



PRIVACY THRESHOLD ANALYSIS (PTA)

This form serves as the official determination by the DHS Privacy Office to identify the privacy compliance requirements for all Departmental uses of personally identifiable information (PII).

A Privacy Threshold Analysis (PTA) serves as the document used to identify information technology (IT) systems, information collections/forms, technologies, rulemakings, programs, information sharing arrangements, or pilot projects that involve PII and other activities that otherwise impact the privacy of individuals as determined by the Chief Privacy Officer, pursuant to Section 222 of the Homeland Security Act, and to assess whether there is a need for additional Privacy Compliance Documentation. A PTA includes a general description of the IT system, information collection, form, technology, rulemaking, program, pilot project, information sharing arrangement, or other Department activity and describes what PII is collected (and from whom) and how that information is used and managed.

Please complete the attached Privacy Threshold Analysis and submit it to your component Privacy Office. After review by your component Privacy Officer the PTA is sent to the Department's Senior Director for Privacy Compliance for action. If you do not have a component Privacy Office, please send the PTA to the DHS Privacy Office:

Senior Director, Privacy Compliance
The Privacy Office
U.S. Department of Homeland Security
Washington, DC 20528
Tel: 202-343-1717

PIA@hq.dhs.gov

Upon receipt from your component Privacy Office, the DHS Privacy Office will review this form and assess whether any privacy compliance documentation is required. If compliance documentation is required – such as Privacy Impact Assessment (PIA), System of Records Notice (SORN), Privacy Act Statement, or Computer Matching Agreement (CMA) – the DHS Privacy Office or component Privacy Office will send you a copy of the relevant compliance template to complete and return.



Privacy Threshold Analysis (PTA)

Specialized Template for Information Collections (IC) and Forms

The Forms-PTA is a specialized template for Information Collections and Forms. This specialized PTA must accompany all Information Collections submitted as part of the Paperwork Reduction Act process (any instrument for collection (form, survey, questionnaire, etc.) from ten or more members of the public). Components may use this PTA to assess internal, component-specific forms as well.

Form Number:**Form Title:**

Component:	Federal Emergency Management Agency (FEMA)	Office:	
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IF COVERED BY THE PAPERWORK REDUCTION ACT:**Collection Title:**

OMB Control Number:	1660-0139	OMB Expiration Date:	Click here to enter a date.
Collection status:	Revision	Date of last PTA (if applicable):	January 22, 2015

PROJECT OR PROGRAM MANAGER

Name:	Aretha Carter	Title:	External Affairs Specialist
Office:	Office of External Affairs	Email:	aretha.carter.fema.dhs.gov
Phone:	202-646-2643		

COMPONENT INFORMATION COLLECTION/FORMS CONTACT

Name:	Millicent Brown	Title:	Government Information Specialist
Office:	Records Management Branch	Email:	millicent.brown.fema.dhs.gov
Phone:	202-646-2814		



SPECIFIC IC/Forms PTA QUESTIONS

1. Purpose of the Information Collection or Form

- a. Describe the purpose of the information collection or form. *Please provide a general description of the project and its purpose, including how it supports the DHS mission, in a way a non-technical person could understand (you may use information from the Supporting Statement).*

If this is an updated PTA, please specifically describe what changes or upgrades are triggering the update to this PTA.

The Federal Emergency Management Agency (FEMA) Office of External Affairs (OEA) conducts focus groups on behalf of the Ready Communications campaign. These focus groups test various creative communication concepts to see which ones resonate with consumers and are most effective.

FEMA works with a contractor to implement the research with a third party research vendor. FEMA's contractor (The Ad Council) will hire a professional focus group facility to recruit and manage the actual focus groups. The professional focus groups facility will use its own existing database of potential participants to complete the focus groups. Potential participants are screened using a set of pre-screening questions provided by FEMA. Those questions ask for basic demographic information including the respondent's First Name (see appendix A for full screener).

