

## **Request for Approval under the “Generic Clearance for the Collection of Routine Customer Feedback” (OMB Control Number: 0535-0261)**

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**TITLE OF INFORMATION COLLECTION:** Focus Group Interviews for the USDA NASS Census of Agriculture.

Sample categories of questions for in-depth interview with eight of USDA NASS Census of Agriculture stakeholder groups.

1. Communications stakeholders currently receive from NASS
  - Variety of communications?
    - Categories: direct, print, digital, social, AV, events, environmental / experiential
    - Content types: Thought leadership, community building, etc.
  - Quality of communications?
    - Usefulness, appropriateness, production value
  - Frequency of communications?
    - Meets my needs, not enough, too much
  - Shareability?
    - Audiences: members, peers, media, other stakeholders
    - Formats: highly sharable, somewhat shareable, not very shareable
    - One-off's / evergreen versus living assets (serial content)
  - Audiences
    - Who are we missing? (Ethnicity, gender, veteran, age cohorts, level of farming / ranching experience, geography, crop / livestock choices)
    - Why is that missing audience special and important?
    - What communications needs do they have that aren't being met?
  - Ability to contribute content?
    - Open and straightforward, limited but available, not open or straightforward
  - Necessary but missing communications?
    - Formats, content, frequency,
  
2. NASS as a voice of the agriculture ecosystem: Advocating for and educating about Ag ...
  - At all levels: what's going well, what isn't, what should they do more / less
  - In the right places: what's going well, what isn't, what should they do more / less
  - At the right times: what's going well, what isn't, what should they do more / less
  - With audiences: what's going well, what isn't, what should they do more / less
  - With content: what's going well, what isn't, what should they do more / less
  - With calls to action: what's going well, what isn't, what should they do more / less

3. Their own organization's communications behaviors
  - Audiences and proportions: members, community / state / national / industry leadership, media
  - Purposes and proportions: education, activation, community-building / partnerships, capacity-building
  - Formats and proportions: direct, print, digital, social, AV, events, environmental / experiential
  - How they measure the success of their own communications
  
4. Biggest changes in communications behaviors inside the Ag ecosystem (producers, processors, supplier industry, regulators, legislators, consumers, affinity groups)
  - What's changed the most, and how?
  - What changes do you like / dislike, and why?
  - What changes should have happened, but haven't yet?
  
5. The 2022 Census of Agriculture
  - What communications worked best during past Censuses? What didn't, and why?
  - What's different about the comms environment for this edition of the Census?
    - Peoples' attitude towards the surveys?
    - Peoples' attitude towards the federal government?
    - Peoples' attitude towards the USDA?
    - Peoples' attitude about other parts of the agriculture industry?
  - Would it make a difference if the Census story was told by agriculture itself?
  - Who else should farmers/ranchers be hearing from when it comes to the Census?