

B. SUPPORTING STATEMENT FOR JUSTIFICATION FOR KLAMATH NON-USE VALUE FOCUS GROUPS (1090-NEW)

B.1 Respondent Universe and Sampling Methods

We will conduct 4 focus groups with adults (age 21 and older) in different parts of the country. Two of the focus groups will be conducted in or near the Klamath Basin – one in Southern Oregon (e.g., Medford or Klamath Falls) and one in Northern California (e.g., Yreka or Redding). The other two focus groups will be conducted in other parts of the country – one in Raleigh, NC and the other in Minneapolis/St. Paul, MN). Because the survey is intended for the general population of adults in the U.S., the only screening criteria for both the focus groups will be to exclude individuals younger than 21 years of age. Otherwise, individuals will be recruited to ensure that a broad mix of sociodemographic characteristics – i.e., sex, age, education, income, race, rural/urban residence – is represented.

For the focus groups, our contractor RTI will work with local market research companies in each of the focus group locations to recruit potential participants and provide the facilities for hosting the focus group discussions. Using convenience sampling, the market research companies will recruit from their databases potential participants who meet the eligibility criteria. If no local market research company or facilities can be identified in the specific area of interest, RTI will recruit individuals using convenience sampling, by placing announcements in local newspapers and on-line bulletin boards and screening individuals by telephone as they respond, and RTI will arrange to hold the groups using local hotels' meeting or conference room facilities.

B.2 Procedures for the Collection of Information

For the focus groups, upon arrival to the focus group venue, participants will read and sign an informed consent form (approved by RTI's IRB) and answer a few short questions to confirm eligibility. An experienced moderator will conduct each focus group discussion. He/she will use a moderator guide, which will serve as an outline and provide structure for the focus group discussions. The moderator guide will address the following topics:

- Participants' prior knowledge, perceptions, and attitudes regarding ecological conditions and the management of river resources in the U.S. and in the Klamath River Basin
- Prior knowledge, perceptions, and attitudes regarding measures to protect threatened or endangered fish species
- Participants' reactions to information materials summarizing the issues facing the Klamath River Basin
- Reactions to information materials summarizing the main components and expected effects of the Klamath Basin Restoration Agreement (KBRA)
- Reactions to the conjoint tasks
- Plausibility and clarity of the choice scenario
- Appropriateness of the attribute categories and attribute levels used to describe the choice options
- Reactions to the size and method of payment for the hypothetical change being proposed

To stimulate discussion among participants, participants will be asked to complete portions of a worksheet and then discuss their responses during the session.

Each focus group discussion will last no more than two hours and will be professionally video- and audio-taped by the local market research companies. The moderators will review the videotapes of the focus group discussions and prepare a detailed summary of each discussion. The moderators will then systematically analyze the detailed summaries to identify common themes and any exceptions to these themes in a final report to DOI. No statistical analyses will be conducted.

B.3 Methods to Maximize Response Rate and Deal with Non-Response

For the focus groups, each market research company (or, as necessary, RTI) will recruit 11 to 12 individuals to ensure that 9 individuals show to participate in each of the 4 discussion groups. We anticipate a total of 36 adults participating in these focus group discussions.

B.4 Tests of Procedures or Methods to be Undertaken

The requested information collection activities will apply well established focus group methods and will be conducted by experts with the requisite prior experience in applying these methods.

B.5 Individuals Consulted on Statistical Aspects and Individuals Collecting and/or Analyzing Data

The results of the focus groups will be reviewed, summarized, and analyzed by RTI staff and by the following DOI staff : Office of Policy Analysis -- Benjamin Simon, Peter Grigelis; Fish and Wildlife Service – Edward Maillett; Bureau of Reclamation – David Harpman, Paula

Engel, Rhea Graham. National Oceanic and Atmospheric Administration (NOAA) staff that will review focus group results include Cindy Thomson.