

**PAPERWORK BURDEN DISCLOSURE NOTICE  
(Sandy Focus Group Recruit / Screener)**

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## **Hurricane Sandy Survivor Focus Groups Recruit/Screener**

### **Sample Selection**

- A total of 12 participants should be recruited for each group. Only 8 participants will be required for each group.
- The objective is to obtain individuals who experienced the effects of Hurricane Sandy.
- Participants should be recruited from a cross section of race/ethnicity, and socioeconomic status.
- Participants will be from the closely surrounding counties of Staten Island, NY; Manhattan, NY and Atlantic City, NJ.
- Only one participant per household.

### **INTRODUCTION**

Hello, my name is \_\_\_\_\_ and I am calling from Gallup. We are interested in talking to groups of individuals who were recently impacted by Hurricane Sandy.

The purpose of these groups is to gather insights to help the U.S. Government better understand how best to serve the public before, during and after a natural disaster. This is a unique opportunity to make a valuable contribution to your community and the Nation.

The discussion groups will be held at a professional market research facility in your community. We are offering a \$75 gift card as a way to say thank you for participating in the discussion.

### **INTERVIEWER**

1. We estimate that this survey will take approximately 3 minutes to complete. May I ask you a few questions to see if you qualify for our focus groups?

- 01 YES (Continue)
- 02 NO (Thank and terminate)

2. Gender:

- 1 Female (RECRUIT A MIX FOR ALL GROUPS)
- 2 Male (RECRUIT A MIX FOR ALL GROUPS)

3. Were you in the area last October in the days before Hurricane Sandy made landfall?

- 1 YES (**Continue to Q4**)
- 2 NO (**THANK AND TERMINATE**)

4. Have you ever attended a group discussion for market research purposes?

- 01 Yes—**go to item 5b below**
- 02 No—**Continue to #6**

5. How many group discussions have you attended in the past 12 months?

**RECORD #** \_\_\_\_\_

**IF MORE THAN 3, THANK AND TERMINATE**

6. Have you recently participated in any Gallup focus group?

- 01 Yes—**THANK AND TERMINATE**
- 02 No—**Continue**

7. On a scale of 1 to 6, where “1” is “Very Uncomfortable” and “6” is “Very Comfortable,” how comfortable do you feel expressing your opinion in a group with 8 or 9 other people?

**VERY UNCOMFORTABLE**

**VERY COMFORTABLE**

1            2            3            4            5            6

**MUST ANSWER 4, 5, OR 6**

And to ensure we have a range of perspectives, I’d like to ask you some demographic questions.

**DEMOGRAPHICS**

D1. Age (RECRUIT A MIX):

- 1 Below 40
- 2 40-55

- 3 55-65
- 4 65+

D2. Would you say your ethnicity is? (RECRUIT A MIX)

- 1 Hispanic or Latino
- 2 Not Hispanic or Latino

D2a. Would you say your race is? (RECRUIT A MIX) (Allow for more than one selection)

- 1 American Indian or Alaska Native
- 2 Asian
- 3 Black or African American
- 4 Native Hawaiian or Other Pacific Islander
- 5 White

D3. Annual household income? (RECRUIT A MIX)

- 01 Less than \$25,000
- 02 \$25,000 to \$34,999
- 03 \$35,000 to \$49,999
- 04 \$50,000 to \$74,999
- 05 \$75,000 to \$99,999
- 06 \$100,000 to \$149,999
- 07 \$150,000 or more

D4. Would you say you live in a coastal community? (RECRUIT A MIX)

- 1 Yes
- 2 No

D5. Are you the primary caretaker for another person in your household? (y/n)

**CLOSE**

Our group will be held on **DATE** at **TIME** at **LOCATION**. Will you be able to participate?

**If YES to participating, READ and collect the following information:**

**Thanks for agreeing to participate. I just have a few additional questions.**

8. What is a telephone number where we can reach you to remind you of the date and time of the group session?

Telephone #: \_\_\_\_\_

9. Do you have e-mail address we can also use to contact you? If YES, record address below.

E-MAIL: \_\_\_\_\_

**Final Notes and Incentive Information**

- Participants must show up at the facility at least 15 minutes prior to the start of the group.
- Participants will receive a \$75 cash incentive. If they arrive after the group has begun they will not the incentive.

**21 Focus Groups**

10 Race/Ethnicity (5 groups x 2 income levels high/low)

6 Groups in Coastal Areas

3 Age Level

1 Caregiver

1 General Mix, Non-Caregiver