

Industry Focus Group Sampling Plan

Our contractor, DJ Case and Associates, will be conducting five focus groups with members of industry. The target audience includes the following industry groups: 1) fishing, 2) boating, 3) firearms, 4) archery and 5) communicators from each of these four industries. Referral lists defining the universe of respondents will be created by industry trade association directors.

To identify a list of potential respondents, this project uses a quota-based, nonprobability technique. Staff members from DJ Case will contact the heads of major trade associations and ask for their assistance in creating a referral list based on trade association membership lists (see attached request for focus group assistance letters). The following trade associations will be contacted: National Shooting Sports Foundation (NSSF), American Sportfish Association (ASA), Archery Trade Association (ATA) and National Marine Manufacturers Association (NMMA).

In particular, DJ Case will ask *each* association for a recommendation of up to 24 potential participants, with the goal of focus groups comprising of 12 individuals in the following quota:

- CEO/Owner – 6 participants
- VP or Chief of Operations or finance – 4 participants
- CMO/VP of Communications or Marketing – 2 participants

In sum, the association's resulting referral list will include potential respondents from a cross-section of companies and positions within these companies including CEOs, presidents, owners, and staff from marketing, operations and finance. The list will include organizations of different sizes and that product different types of products. Ideally, participants will have different levels of knowledge and support for WSFR.

Letters to request participation (see attachment) will be sent from trade associations before any contact is made by DJ Case and Associates, who has been contracted to conduct the focus groups.

Paperwork Reduction Act Statement: We are collecting this information subject to the Paperwork Reduction Act (44 U.S.C. 3501) to seek comments from key industry partners to achieve greater awareness and understanding of WSFR and to validate messages and strategies in the WSFR communication plan. Your response is voluntary and we will not share your response publicly. We may not conduct or sponsor and you are not required to respond to a collection of information unless it displays a currently valid OMB Control Number. OMB has reviewed and approved this survey and assigned OMB Control Number 1090-0011.

Estimated Burden Statement: We estimate it will take 20 minutes per respondent (per each of 5 focus group sessions) to participate in this focus group, including time to read instructions and gather information. You may submit comments on any aspect of this information collection to the Information Collection Clearance Officer, Madonna L. Baucum. U.S. Fish and Wildlife Service (BPHC-PPM), 5275 Leesburg Pike, MS: BPHC Falls Church, VA 22041-3803.