Applicants who are chosen to be a part of the focus groups will be invited to a facility provided by the professional focus group. During the focus group, individuals will be asked questions regarding various communications produced by FEMA (television/radio ads, banners, internet ads, etc.). The full discussion guide is provided in appendix B.

After the focus group has been completed, the professional focus group will compile the data into a management report that is forwarded to FEMA for analysis. This report provides an aggregate snapshot of respondent's responses concerning each of communications types. This snapshot allows FEMA to determine the most effective means of communication for future campaigns.

No raw data or PII from the initial screening or the focus group is returned to FEMA. FEMA receives a summary data report only.



<p>b. List the DHS (or component) authorities to collect, store, and use this information. <i>If this information will be stored and used by a specific DHS component, list the component-specific authorities.</i></p>
<p>Robert T. Stafford Disaster Relief and Emergency Assistance Act (Public Law 93-288)</p>

2. Describe the IC/Form	
<p>a. Does this form collect any Personally Identifiable Information” (PII¹)?</p>	<p><input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p> <p>The individual’s first name is collected by the professional focus group during the demographic screening, however it is not ever provided to FEMA.</p>
<p>b. From which type(s) of individuals does this form collect information? <i>(Check all that apply.)</i></p>	<p><input checked="" type="checkbox"/> Members of the public <input checked="" type="checkbox"/> U.S. citizens or lawful permanent residents <input checked="" type="checkbox"/> Non-U.S. Persons.</p> <p><input type="checkbox"/> DHS Employees <input type="checkbox"/> DHS Contractors <input type="checkbox"/> Other federal employees or contractors.</p>
<p>c. Who will complete and submit this form? <i>(Check all that apply.)</i></p>	<p><input type="checkbox"/> The record subject of the form (e.g., the individual applicant). <input type="checkbox"/> Legal Representative (preparer, attorney, etc.). <input type="checkbox"/> Business entity. If a business entity, is the only information collected business contact information? <input type="checkbox"/> Yes <input type="checkbox"/> No</p> <p><input type="checkbox"/> Law enforcement. <input checked="" type="checkbox"/> DHS employee or contractor.</p>

¹ Personally identifiable information means any information that permits the identity of an individual to be directly or indirectly inferred, including any other information which is linked or linkable to that individual regardless of whether the individual is a U.S. citizen, lawful permanent resident, visitor to the U.S., or employee or contractor to the Department.



	<input type="checkbox"/> Other individual/entity/organization that is NOT the record subject. <i>Please describe.</i> Click here to enter text.
d. How do individuals complete the form? <i>Check all that apply.</i>	<input type="checkbox"/> Paper. <input checked="" type="checkbox"/> Electronic. (ex: fillable PDF) <input type="checkbox"/> Online web form. (available and submitted via the internet) <i>Provide link:</i>
e. What information will DHS collect on the form? <i>List all PII data elements on the form. If the form will collect information from more than one type of individual, please break down list of data elements collected by type of individual.</i>	
<p>During the screening process the contractor will collect: First Name, age, gender, number of children, household composition and marital status.</p> <p>None of this information will be passed to FEMA in raw data format. Only a summary report will be provided to FEMA.</p>	
f. Does this form collect Social Security number (SSN) or other element that is stand-alone Sensitive Personally Identifiable Information (SPII)? <i>Check all that apply.</i>	
<input type="checkbox"/> Social Security number <input type="checkbox"/> Alien Number (A-Number) <input type="checkbox"/> Tax Identification Number <input type="checkbox"/> Visa Number <input type="checkbox"/> Passport Number <input type="checkbox"/> Bank Account, Credit Card, or other financial account number <input type="checkbox"/> Other. <i>Please list:</i>	<input type="checkbox"/> DHS Electronic Data Interchange Personal Identifier (EDIPI) <input type="checkbox"/> Social Media Handle/ID <input type="checkbox"/> Known Traveler Number <input type="checkbox"/> Trusted Traveler Number (Global Entry, Pre-Check, etc.) <input type="checkbox"/> Driver's License Number <input type="checkbox"/> Biometrics
g. List the specific authority to collect SSN or these other SPII elements.	
<p>Not Applicable – No SPII collected</p>	



