

NRFC
Focus Group Study
Moderator's Guide
February 5-6, 2013

1. INTRODUCTION – 5 Minutes

- Explain the idea of the focus group. Go over features of the room, including:
 - Camera/Microphones -- This is being taped so that I don't have to take notes while you are all giving your opinions
 - One-way mirror – I have colleagues behind the mirror taking notes so that they do not disturb us
 - Completely confidential. Your full names will never be used. We just want to hear your opinions. There are no right or wrong answers. Please be open and candid.
 - Independent Consultant – do not work for the sponsors of tonight's group, feel free to give your opinion...have no vested interest. My only goal is to make sure the discussion is frank and honest.
 - Please speak up when you talk so that we can all hear you.
- Group profile: personal background (name, where you live, what is your favorite sport or hobby, what is your favorite music, how many children you have).

2. GENERAL ISSUES FACING GROUP TODAY/WARM-UP – 5 MINUTES

- How would you say things are going in your life these days? Are you satisfied with where you are in your life now?
- What are you optimistic about? What are you pessimistic about?
 - ✓ **PROBE:** family, lifestyle, career, goals
- What are your one or two biggest concerns for you and your family?
 - **PROBE:** Finances, healthcare, college tuition, other.

EASEL

- What do you think of when I say "Fatherhood?" What does "Fatherhood" mean to you?
 - Why do you say that? (Moderator write down group feedback)

3. ISSUES FACING DADS – 15 MINUTES

- In looking at your life as a father, what are some of the challenges you face on a daily basis? Let group lead discussion...then...
 - ✓ **PROBE:** Hectic schedule, Spouse/Ex-spouse's expectations, time spent with children, meeting child's expectations, struggles specific to partial/non-custody...anything else?

FOR NON-CUSTODIAL DADS

- Does your wife or the Mother of your child have expectations of you as a Father? What are they? How do they affect you, and how do think that affects your relationship with your child?
- Do you feel that your 'official' financial responsibility to your child affects your relationship?

We have spoken quite a bit about a variety of experiences related to being a father. What advice would you give to other fathers or men who are about to become fathers? What would you tell them? Is there a particular message you would like to share?

4. DAILY LIFE OF DAD – 20 MINUTES

Now, I would like to discuss a few issues in more depth.

I am curious to know what your daily schedule consists of...

- **What is a typical day like for you?**
 - ✓ **PROBE: you get up in the morning and do what...? (go to work, take children to school, help in housekeeping, work out, practice a hobby)**
 - In your particular case, how do you define “FAMILY”? How is your family made up?
 - How much time do you spend with your family in your daily routine? What do you do with them?
 - Do you have designated “family time” in the week?
 - What is your favorite thing to do with your kids?

- **How about the weekends?**
 - What is a typical weekend routine?
 - ✓ **PROBE: you get up in the morning and do what...? (get up early/late, do housekeeping, go relax, go to work?)**
 - How does your weekend schedule differ from the weekday?
 - Do you spend less, more or the same time with your child on the weekend?
 - How do you interact with your family and friends during the weekend?
 - How about “me” time?

- **Speaking of “me” time...do you have any? What do you do just for yourself?**
 - What has changed since you have become a father with the way you spend your free time? Has it changed at all?

5. REACTION TO AD CONCEPTS – 60 MINUTES

Next, I would like you to look at some different ideas for commercials that you may see on TV or in a video online.

Please note these are in rough form, so I would like you to concentrate mostly on what they say – the ideas and information that they contain.

- ❖ [Client will provide each creative piece on an 20”x30” board. Each board will contain an identifying letter randomly selected from the middle of the alphabet to facilitate differentiating them during the interview.]

[Moderator reveals one concept/storyboard at a time and rotates order. After revealing each one, ask the following series of questions before proceeding to the next board.]

1. **Please write down briefly what you think the main idea of the ad is, your thoughts and feelings about the ad, and how motivating you find it on a scale of 1 to 10. Then we’ll discuss those as a group.**
2. [Discuss written comments on main idea, overall thoughts/impressions, motivation]
3. **What did you like best about it? Least? (Probe for most and least compelling elements, as well as overall impressions.)**
4. [If not mentioned, ask and probe on the following]
 - ❖ **How well did you find the overall message “spoke to you” – you could relate to it and feel it was addressed to you specifically?**
 - ❖ **Did the message engage you in any way?**
 - ❖ **Did it turn you off in any way?**
5. **What, if any action, might you take after seeing this? (e.g., go to the designated website, call phone number, talk with someone such as family/friend about it, etc.)**
 - ❖ **What would you expect to find on the website?**

MOST/LEAST EFFECTIVE CONCEPTS

Next, I would like you to select the one concept board that was most motivating to you to spend more time with your child.

1. **What is it about this one that most motivates you? Probe reasons.**
 - ❖ **What concept least motivates you? Probe reasons.**
2. **Is there anything that you’ve seen here/learned about today that has changed your initial attitudes or interest spending more time with your child? Probe.**

WRAP UP: MODERATOR CHECKS BACK IN VIEWING ROOM FOR ANY ADDITIONAL QUESTIONS.