

Agenda

Thursday June 12

9:00 a.m. Welcome and introductions

Ron Manderscheid, Ph.D. and Marie Danforth, M.S.W.

9:30 a.m. Review of Child Consumer Survey

11:00 a.m. Review of Adult Consumer Survey

Lunch

1:30 p.m. Methodologies

- data collection/administration
- return rates and strategies for maximizing
- cost considerations
- strategies for automating processing

Sampling strategies

- determining sample size, confidence intervals

Scoring and analysis issues

Friday June 13

8:30 a.m. Using data from the Consumer Surveys

- Review of Tables 11 & 19
- Reporting methods

10:30 a.m. Audience questions/discussion

12:30 p.m. Adjourn