<p>h. How will this information be used? What is the purpose of the collection? Describe <i>why</i> this collection of SPII is the minimum amount of information necessary to accomplish the purpose of the program.</p>	
<p>Not Applicable – No SPII collected</p>	
<p>i. Are individuals provided notice at the time of collection by DHS (<i>Does the records subject have notice of the collection or is form filled out by third party</i>)?</p>	<p><input type="checkbox"/> Yes. Please describe how notice is provided. Click here to enter text.</p> <p><input checked="" type="checkbox"/> No.</p>

3. How will DHS store the IC/form responses?	
<p>a. How will DHS store the original, completed IC/forms?</p>	<p><input type="checkbox"/> Paper. Please describe. Click here to enter text.</p> <p><input checked="" type="checkbox"/> Electronic. Please describe the IT system that will store the data from the form. The summary reports will be stored within the OEA shared drives.</p> <p><input type="checkbox"/> Scanned forms (completed forms are scanned into an electronic repository). Please describe the electronic repository.</p>
<p>b. If electronic, how does DHS input the responses into the IT system?</p>	<p><input checked="" type="checkbox"/> Manually (data elements manually entered). Please describe. Responses are maintained in the summary report which is saved onto OEA shared drive by program manager.</p> <p><input type="checkbox"/> Automatically. Please describe.</p>



<p>c. How would a user search the information submitted on the forms, <i>i.e.</i>, how is the information retrieved?</p>	<p><input type="checkbox"/> By a unique identifier.² <i>Please describe.</i> If information is retrieved by personal identifier, please submit a Privacy Act Statement with this PTA. Click here to enter text.</p> <p><input checked="" type="checkbox"/> By a non-personal identifier. <i>Please describe.</i> No user information can be searched. Only summary data is provided to FEMA.</p>
<p>d. What is the records retention schedule(s)? <i>Include the records schedule number.</i></p>	<p>EDP-12-1 - Ad Hoc Reports TEMPORARY. Destroy when business use ceases.</p>
<p>e. How do you ensure that records are disposed of or deleted in accordance with the retention schedule?</p>	<p>OEA ensures records are disposed of or deleted after each campaign is ended.</p>
<p>f. Is any of this information shared outside of the original program/office? <i>If yes, describe where (other offices or DHS components or external entities) and why. What are the authorities of the receiving party?</i></p>	
<p><input type="checkbox"/> Yes, information is shared with other DHS components or offices. Please describe. Click here to enter text.</p> <p><input type="checkbox"/> Yes, information is shared <i>external</i> to DHS with other federal agencies, state/local partners, international partners, or non-governmental entities. Please describe. Click here to enter text.</p> <p><input checked="" type="checkbox"/> No. Information on this form is not shared outside of the collecting office.</p>	

² Generally, a unique identifier is considered any type of “personally identifiable information,” meaning any information that permits the identity of an individual to be directly or indirectly inferred, including any other information which is linked or linkable to that individual regardless of whether the individual is a U.S. citizen, lawful permanent resident, visitor to the U.S., or employee or contractor to the Department.



**Homeland
Security**

Privacy Office
U.S. Department of Homeland Security
Washington, DC 20528
202-343-1717, pia@hq.dhs.gov
www.dhs.gov/privacy



Please include a copy of the referenced form and Privacy Act Statement (if applicable) with this PTA upon submission.



