

B. SUPPORTING STATEMENT FOR BE FOOD SAFE CAMPAIGN SURVEY

1. Describe (including a numerical estimate) the potential respondent universe and any sampling or other respondent selection method to be used. Data on the number of entities (e.g., establishments, State and local government units, households, or persons) in the universe covered by the collection and in the corresponding sample are to be provided in tabular form for the universe as a whole and for each of the strata in the proposed sample. Indicate expected response rates for the collection as a whole. If the collection had been conducted previously, include the actual response rate achieved during the last collection.

Note: The exploratory research being proposed in support of the forthcoming FSIS and Ad Council Food Safety Education campaign is qualitative in nature and hence many of the statistical methods and methodological questions listed below are not applicable.

For the approved pilot research:

The population of interest for this information collection is parents between the ages of 20 and 40, who are caregivers for children between the ages of 4 and 12. FSIS and Ad Council staff worked with JWT to select Philadelphia, Houston, and Chicago as the locations for in-depth interviews (IDIs). The locations for IDIs were selected because they meet the following criteria:

- Presence of independent research facilities to recruit and hold IDIs;
- A large metropolitan area with access to suburban residential areas;
- Access to a diverse respondent pool, including Hispanics;
- Regionally diverse – Midwest, Northeast, South

The exploratory research will be comprised of IDIs with 30 parents from the target population, which has a national incidence of approximately 14%, according to GFK Mediamark Research & Intelligence (MRI) Syndicated market research data. In order to ensure a varied socio-economic sample within our target, we will recruit individuals with household incomes above \$35K, including some above \$50K. Given the low sample size, no generalizations will be made based on income in reporting.

Respondent Type	Universe of Eligible Respondents	Estimated Total Number of Respondents	Estimated Total Number of Non-Respondents	Total
IDIs	NA	30	214	

TOTAL	--	30	214	244
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The lists being used for recruitment are from the database of the vendor, Maya Measurement, and have been collected through a variety of methods. Local recruiters will be used for each market. We are using specialized Spanish speaking recruiters in Chicago and an organization in Houston (Savitz) that regularly recruits Hispanic participants; they have done Spanish-speaking recruiting for the agency in the past (for Nissan and the U.S. Census). They are representative of the local markets in which research is being conducted. The 214 non-respondent figure is drawn from an estimated incidence of .14 of the target audience in the general population. Since this is qualitative research, as opposed to quantitative, we're looking not for statistical significance, but rather directional insights to help complement our understanding of the issue and spark creative development for the purpose of advertising.

For the creative concept refinement research:

The population of interest for this information collection is parents between the ages of 20 and 40, who are caregivers for children between the ages of 4 and 12. FSIS and Ad Council staff worked with JWT to select Tucson, AZ, Memphis, TN, and Providence, RI as the locations for discussion groups. Of these discussions, 9 will be in-depth interviews with a single respondent, while 9 will be triads – discussions with three respondents at once. Three IDIs and three triads (9 respondents) will be conducted in Spanish with Hispanic respondents, for a total of 12 respondents participating in Spanish. Respondents will be exposed to creative concepts developed by JWT that will include draft TV and radio scripts, print, outdoor, and online advertisements.

The locations for IDIs were selected because they meet the following criteria:

- Presence of independent research facilities to recruit and hold IDIs and triads;
- A large metropolitan area with access to suburban residential areas;
- Access to a diverse respondent pool, including Hispanics;
- Regionally diverse – Southwest, South, Northeast

The research will be comprised of IDIs with 36 parents from the target population, which has a national incidence of approximately 11%, according to 2010 GFK Mediamark Research & Intelligence (MRI) Syndicated market research data. In order to ensure a varied socio-economic sample within our target, we will recruit individuals with household incomes above \$35K, including some above \$50K. Given the low sample size, no generalizations will be made based on income in reporting.

Respondent Type	Universe of Eligible Respondents	Estimated Total Number of Respondents	Estimated Total Number of Non-Respondents	Total
IDIS/Triads	NA	36	327	363
TOTAL	--	36	327	363

The lists being used for recruitment are from the database of the vendor, 2CV, and have been collected through a variety of methods. Local recruiters will be used for each market. We are using specialized Spanish speaking recruiters in all markets who regularly recruit Hispanic participants; They are representative of the local markets in which research is being conducted. The 327 non-respondent figure is drawn from an estimated incidence of 11% of the target audience in the general population. Since this is qualitative research, as opposed to quantitative, we're not looking for statistical significance, but rather directional insights to help complement our understanding of the target audience and help refine creative concepts.

2. Describe the procedures for the collection of information including:

- **Statistical methodology for stratification and sample selection,**
- **Estimation procedure,**
- **Degree of accuracy needed for the purpose described in the justification,**
- **Unusual problems requiring specialized sampling procedures, and**
- **Any use of periodic (less frequent than annual) data collection cycles to reduce burden.**
- **Statistical methodology for stratification and sample selection,**

The third-party vendor that will assist in conducting the exploratory research will contact individuals who have previously indicated an interest in participating in market research. In each market, recruiters will invite these individuals them to participate in the study and to determine whether they meet the screening criteria for participation.

- **Estimation procedure**

The results of this study will not be generalizable to the overall population but will rather provide directional guidance and consumer insights that will help develop a communications strategy for the public service advertising campaign.

- **Degree of accuracy needed for the purpose described in the justification,**

As stated above, the findings and methods are qualitative in nature and will not be considered to hold statistical significance or be generalizable.

- **Unusual problems requiring specialized sampling procedures, and**

Upon collecting data in each market, we will compare findings to identify broad themes in discussion, noting any significant differences between markets, which will be taken into consideration during interpretation of findings.

- **Any use of periodic (less frequent than annual) data collection cycles to reduce burden.**

Not applicable. This is a one-time interview of respondents and each respondent will be interviewed once.

3. Describe methods to maximize response rates and to deal with issues of non-response. The accuracy and reliability of information collected must be shown to be adequate for intended uses. For collections based on sampling, a special justification must be provided for any collection that will not yield "reliable" data that can be generalized to the universe studied.

The list of potential respondents to be contact and screened is composed of individuals who have previously indicated interest in participating in market research studies, which will likely help maximize response rates by eliminating those individuals who have no interest in participating in consumer research. In addition, incentives will be offered to compensate respondents for their time, which will also encourage participation.

Given past experience with recruiting similar target audiences combined with the fact that we will recruit from pre-screened lists, we expect response rates to be high, although it is difficult to estimate a precise response rate.

A Spanish translation of the questionnaire and screener will be used for Spanish-speaking respondents.

4. Describe any tests of procedures or methods to be undertaken. Testing is encouraged as an effective means of refining collections of information to minimize burden and improve utility. Tests must be approved if they call for answers to identical questions from 10 or more respondents. A proposed test or set of tests may be submitted for approval separately or in combination with the main collection of information.

The Ad Council and JWT, Inc. reviewed the screener as well as the discussion guide with the research vendor to ensure that the screening process is error free and that the moderator is prepared to conduct interviews with respondents.

5. Provide the name and telephone number of individuals consulted on statistical aspects of the design and the name of the agency unit, contractor(s), grantee(s), or other person(s) who will actually collect and/or analyze the information for the agency.

Include all individuals who have contributed to or commented on the survey, sample frame, statistical methods or other aspects of the collection.

For the approved pilot research:

The information collection will be conducted by a contractor:

Mark Polsfuss

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For the creative concept refinement research:

The information collection will be conducted by a contractor:

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The following individuals contributed to the study design, screener, and moderator questionnaire for both research efforts:

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