

|   |                                |            |                            |                               |
|---|--------------------------------|------------|----------------------------|-------------------------------|
| <b>RECRUITED BY:</b> .....  |                                |            |                            |                               |
| <b>DATE OF GROUP:</b> .....   |                                |            |                            |                               |
| <b>DESCRIPTION OF GROUP RECRUITED FOR:</b> ..... <b>PROJECT:</b> .....  |                                |            |                            |                               |
| <b>NAME:</b> .....  |                                |            |                            |                               |
| <b>SUBURB:</b> ..... <b>AREA:</b> ..... <b>POSTAL CODE:</b> .....   |                                |            |                            |                               |
| <b>TELEPHONE: HOME:</b> ..... <b>WORK:</b> ..... <b>CELL.:</b> .....  |                                |            |                            |                               |
| <p><b>GOOD MORNING/AFTERNOON/EVENING. MY NAME IS ..... FROM MARKINOR, AN INDEPENDENT LEADING RESEARCH COMPANY. I WOULD LIKE TO ASK YOU SOME QUESTIONS CONCERNING..... IT WILL ONLY TAKE APPROXIMATELY ..... MINUTES. IS THIS A CONVENIENT TIME TO COMPLETE THE INTERVIEW, OR CAN I MAKE AN APPOINTMENT WITH YOU AT ANOTHER TIME? PLEASE BE ASSURED THAT YOUR ANSWERS WILL BE TREATED WITH THE HIGHEST CONFIDENTIALITY AND THAT THERE ARE NOT RIGHT OR WRONG ANSWERS.</b></p> <p>➤ <b>RECRUITER INSTRUCTION:</b> RESPONDENTS SHOULD BE FROM LSM .....<br/>CATEGORISE LSM FROM MONTHLY HOUSEHOLD INCOME AND AREA.</p> |                                |            |                            |                               |
| Have you or any of your close friends or relatives ever worked for a tobacco company/manufacturer?  | 1. Yes                         | -1         | GO TO:<br>CLOSE            |                               |
|   | 2. No                          | -2         | CONT                       |                               |
| <b>READ OUT</b>   |                                | <b>YES</b> | <b>NO</b>                  |                               |
| A. Do you or any member of your family or close friends work for, or have in the past worked for.....   | 1. Advertising                 | -1         | -1                         | IF YES TO ANY CLOSE INTERVIEW |
|   | 2. Market research             | -2         | -2                         |                               |
|   | 3. Tobacco company             | -3         | -3                         |                               |
|   | 4. Media                       | -4         | -4                         |                               |
| B. Have you been to a market research group discussion in the last 6 months   | 1. Yes                         | -1         | CLOSE                      |                               |
|   | 2. No                          | -2         | CONTINUE                   |                               |
|   |                                |            | GO TO:                     |                               |
| 1. <b>GENDER: INTERVIEWER TO RECORD WITHOUT ASKING.</b>   | 1. Male                        | -1         | RECRUIT A SPREAD           |                               |
|   | 2. Female                      | -2         |                            |                               |
| 2. Record race by observation only  | 1. Black                       | -3         | RECRUIT AS PER QUOTA       |                               |
|   | 2. White                       | -4         | RECRUIT AS PER QUOTA       |                               |
|   | 3. Coloured                    | -5         | RECRUIT AS PER QUOTA       |                               |
|   | 4. Indian                      | -6         | RECRUIT AS PER QUOTA       |                               |
| 2. <b>AGE: RESPONDENT MUST BE BETWEEN 25 – 49 YEARS OLD</b>   | <b>WRITE IN AGE:</b><br>_____  |            | RECRUIT ACCORDING TO QUOTA |                               |
| 3. Are you fluent (able to communicate and understand) in English?  | 1. Yes                         |            | CONT.                      |                               |
|   | 2. No                          |            | CLOSE                      |                               |
| 4. <b>LEVEL OF EDUCATION:</b> Please tell what the highest level of education is that you have achieved   | 1. Grade 8-11                  |            | CLOSE                      |                               |
|   | 2. Grade 12 (matric)           |            | CONT.                      |                               |
|   | 3. University degree / diploma |            |                            |                               |
|   | 4. Post graduate studies       |            |                            |                               |