PRIVACY THRESHOLD REVIEW

(TO BE COMPLETED BY COMPONENT PRIVACY OFFICE)

Component Privacy Office Reviewer:	Brian D. Tjarks
Date submitted to component Privacy Office:	December 19, 2017
Date submitted to DHS Privacy Office:	Click here to enter a date.
Have you approved a Privacy Act Statement for this form? <i>(Only applicable if you have received a waiver from the DHS Chief Privacy Officer to approve component Privacy Act Statements.)</i>	<input type="checkbox"/> Yes. Please include it with this PTA submission. <input checked="" type="checkbox"/> No. Please describe why not. No PII is collected by FEMA during this process
Component Privacy Office Recommendation: <i>Please include recommendation below, including what existing privacy compliance documentation is available or new privacy compliance documentation is needed.</i>	
This PTA documents the process FEMA uses to conduct focus groups for media feedback. Only the first name of respondents is collected during the screening process, and names are not passed to FEMA.	
FEMA Recommends: No PII is collected, stored or retrieved by FEMA. This process is not privacy sensitive and does not require PIA or SORN coverage.	



PRIVACY THRESHOLD ADJUDICATION

(TO BE COMPLETED BY THE DHS PRIVACY OFFICE)

DHS Privacy Office Reviewer:	Hannah Burgess
PCTS Workflow Number:	1155518
Date approved by DHS Privacy Office:	January 16, 2018
PTA Expiration Date	January 16, 2021

DESIGNATION

Privacy Sensitive IC or Form:	No If "no" PTA adjudication is complete.
Determination:	<input checked="" type="checkbox"/> PTA sufficient at this time. <input type="checkbox"/> Privacy compliance documentation determination in progress. <input type="checkbox"/> New information sharing arrangement is required. <input type="checkbox"/> DHS Policy for Computer-Readable Extracts Containing SPII applies. <input type="checkbox"/> Privacy Act Statement required. <input type="checkbox"/> Privacy Impact Assessment (PIA) required. <input type="checkbox"/> System of Records Notice (SORN) required. <input type="checkbox"/> Specialized training required. <input type="checkbox"/> Other. Click here to enter text.
DHS IC/Forms Review:	Choose an item.
Date IC/Form Approved by PRIV:	Click here to enter a date.
IC/Form PCTS Number:	Click here to enter text.
Privacy Act Statement:	Choose an item. Click here to enter text.
PTA:	Choose an item. Click here to enter text.
PIA:	Choose an item. If covered by existing PIA, please list: Click here to enter text.



	If a PIA update is required, please list: Click here to enter text.
SORN:	Choose an item. If covered by existing SORN, please list: Click here to enter text. If a SORN update is required, please list: Click here to enter text.
DHS Privacy Office Comments: <i>Please describe rationale for privacy compliance determination above.</i>	
<p>FEMA is submitting this PTA to discuss the Ready Communications campaign focus group screening and discussion surveys (FEMA Form 008-0-21 and 008-0-22, respectively), which are part of OMB collection 1660-0139. FEMA's Ready Communications campaign works with focus groups to test various communication concepts to see which ones resonate with the public and are most effective.</p> <p>FEMA uses a contractor to conduct research with a third party focus group facility. The focus group facility draws on its own database of potential participants to conduct the initial screening, using questions provided by FEMA. Individuals who are chosen to be part of the focus group discussion participate in a discussion using FEMA-provided questions about various methods of communication and emergency preparedness.</p> <p>Following the discussion, the professional focus group compiles the data into a summary report that is sent to FEMA. The report summarizes key themes from the group discussion, and does not include any raw data or PII from the initial screening or the focus group. No information other than the summary report is sent to FEMA.</p> <p>The DHS Privacy Office agrees that this collection is non privacy sensitive, and does not require PIA or SORN coverage. No Privacy Notice is required; nevertheless PRIV recommends that the initial screening questionnaire and discussion questions include some sort of statement so that participants are aware of the purpose of collecting their responses and how the responses will be used.</p>	



APPENDIX A – SCREENER QUESTIONS

Sample Recruiting Specifications:

- Parents/Guardians with school-age children (ages 6-17) in the home
- 25-54 years old
- Live in area at-risk for natural disaster or other emergency
- Mix of gender
- Mix of race/ethnicity to reflect market, household income, and age across groups
- Does not work in following industries: marketing, advertising, or emergency/first responder (fire fighter, EMT, etc)

