

Qualitative Discussion Guide

DISCUSSION GUIDE

I. Campaign Questions (define campaign)

- Thinking about these ads/concepts as a group, what is your overall reaction to these ads/concepts that we have shown you today?
 - Stood out/Likes/Dislikes
- What is it that the Census wants you to know from these ads?
- How do these ads leave you feeling about the Census?
- Do you believe that these ads specifically speak to you and your community? How does this make you feel about the Census efforts?

II. General Probing by Specific Ad/Concept

- What was your initial reaction to this ad/concept?
- What are they trying to communicate with this ad/concept? What is the main idea?
 - Does this idea matter to you? How so?
- Specific Likes/Dislikes?
- Is there anything confusing or unclear?
- Did this ad tell you anything about the Census that you didn't know before? Did you learn anything new? What?
- Would this ad catch your attention? Why/why not?
- Is this an ad you think you will remember? Why/why not?
- Does the ad make you feel differently about the Census? How so?
- How does this ad affect your interest in participating in the upcoming Census?
 - What is it in the ad/concept that makes you feel that way?
- Is there anything about this ad/concept that would make you want to tell other people about? What?

REPEAT ABOVE PROCESS/QUESTIONS FOR EACH TEST AD/CONCEPT

III. Ad/Concept Specific Questions

- “Ad/Concept 1”
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- “Ad/Concept 2”
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- “Ad/Concept 3”
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- “Ad/Concept 4”
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IV. Wrap-Up on Campaign

- **What change, if any, has occurred with regard to your interest in the upcoming Census?**
 - **What caused that change?**

V. Conclusion

- **Thank and end session.**