## Appendices

|   |  |    |                         |
|---|--|----|-------------------------|
| 5. <b>INCOME GROUPS:</b><br><br><b>Personal income:</b> Please tell me into which of the following categories your personal income falls.   | 1. R4 500 – R6500  | -1 | <b>RECRUIT A SPREAD</b> |
|   | 2. R6501 – R8000   | -2 |                         |
|   | 3. R8001 – R10 000   | -3 |                         |
|   | 4. R10 001 – R12 000   | -4 |                         |
|   | 5. R12 001 +   | -5 |                         |
|   | 6. Refused   | -6 |                         |
| 6. Are you a smoker?  | 1. Yes   |    | <b>CONT.</b>            |
|   | 2. No  |    | <b>CLOSE</b>            |
| 7. Do you smoke branded cigarettes?   | 1. Yes   |    | <b>CONT</b>             |
|   | 2. No  |    | <b>CLOSE</b>            |
| 8. Do you roll your own cigarettes?   | 1. Yes   |    | <b>CLOSE</b>            |
|   | 2. No  |    | <b>CONT</b>             |
| 9. How many cigarettes do you smoke per day?  | 1 – 5 cigarettes<br>5 – 10 cigarettes<br>More than 10 cigarettes |    | <b>RECRUIT A SPREAD</b> |
| <p><b>DECLARATION:</b><br/>I declare that the respondent (NAME AND ADDRESS ABOVE) recruited by me qualifies according to the criteria supplied to me by Markinor for this specific group.</p> <p>SIGNED:.....</p> <p>DATE:.....</p> |  |    |                         |

**SELF-COMPLETION QUESTIONNAIRE**

DATE OF GROUP: \_\_\_\_\_

TIME OF GROUP: \_\_\_\_\_

RACE: (Please circle)

- Black
- White
- Coloured
- Indian

Hand respondents self-completion sheets:

On this sheet, please indicate, in order of importance - where 1 = the advert you enjoyed the best, 2 = the advert you enjoyed second best and 3 = the advert you enjoyed third best, 4 = the advert you enjoyed fourth best 5= the advert you least preferred. For number 1 enjoyed best, please give reasons why and for least preferred number 5, please give reasons why.

- 1. Advertisement I enjoyed the most. Please give reasons why you selected this advert.**

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**The advertisement you enjoyed second best?**

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- 2. The advertisement you enjoyed third best?**

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- 3. The advertisement you enjoyed fourth best?**

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- 4. The advertisement you least preferred? Please give reasons why you selected this advert.**

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### **Advertisement Don't Jump:**

1. How did this advertisement make you feel?
  - i. Sad
  - ii. Angry
  - iii. Happy
  - iv. Scared
  - v. Aware
2. This advertisement was:
  - i. Funny
  - ii. Powerful
  - iii. Boring
  - iv. Emotional
3. Have you seen this advertisement before?

### **Advertisement Suzy Q:**

1. How did this advertisement make you feel?
  - i. Sad
  - ii. Angry
  - iii. Happy
  - iv. Scared
  - v. Aware
2. This advertisement was:
  - i. Funny
  - ii. Powerful
  - iii. Boring
  - iv. Emotional
3. Have you seen this advertisement before?

**Advertisement Lungs Run Away:**

1. How did this advertisement make you feel?
  - i. Sad
  - ii. Angry
  - iii. Happy
  - iv. Scared
  - v. Aware
2. This advertisement was:
  - i. Funny
  - ii. Powerful
  - iii. Boring
  - iv. Emotional
3. Have you seen this advertisement before?

**Advertisement Inside Out:**

1. How did this advertisement make you feel?
  - i. Sad
  - ii. Angry
  - iii. Happy
  - iv. Scared
  - v. Aware
2. This advertisement was:
  - i. Funny
  - ii. Powerful
  - iii. Boring
  - iv. Emotional
3. Have you seen this advertisement before?

### **Advertisement Children against Smoking:**

1. How did this advertisement make you feel?
  - i. Sad
  - ii. Angry
  - iii. Happy
  - iv. Scared
  - v. Aware
2. This advertisement was:
  - i. Funny
  - ii. Powerful
  - iii. Boring
  - iv. Emotional
3. Have you seen this advertisement before?

### **Advertisement Chemical Facts:**

1. How did this advertisement make you feel?
  - i. Sad
  - ii. Angry
  - iii. Happy
  - iv. Scared
  - v. Aware
2. This advertisement was:
  - i. Funny
  - ii. Powerful
  - iii. Boring
  - iv. Emotional
3. Have you seen this advertisement before?