- Has not participated in market research study in past 6 months
- Have not created and discussed a specific 'meeting' plan for family

Spanish language respondents should be dominant Spanish speakers who consume most media in Spanish Must be comfortable (and articulate) sharing his/her opinion

Screener phone script

[ASK TO SPEAK TO SOMEONE 18 YEARS OR OLDER LIVING IN THE HOUSEHOLD]

Introduction

Hello, my name is (insert name) calling from (insert name), an independent marketing research firm. We are interested in talking to individuals living in your area to gather insights to help the U.S. government better understand how to best communicate about readiness for disasters. We are looking for individuals to participate in research and share their opinions. Please be assured that we are not selling anything and that the information will remain confidential and used for research purposes. Also, if you qualify, you will be eligible to participate in a research project for which you will be paid **\$75** for your time.

[Interviewer note: if necessary, read:] Public reporting burden for this form is estimated to average 8 minutes per response. This collection of information is voluntary. You are not required to respond to this collection of information unless a valid OMB control number is provided.

To see if you qualify for the study, I need to ask you some preliminary questions. Would you be interested? 01 Yes (CONTINUE)

02 No (THANK AND TERMINATE)

2. RECORD GENDER (CODE, DO NOT ASK):

01 Male (RECRUIT MIX FOR ALL INTERVIEWS/GROUPS)

02 Female (RECRUIT MIX FOR ALL INTERVIEWS/GROUPS)

3. Which of the following groups does your age fall into? 01 18-24 (TERMINATE)

02 25-34 (RECRUIT A MIX FOR ALL INTERVIEWS/GROUPS)

03 35-54 (RECRUIT A MIX FOR ALL INTERVIEWS/GROUPS)

04 55+ (TERMINATE)

4. Would you say your race is?

01 American Indian or Alaskan Native 02 Asian

03 Black or African American

04 Native Hawaiian or Other Pacific Islander 05 White

(RECRUIT A MIX)

5. Would you say your ethnicity is? 01 Hispanic or Latino



02 Not Hispanic or Latino

(RECRUIT A MIX; IF ANSWER YES TO 01-HISPANIC OR LATINO, ASK Q6. OTHERWISE PROCEED TO Q12.)

6. At home, in general, would you say you personally speak... (READ LIST)
01 English all the time (TERMINATE for Spanish groups but may still qualify for General Market Groups; Skip to Q11.) 02 English more than Spanish (TERMINATE for Spanish groups but may still qualify for General Market Groups; Skip to Q11.) 03 English as much as Spanish
04 Spanish more than English 05 Spanish all the time
(RESPONDENTS MUST SPEAK SPANISH ONLY OR SPANISH MORE THAN ENGLISH OR ENGLISH AS MUCH AS SPANISH IN THE HOME FOR THE SPANISH-SPEAKING HISPANIC GROUPS.)

7. In a typical week, how many hours approximately do you watch or listen to Spanish- language television or radio or internet
(RECORD NUMBER OF HOURS PER RESPONSE CATEGORY)

01 Spanish-language television (# hrs.) 02 Spanish-language radio (# hrs.) 03 Spanish-language internet (# hrs.)

Total # of hours

(RESPONDENTS MUST CONSUME AT LEAST 15 HOURS OF SPANISH-LANGUAGE MEDIA PER WEEK, 10 OF WHICH MUST BE TELEVISION)

8. Were you born in the United States or outside the United States? 01 In the U.S.
02 Outside the U.S.
(NO MORE THAN 1 US-BORN PER MARKET, IF US- BORN SKIP TO Q.11)

9. How long have you lived in the U.S.? LIST EXACT # OF YEARS 01 Less than a year
(TERMINATE) 02 1 to 4 years
03 5 to 9 years
04 10 years or more

(MUST HAVE AT LEAST 1 YEAR LIVING IN THE US PERMANENTLY TO ENSURE NON-TRANSIENT STATUS. RECRUIT A MIX OF YEARS IN THE COUNTRY.)

