

Attachment A – USDA Food Stamp Program Focus Groups. This section outlines the research methodology for the proposed project.

Attachment B – Audience and Market Matrix. This matrix shows the number of focus groups we will conduct with each of the two consumer stakeholder audiences and the manner in which we will segregate the discussions (based on race/ethnicity and/or age) for comparative purposes.

Attachment C – Participant Recruitment Screener Guides. Professional interviewers at the focus group facilities will use these recruitment screeners in order to identify and recruit qualified participants.

Attachment D – Participant Reminder Letter.

Attachment E – Current Participant Focus Group Moderator Discussion Guides with Handouts A-E.

Attachment E(a) Eligible Non-Participants Focus Group Moderator Discussion Guides with Handouts A-E.

Attachment F – Radio Scripts.

Attachment G – TV Scripts.

Attachment H – Brochures.

Attachment I – Key Messages for Hispanic Audiences (Only).

Attachment J – Confidentiality Agreement.

Attachment K – USDA Food Stamp Program Benchmark and Tracking Survey.

Attachment L – Benchmark and Tracking Survey Questionnaire.

Attachment M – 2007 Health and Human Services Poverty Guidelines.

Attachment N – American Association for Public Opinion Research Guidelines.