

PARTICIPANT ID # _____

Focus Group Questionnaire:

Date: _____ Time: _____ Place: _____

1. What is your date of birth? _____

2. What is your zip code? _____

3. Were you born in the U.S.?

_____ Yes

_____ No

3a. If no, which country were you born in? _____

3b. If you were NOT born in the U.S., how long have you lived in this country?

_____ years and _____ months

4. What is the highest grade or year of school you completed?

_____ Never attended school or only attended kindergarten

_____ Grades 1 through 8 (Elementary)

_____ Grades 9 through 11 (Some high school)

_____ Grade 12 or GED (High school graduate)

_____ College 1 year to 3 years (Some college or technical school)

_____ College 4 years or more (College graduate)

5. How would you describe the primary work that you do?

6. What language(s) do you usually speak at home?

7. _____ English

_____ Other (write in): _____

8. How well do you ... ?

LANGUAGE FLUENCY/SKILL	Very Well	Well	Not Well	Not at All	Refused
a. speak English					
b. read English					
c. understand English					
d. speak home language					
e. read home language					
f. understand home language					

Thank you for agreeing to be part of our focus group. We appreciate your willingness to participate.

To Moderator:

Rules (4 minutes)

- Independent researcher; doesn't represent any company
- No sales involved
- Record in audio
- Keep discussion confidential
- Turn off cell phones
- No cross-talking to maintain clear recording
- No right or wrong answers
- I may interrupt you anytime during our discussion. It doesn't mean I disrespect you or don't value your opinion. I just want to ensure everyone goes home on time, therefore if your opinion is not directly related to the key areas that I am looking for tonight, I may redirect you to stay focus or allow someone else in the room to speak.
- The last and most important point that I need to emphasize before starting the group: this is a focus group, not a support group. We would like to focus on each of your independent thinking; you are not here just to support or agree with each other. For example, if Ms. X likes one statement that I read, and Ms. Y disagrees with Ms. X, Ms. Y should let me know that she disagrees and explain why. Even if your opinion is different from everybody else's in the room, please don't hesitate to share your most honest thoughts with us. I am positive we will learn a lot from each other over the course of an open and relaxing discussion.

Introduction (1 minute)

- Name

Creative Testing (70 minutes)

Today I am going to show you some TV and print advertising concepts. We need your honest feedback on these concepts. I would like your general feedback on the ideas.

I will present one ad at a time. Then I will ask you to write down some simple answers using the pen and paper on the desk in front of you. We will talk about your answers for a while, and then move on to the next ad and so on. When I ask you to write or think of something, I just want to know about your feeling/thought right at that moment. Please make sure no side discussion when I present the ads. Any questions before we proceed? Let's begin.

Show the ads one by one. Ask everyone to focus on the one that you are showing, and not to compare the current ad with the ones that were previously shown.

If participants do not answer a specific question, probe them for their opinion on a messaging strategy.

After showing all the concepts under the same strategy, put all the concepts on the wall and ask the following:

<u>Campaign</u>	<ol style="list-style-type: none"> 1. Based on the ad that I just showed you, please quickly write down whatever is going through your mind and initial feelings. (<i>Once everyone is done, ask them to share what they wrote and explain the reasons</i>) 2. How well did you understand the campaign's message? <i>Prompts:</i> <i>What do you think was the main message of the campaign?</i> <i>Is the message clear? If yes, how so? If not, why not?</i> <i>How relevant do you think the campaign was to you?</i> <i>How believable was the message of the campaign?</i> 3. How did you feel about the campaign? <i>Prompts:</i> <i>What aspects of the campaign did you like? or dislike?</i> <i>Is this an important idea/message to you personally? To the community?</i> 4. What part of this ad campaign was memorable? <i>Prompts:</i> <i>What images of the campaign, if any, stuck in your mind afterwards?</i>
<u>Overall</u>	<ol style="list-style-type: none"> 1. How did this campaign change your attitudes about breast and cervical cancer ? <i>Prompts:</i> <i>How did it change your attitudes about getting tested for breast and cervical cancer?</i> <i>How did it change the way in which you view breast and cervical cancer as a disease?</i> <i>Did it change any misconceptions you had about breast and cervical cancer? If so, which ones?</i> 2. How much has this campaign made you likely to urge others to get tested for breast and cervical cancer? <i>Prompts:</i> <i>Did you urge anyone else to get tested?</i> <i>Family and relatives</i> <i>Friends and colleagues</i> 3. In what ways do you feel this campaign could be improved upon in order to better appeal to individuals like yourself? 4. Is there anything else you would like to discuss about the campaign or any further thoughts?

Repeat the same questions for each concept. After each of the concepts have been presented, ask the following:

Final thoughts

1. Of all the ads you've seen today, which one (s) would motivate you or your family and friends most to get screened?

Ask respondents if they have any additional comments or thoughts about the ads. Thank all the respondents and complete the discussion.