**Thank-you for your opinions!**

## PROJECT SMOKE DISCUSSION GUIDE

### Introduction and warm-up

Hi and welcome to Markinor, for the next two hours we are going to be talking about weird and wonderful things that relate to you in a number of ways. I would like you to feel at ease and know throughout the discussion that there are no right or wrong opinions and that we all agree to disagree.

I would just like to inform you that all of the discussions will be audio recorded.

You see that mirror, as I am sure most of you know, that is a two way mirror. Behind that mirror, I have a co-worker taking notes for me.

Any information gathered in these groups will be regarded as confidential.

- Introduce self
- Explain format of discussion,
- Reassure confidentiality
- Explain tape recording/ one way mirror
- Importance and value of the participants contribution;
- Confidentiality of discussions;
- Tell participants that their honest opinions are valued, and that there are no right or wrong answers to any questions. Now is their chance to voice their opinions.
- Explanation of the use of the results at the completion stage of the study.
- **ICE BREAKER:** Ask each respondent to **introduce themselves** and to **describe their attitude toward health in one sentence.**
- **15 minutes**

### Spontaneous Awareness of Ads in General

I want to start off the conversation by talking about advertisements

- What do you enjoy about ads/adverts?
- What makes some ads stand out from the rest?
- Which ones do you enjoy at the moment?
- Having listened to everyone and what ads they like, what do you think these ads have in common?

### Perceptions of cigarette related advertising

- With the new laws, advertising for tobacco products is banned. Can you still remember any advertising for these products?
- Are you aware of any advertising taking place nowadays?
- On the other side of the coin, have you seen any ads against cigarette smoking?

## Appendices

- Probe: National Council Against Smoking (NCAS) if not spontaneously mentioned
- **IF YES:** Tell me about them.
- Describe what you remember seeing?
- What elements stood out?
  - Which form of advertising (cigarette packs, television, billboards etc) do you take most notice of?
  - Do you feel that this type of advertising has any type of impact on you?
- Who do you think are the sponsors for this type of advertising?
- What is the name of the organization?

### General opinions about smoking

1. How you feel about the new smoking legislation that has been enforced in South Africa? (i.e.: designated smoking areas for smokers in any public area).
2. How do you feel as a member of this new society governed by anti-smoking laws?

**Instructions:** Now, we are going to view the series of advertisements in the campaign once, where after I will ask you a few questions, followed by viewing the advertisements again, where we will analyse each advertisement individually with regards to your perceptions.

### ADVERTISING EXECUTIONS:

1. View
2. Complete self completion without discussion
3. Discuss

**Before we discuss each advert, I would like you to please complete a short questionnaire**

**Hand respondents self-completion sheets:**

On this sheet, please indicate, in order of importance - where 1 = the advert you enjoyed the best, 2 = the advert you enjoyed second best and 3 = the advert you enjoyed third best, 4 = the advert you enjoyed fourth best 5= the advert you least preferred. For number 1 enjoyed best, please give reasons why and for least preferred number 5, please give reasons why.

**MODERATOR ROTATE ADS ACCORDING TO THE FOLLOWING ROTATIONAL GRID:**

| <u>Grp1</u><br><u>Lauren</u> | <u>Grp 2</u><br><u>Lauren</u> | <u>Grp 3</u><br><u>Lauren</u> | <u>Grp 4</u><br><u>Lauren</u> | <u>Grp 5</u><br><u>Lauren</u> |
|------------------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
| DJ                           | CF                            | CS                            | LR                            | SQ                            |
| SQ                           | CS                            | IO                            | CF                            | DJ                            |
| LR                           | IO                            | SQ                            | IO                            | CF                            |



|    |    |    |    |    |
|----|----|----|----|----|
| IO | LR | CF | SQ | CS |
| CS | SQ | DJ | DJ | IO |
| CF | DJ | LR | CS | LR |

**Moderator: rotate as above for your group between the 2 tapes.**

DJ = Don't Jump

SQ = Suzy Q

LR = Lungs run away

IO = Inside out

CS = Children against smoking

CF = Chemical facts

### **General opinions about anti-smoking advertisements**

1. List five words that would best describe the way you feel about this type of advertising.
2. What did you like most about these advertisements?
3. What do you dislike most about this type of advertising?
4. Who do you think this ad is aimed at?
5. Did this campaign increase your levels of curiosity to know if what was said in this campaign was true?
6. Do you feel that this type of advertising is effective? If yes, why is it effective, and if no, why not? PROBE (does this have anything to do with source credibility, attractiveness of actors in advertisements etc).

