

ADDENDUM TO OMB REQUEST FOR APPROVAL

Respondent incentives for the proposed qualitative focus group research, to take place in December and January is to be set at \$75 per respondent. We, however, would like to request an exception for these specific populations:

- o American Indian/Alaskan Native
- o Native Hawaiian/Other Pacific Islander

For these populations, we would like to set the incentive amount at \$100. The request for this increased amount is based on two factors:

- o The desire in this research is to gain a better understanding of these populations, even those living in 'urban' (non-reservation) areas. G&G, our partner agency with extensive experience working with indigenous populations, recognized this would be a challenge. They have experienced difficulty and high no-show rates in recruiting these populations, especially in more dispersed urban environment, using lower incentive amounts in the past.
- o Additionally, the desire in this research is to include 10 respondents per group (especially for the first phase of research), more than the 6-8 that is a more typical recruit size for these small populations. G&G wanted to ensure that the quota number would be met and that the set of respondents would be representative of a cross-section of their population, believing that this would yield a more accurate understanding, and thereby be the most efficient use of funds as we then invest in advertising based on the learnings from these groups.

We commit to making no further exceptions to the \$75 incentive amount for this research, and have already declined previous requests. If the exception noted above is not acceptable, please let us know, at your convenience, and we will reduce the amount and attempt to go forward as best as we can in obtaining a desirable cross-section of recruits. But our hope is that you find these circumstances reasonable.

Thank you for your consideration.

Sincerely,
Tanya White
Research Leader
DraftFCB