar, Chief Methodologist of the Gallup Panel, The Gallup Organization, 402-938-6249; Dr. Manas Chattopadhyay, Chief Statistician, The Gallup Organization, 202-715-3030

b. Sara Huston, Project Manager, The Gallup Organization, 202-715-3076; Zach Hrynowski, Lead Analyst, The Gallup Organization, 202-715-3052