10. Of what Hispanic origin are you?

NORTEAMÉRICA (NORTH AMERICA) 01 EE.UU. (USA)
02 México

CENTROAMÉRICA (CENTRAL AMERICA)

03 Guatemala
04 El Salvador
05 Honduras
06 Panamá
07 Costa Rica
08 Nicaragua

SUDAMÉRICA (SOUTH AMERICA)

09 Colombia
10 Ecuador



- 11 Venezuela
- 12 Perú
- 13 Paraguay
- 14 Bolivia
- 15 Uruguay
- 16 Argentina
- 17 Chile

EL CARIBE (CARIBBEAN)

- 18 Puerto Rico
- 19 República Dominicana
- 20 Cuba
- 21 Other [SPECIFY:]

(RECRUIT MIX OF COUNTRY OF ORIGIN BASED ON MARKET COMPOSITION)

11. Do you or does anyone in your household work in any of the following industries? Please say yes or no to each.
- 01 Advertising or PR agency (TERMINATE)
 - 02 Accounting (CONTINUE)
 - 03 Banking (CONTINUE)
 - 04 Doctor's office, hospital, clinic or healthcare company (CONTINUE)
 - 05 Emergency first responder (police, firefighter, EMT, etc.) (TERMINATE)
 - 06 Emergency Management or Homeland Security agency (TERMINATE)
 - 07 Market Research/Marketing Consulting (TERMINATE)

(IF ANSWERS YES TO 01, 05, 06, OR 07 IN Q11, TERMINATE)

12. Have you ever participated in a market research project such as a focus group, interview, or online study, and, if so, how long ago was your most recent participation?

(TERMINATE IF LESS THAN 6 MONTHS)

- 12b. (Only for those that said "yes" in Q12). What was the subject you were discussing?

(TERMINATE FOR ANY SUBJECTS RELATED TO EMERGENCY AWARENESS/PREPAREDNESS)

13. Please answer whether each of the following individuals reside in your household?
- 01 Spouse or significant other
 - 02 Adult child (18 years+)
 - 03 Child under age 18 (MUST SELECT TO CONTINUE)
 - 04 Parent
 - 05 Grandparent
 - 06 Other adult relative

(MUST HAVE CHILD LESS THAN AGE 18 IN HH TO CONTINUE)

14. What are the ages of the children that currently live with you?
(CHECK APPROPRIATE AGE RANGES BASED ON RESPONSE)



- 01 0-5 years (TERMINATE)
- 02 6-12 years (CONTINUE)
- 03 13-17 years (CONTINUE)
- 04 No child in HH (TERMINATE)

(MUST HAVE AT LEAST ONE CHILD AGE 6-17 IN HH TO CONTINUE)

15. Do you have the following relationship to any of the children under age 18 living in your household?
- 01 Parent
 - 02 Step-parent
 - 03 Guardian
 - 04 Grandparent

(MUST ANSWER YES TO AT LEAST ONE RESPONSE CATEGORY TO CONTINUE)

16. Which of the following best describes your current marital status?
- 01 Single
 - 02 Married
 - 03 Living with Partner
 - 04 Divorced
 - 05 Separated
 - 06 Widowed

(AIM FOR SOME SINGLE/ DIVORCED/ SEPARATED /WIDOWED)

17. Which of the following best describes your employment status? (READ LIST.)
- 01 Work Full-time
 - 02 Work Part-time (30 hours or less/week)
 - 03 Stay at home parent
 - 04 Retired
 - 05 Currently unemployed (RECRUIT MAXIMUM OF 2 PER MARKET)

18. Which of the following best describes your total annual household income? (Allow only one answer)

- 01 Less than \$20,000 (TERMINATE)
- 02 At least \$20,000 but under \$30,000
- 03 At least \$30,000 but under \$40,000
- 04 At least \$40,000 but under \$50,000
- 05 At least \$50,000 but under \$100,000
- 06 Over \$100,000

