

**SURVEY INSTRUMENT, INSTRUCTIONS, AND SCRIPT**

*U.S. Fish and Wildlife Service-National Wildlife Refuge System  
National Wildlife Refuge System Communication Campaign Research Test*

**SURVEY INSTRUMENT**

Online, single-question research session facilitated through the research firm- <https://suzy.com/>

**SURVEY INSTRUCTION:**

- 1) Respondents will view a social media public service announcement and respond to one question.

**SCRIPT**

**SHOW Public Service Announcement**

NWRS: National Wildlife Refuge System

“On average, Humans Spend 93% Of Their Lives Indoors.

Free the Humans

NWRS: Finding a human in the wild is rare, so we’re taking a stand to bring them back to nature. Visit a National Wildlife Refuge and Free a Human today.”

ASK QUESTION: “What do you think is the key message of this advertisement?”

**Paperwork Reduction Act Statement:** We are collecting this information subject to the Paperwork Reduction Act (44 U.S.C. 3501) to assist the agency in improving messaging of a public service announcement (PSA) and related communications materials as part of effort to increase awareness of recreational opportunities on national wildlife refuges. 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 focus group and assigned OMB Control Number 1090-0011.

**Estimated Burden Statement:** We estimate it will take 5 minutes to complete this survey, including time to read instructions and gather information. You may submit comments on any aspect of this information collection to the Service Information Collection Clearance Officer, U.S. Fish and Wildlife Service, 5275 Leesburg Pike, MS: PRB/PERMA (JAO/1N), Falls Church, VA 22041-3803, or via email at [Info\\_Coll@fws.gov](mailto:Info_Coll@fws.gov).