

Focus Group Interview Form

Use this form to guide your interview. Take careful notes on your interviewee's responses to the issue questions on separate paper. This form, stapled with your notes, will serve as documentation of the interview.

Start the interview by introducing yourself, providing background on the Campaign Ads for Voters project, and explaining your purpose.

Demographic Data:

Ease into the interview by collecting some basic information from your interviewee.

What is your name? _____

What is your age? _____

Where do you live? _____

What do you do for a living? _____

Do you affiliate with a political party, and if so, which one?
(Democrat, Republican, Green, none, etc.) _____

Do you affiliate with a religion, and if so, which one? _____

Are you planning to vote in this coming election on November 4? _____

Leading Questions:

Here is where you ask open-ended questions that get your voter talking about the issues of the proposition. Prepare these questions in advance (but always be ready to prod your interviewee with more questions you make up on the spot).

Example: Do you feel that California spends enough money on law enforcement?

- Your issue questions:**
1. _____
 2. _____
 3. _____
 4. _____
 5. _____

Follow-up questions:

Most of your follow-up questions will be questions that ask your interviewee to develop her initial answers to your leading questions. Remember, your goal is to understand *why* your interviewee feels the way she does about the issues. So keep asking questions until you have a solid understanding of what makes this voter tick.

Notice that so far you have only asked your interviewee about the larger political issues, not about the specific proposition itself. Towards the end of the interview, however, it is appropriate to bring up the specific proposition and record the interviewee's gut reaction. Try these questions:

Are you familiar with Proposition ____ (insert number and title here), which will be on November's ballot?

If the interviewee is not familiar with the proposition (which is common at this early stage), then summarize the proposed law and what it would change if it passes. Then ask,

Based on what you know now, how would you vote on this proposition: yes or no?

The interviewee will respond with "yes," "no," or "I don't know." Regardless of the answer, follow up that question with

What else would you want or need to learn about this proposition before you vote on it?

Take careful notes on your interviewee's response to this last one; it could be key to your television ad.