(RECRUIT A MIX OF \$20K-50K AND \$50K+)

19. What was the last grade of school you completed? (DO NOT READ LIST. RECORD ONE RESPONSE)

- 01 Less than 12th grade (no diploma)
- 02 High School Graduate/GED
- 03 Some college but no degree
- 04 Associate Degree/Trade or Technical School
- 05 Bachelor's Degree
- 06 Master's Degree
- 07 PhD. or Professional Degree

(RECRUIT MIX OF EDUCATION)

20. Thinking about the neighborhood you live in, please tell me which of the following would best describe your immediate neighborhood.

- 01 Urban/city
- 02 Suburban
- 03 Rural



(RECRUIT A MIX OF URBAN AND SUBURBAN/RURAL TO REFLECT MARKET COMPOSITION.)

21. Now, thinking about you and your household, which of the following statements best describes your level of preparedness for a natural disaster such as a flood, earthquake, or hurricane? (READ LIST) In thinking about preparing yourself for a major disaster, which best represents your preparedness? 01 I have not yet prepared and am not planning to do anything about preparing
- 02 I have not yet prepared, but I intend to in the next 6 months
- 03 I have not yet prepared, but I intend to in the next month 04 I have recently begun preparing
- 05 I have been preparing for at least a few months (TERMINATE)

(SKEW TOWARDS RECRUITING THOSE WHO ANSWER YES TO 02 OR 03. TERMINATE IF ANSWER YES TO 05.)

22. In thinking about preparing have you created and discussed a specific plan for how to meet your family if you're separated during a major disaster?

Yes(TERMINATE)
No

23. Finally, one question for fun. Please tell me two unusual ways someone might use a paperclip. List the responses.

(THIS IS AN ARTICULATION QUESTION ONLY. PLEASE MAKE CERTAIN RESPONDENT SPEAKS FREELY AND IS EASY TO UNDERSTAND. FOR GENERAL MARKET GROUPS, TERMINATE IF ENGLISH IS POOR AND DIFFICULT TO UNDERSTAND.)

INVITATION:

Thank you so much for taking the time to answer these questions. I am happy to inform you that you do qualify for this study!

We would like to invite you to join us at our facility on (DATE) from (TIME) for a group discussion] that will last approximately 75 minutes. We would like to offer you \$XXX for your participation.

Are you interested in participating in the study at our facility? () Yes [CONTINUE]
() No [TERMINATE]

PLEASE READ THE FOLLOWING TO RESPONDENT:

Please arrive for the interview at least 10 minutes prior to the start time so that you can read and sign a confidentiality agreement. If you wear reading glasses, please bring them to the group.

We will call you the day before the interview as a reminder. Is this the best number to reach you (DAY BEFORE SESSION)? Is there a preferred time for us to call you?

ALTERNATIVE PHONE, IF NECESSARY: PREFERRED TIME, IF APPLICABLE:

If you have any questions, or find that you can't attend, please call my supervisor right away at [PHONE NUMBER] so we can find a replacement to make sure we have enough people participating. We are counting on you to attend. Thanks for your time and for agreeing to participate.



APPENDIX B – FOCUS GROUP QUESTIONS

Ready PSA Campaign Creative Testing Research

DISCUSSION GUIDE

(10 MIN) MODERATOR INTRODUCTION/OVERVIEW OF SESSION

- Explicitly mention OMB details, including OMB #, sponsors and procedures if participants have questions about the research.
- Remind participants of confidentiality: no personal information shared and groups being video-taped for reporting purposes only.
- Explain that we are independent researchers who are impartial in the discussion; we are seeking honest opinions and thoughts.
- We're going to spend time today talking about your family and emergency preparedness. Could you give me a little background on your home and who lives there with you?
- Can you tell me about the roles or responsibilities you (and your spouse/partner, as applicable) have around the home or within the family?

