

**ATTACHMENT B – AUDIENCE AND MARKET MATRIX**

| Audience   | East Region<br>(New York, NY or Wash. D.C.) |       | South Region<br>(Atlanta, GA or San Antonio, TX) |       | Midwest Region<br>(Chicago, IL or Kansas City, MO) |       | West Region<br>(Los Angeles, CA or San Diego, CA) |       |
|--|---|-------|--|-------|--|-------|---|-------|
|  | Urban                                       | Rural | Urban  | Rural | Urban  | Rural | Urban   | Rural |
| <b>Food Stamp-Eligible, Nonparticipants (X groups)<br/>(As defined by Household Income, Number of People in Household)</b> |   |       |  |       |  |       |   |       |
| General Market<br>(Various Races, Ethnicities)   |   |       |  | X     | X  |       | X   |       |
| Hispanic (in Spanish) <sup>1</sup>   | X<br>(elderly)                              |       |  |       |  |       |   | X     |
| Elderly<br>(Various Races, Ethnicities)  |   |       |  |       |  | X     |   |       |
| African-American   | X   |       |  |       |  |       |   |       |
| <b>FSP Current Participants (x groups)</b>   |   |       |  |       |  |       |   |       |
| General Market<br>(Various Races, Ethnicities)   | X   |       |  |       |  |       |   |       |
| Hispanic (in Spanish)  |   |       |  |       | X  |       | X<br>(elderly)                                    |       |
| Elderly<br>(Various Races, Ethnicities)  |   |       | X  |       |  |       |   |       |
| African-American   |   |       | X  |       |  |       |   |       |
| <b>Subtotal</b>  | <b>3</b>                                    |       | <b>3</b>   |       | <b>3</b>   |       | <b>3</b>  |       |
| <b>Total</b>   | <b>12 focus groups</b>                      |       |  |       |  |       |   |       |

<sup>1</sup> We propose using a Spanish-speaking moderator (and having a simultaneous translator in the viewing room to translate the discussion) for these focus groups. A FH/GMMB moderator will moderate the other, non-Hispanic groups with the exception of the African-American groups. We propose hiring a freelance African-American moderator with whom FH/GMMB has experience.