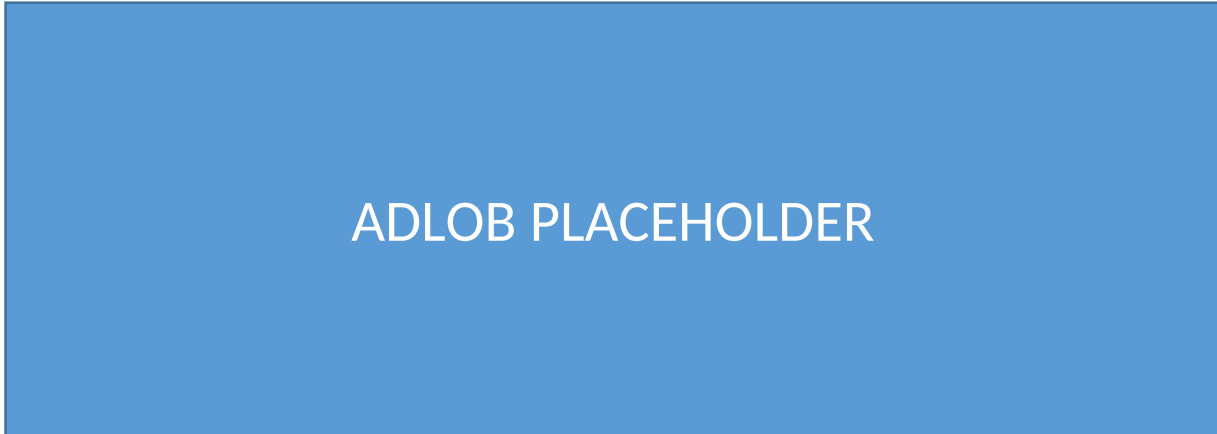


Appendix E: Focus Group Activity

Unique ID: _____

Please see the following:



1. Write down three words that summarize your overall reactions to the draft advertisement:

WORD 1: _____

WORD 2: _____

WORD 3: _____

2. Circle what catches your attention in a **positive** way.
3. Cross out what catches your attention in a **negative** way.