(25 MIN) GENERAL ISSUE DISCUSSION

- Have you or your household taken steps to prepare for an emergency such as a natural disaster? If so, what have you done? Why did you take those steps? Or, if not, why not?
- What do you think your role is in preparing for emergencies like natural disasters? Do you think there are steps that individuals can take to prepare themselves/family that will make a difference during an emergency? During the recovery stage?
- What do you think is the role of state or federal agencies in helping individuals in disaster situations, if any?
- What's the biggest challenge to preparing you and your family for an emergency?
- I'm going to walk through a list of preparedness actions, and I want to get your reaction to each. Is this something that you've already done, something that you think you will do to prepare, or something that you likely will not do to prepare. Please take a moment to write down a response for each. [Walk through the various actions and have respondents share their responses. Probe further on each response. (Why have you taken this action? Why would you do this in the future? Why are you not likely to take this action?)]

[RANDOMIZE LIST ACROSS GROUPS]

- Create a family emergency plan, including a plan for connecting and reuniting with family when disaster happens
- Get certified in First Aid or CPR
- Join or volunteer with a local community watch or preparedness group
- Ensure you have insurance coverage or invest in insurance to cover relevant hazards (e.g. flood)
- Learn safety steps you can take around your home in an emergency (e.g. how to shut off the gas/electricity)



- Set aside personal financial savings to help you & your family in the immediate aftermath of a disaster.
- There can be a long period of recovery from some natural disasters. Do you feel that you as individual have the ability to prepare financially now so you would be able to handle that recovery period (e.g. financial savings, insurance, etc)?

(20 MIN) CONCEPT A DISCUSSION

(Note: The order of presentation of ads will be rotated across sessions to avoid order bias)

OVERALL REACTION

Moderator will instruct respondents to answer the first two questions by writing their responses down before sharing aloud. This will ground respondents in their initial reaction as the discussion with the group begins.

- Who is bringing you this message? (LISTEN for government, FEMA)
- What is your first reaction to this? What is the main idea of this?
 - *What made you think that?*
 - What do you think about that idea?
- Any specific ideas, words or images stick out to you? Why?
- Is this ad believable?
 - What about it makes it believable (or not)?
- Is this ad appealing to you? What about it is appealing?
- Is there anything confusing or unclear about this idea?
- What, if anything, are they asking you to do?
 - What do you think about that?
- Would you do anything specifically after seeing this advertising? (CHECK on a) potential to take the preparedness actions featured, and b) to visit to web site)
 - When/how soon would you take this action? (LISTEN for immediacy)
 - (If going on web) What would you search for if you wanted to learn more? (LISTEN for key search terms, etc.)
 - Would you talk to your friends and other family members outside of your household about this? What would you tell them?
- [Note as discussed earlier] FEMA is bringing you this message. Does that matter? Why/why not? (CHECK for impact of perceived sponsor, if any)

CONCEPT A: EMOTIONAL CONNECTION / RELEVANCE

- What do you like/dislike about this idea?
- What is the mood or the tone of the advertising?
- How does this make you feel? Is that good or bad?
- Is this advertising speaking to you, personally?
 - Can you relate to it?
- If it is not for you, who do you think the “target” for the advertising is?

CONCEPT A: SALIENCE/RESONANCE

- Would this ad catch your attention if you saw it?
 - What about it grabs your attention?



- (If not) What keeps it from grabbing your attention?
- Is this different from how you think currently? How so?

(15 MIN) CONCEPT B DISCUSSION: REPEAT SEQUENCE FROM CONCEPT A

Note: The first exposure to an execution is always the most in-depth and longest part of the discussion. Exposure to remaining executions typically elicits much shorter discussion because respondents will compare all remaining executions to the first (e.g. “this ad has the same message” or “I like this one better because”).

(5 MIN) QUESTIONS FROM BACK ROOM AND MODERATOR WRAP-UP /THANK YOU