

**Focus Group
Moderator's Guide**

SAMPLE TRANSPORTATION/AIR QUALITY

MODERATOR'S GUIDE

Target Audience: Driving Public

I. Opening remarks

A. What we're going to do in this group:

1. Legitimate research - how this research is used
2. No selling
3. No changing of minds
4. No forcing of consensus

B. How we'll conduct the group:

1. Informal conversation
2. The role of the moderator
3. No right or wrong answers
4. Please be frank
5. Agree to disagree
6. Everyone has a right to his or her opinion
7. Sponsors are in adjacent room behind one-way mirror

C. Introductions:

1. How long in this area?
2. Occupation, if employed outside the home?
3. Family composition?
4. Things your family likes to do together?

II. When you think about issues that affect the quality of life in the region, what comes to mind?

[THIS IS A QUICK PROBE TO SEE WHETHER TRAFFIC CONGESTION OR THE ENVIRONMENT COMES UP AS A PRESSING ISSUE.]

A. What would you say are the most important issues facing you?

B. What kinds of things do you think individuals living in the area can do to improve the quality of life?

1. What kinds of things do you think you as an individual can do to improve the quality of life?
2. When I say “quality of life,” what does this idea mean to you?

[BASED ON OPEN-ENDED RESPONSE, THE FOLLOWING MAY BE USED TO PROBE DEEPER INTO THIS ISSUE.]

- a. What do you care about?
 - b. What are the things in life that really matter to you?
 - c. If you could have any more of any one thing in life, what would it be?
3. How important would you say it is that attention immediately be given to protection of the environment in this region?
 - a. Are there elements of the area’s environment that need protection?
 4. How important would you say it is that attention immediately be given to traffic congestion in this region?
 - a. Are there aspects of the area’s congestion that need special attention?

MODERATOR WILL PRESENT A SELECTION OF ADS. PARTICIPANTS WILL ADDRESS EACH AD IN LIGHT OF THE FOLLOWING QUESTIONS. THERE WILL BE EXTENSIVE DISCUSSION OF THEIR PERCEPTIONS OF EACH, AND THEIR IMPRESSIONS OF WHICH MESSAGE IS MOST EFFECTIVE IN INFLUENCING THEIR ATTITUDE AND BEHAVIOR. BY END OF DISCUSSION THEY WILL HAVE DETERMINED WHICH ADS APPEAR TO BE MOST CONSISTENT WITH THE STRATEGY OF THE CAMPAIGN AND WHICH MESSENGER(S) APPEARS TO BE MOST EFFECTIVE.

C. I’m going to show you some ads that you might see in the newspaper or magazines. As I show each, I’d like you to tell me:

1. What point do you think they are trying to make with this ad?
2. What do they want you to do (as a result of seeing this)?
3. Who do you think they want to see this?
4. Do you feel like you are part of this “target audience?” Why/Why not?
5. Is what this says believable? Why/Why not?
6. Do you agree with what it says? Why/Why not?
7. Where would you expect an ad like this to come from?
 - a. What would you think if it came from the federal government?
 - b. What would you think if it came from your state government?
 - c. What would you think if it came from your city government?

- d. Does it mean more if it comes from a national organization or a local organization, or vice versa?
 - e. How about if it came from a nonprofit organization interested in the environment?
 - f. What about a group of organizations, including the local government, local transportation organizations, and groups interested in the environment?
 - 8. Which of these sources would be most credible delivering the messages I have been describing?
- D. [FALSE CLOSE; MODERATOR GIVES PARTICIPANTS INFORMATION SHEETS TO FILL OUT AND LEAVES THE ROOM TO ASK SPONSORS IF THEY WANT ANY ADDITIONAL QUESTIONS ASKED.]
- E. Thanks and closing

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