### **General Health inquiries**

**In other groups the issue of health came up, how do you feel about this?**

1. After having viewed these advertisements, how do you feel they impacted on your perception of your health?
2. Are any of you members to a health club? If yes, do you exercise?
3. Do you feel that you are usually aware of your state of health as you go through the day?
4. Are you generally attentive to the inner feelings about your health?
5. Do you feel that it is important to be informed about health issues?
6. Do you feel that there is a wealth of health information available today? If yes, does this information make it easier for you to take care of your health?

**Instructions: Commence second round of viewing the advertisements.**

**Advertisement Don't Jump:**

1. What was the message portrayed in this advertisement?
2. Do you feel that some people might find it difficult to understand? Why do you say so?
  - a. Do you feel that this message was important to you?
  - b. Do you think it said things that were hard to believe?
  - c. Did the advertisement make you stop and think?
  - d. Do you feel that the advertisement 'talked down to you'? – **Reinforcement of 'member of new smoking society' question.**
  - e. Do you believe what they are telling you?
3. How did this advertisement make you feel?
  - i. Sad
  - ii. Angry
  - iii. Happy
  - iv. Scared
  - v. Aware
4. This advertisement was:
  - i. Funny
  - ii. Powerful
  - iii. Boring
  - iv. Emotional
5. Have you seen this advertisement before?

**Advertisement Suzy Q:**

1. Was the message portrayed in this advertisement clear?
  - a. If yes: do you feel that this message was important to you?
  - b. Do you think it said things that were hard to believe?
  - c. Did the advertisement make you stop and think?
  - d. Do you feel that the advertisement 'talked down to you'?
  - e. Do you feel that this advertisement is one that I would talk to me friends about?
2. How did this advertisement make you feel?
  - i. Sad
  - ii. Angry
  - iii. Happy
  - iv. Scared
  - v. Aware
3. This advertisement was:
  - i. Funny
  - ii. Powerful
  - iii. Boring
  - iv. Emotional
4. Have you seen this advertisement before?

**Advertisement Lungs Run Away:**

1. Was the message portrayed in this advertisement clear?
  - a. If yes: do you feel that this message was important to you?
  - b. Do you think it said things that were hard to believe?
  - c. Did the advertisement make you stop and think?
  - d. Do you feel that the advertisement 'talked down to you'?
  - e. Do you feel that this advertisement is one that I would talk to me friends about?
2. How did this advertisement make you feel?
  - i. Sad
  - ii. Angry
  - iii. Happy
  - iv. Scared
  - v. Aware
3. This advertisement was:
  - i. Funny
  - ii. Powerful
  - iii. Boring
  - iv. Emotional
4. Have you seen this advertisement before?

**Advertisement Inside Out:**

1. Was the message portrayed in this advertisement clear?
  - a. If yes: do you feel that this message was important to you?
  - b. Do you think it said things that were hard to believe?
  - c. Did the advertisement make you stop and think?
  - d. Do you feel that the advertisement 'talked down to you'?
  - e. Do you feel that this advertisement is one that I would talk to me friends about?
2. How did this advertisement make you feel?
  - i. Sad
  - ii. Angry
  - iii. Happy
  - iv. Scared
  - v. Aware
3. This advertisement was:
  - i. Funny
  - ii. Powerful
  - iii. Boring
  - iv. Emotional
4. Have you seen this advertisement before?

**Advertisement Children against Smoking:**

1. Was the message portrayed in this advertisement clear?
  - a. If yes: do you feel that this message was important to you?
  - b. Do you think it said things that were hard to believe?
  - c. Did the advertisement make you stop and think?
  - d. Do you feel that the advertisement 'talked down to you'?
  - e. Do you feel that this advertisement is one that I would talk to me friends about?
2. How did this advertisement make you feel?
  - i. Sad
  - ii. Angry
  - iii. Happy
  - iv. Scared
  - v. Aware
3. This advertisement was:
  - i. Funny
  - ii. Powerful
  - iii. Boring
  - iv. Emotional
4. Have you seen this advertisement before?

**Advertisement Chemical Facts:**

1. Was the message portrayed in this advertisement clear?
  - a. If yes: do you feel that this message was important to you?
  - b. Do you think it said things that were hard to believe?
  - c. Did the advertisement make you stop and think?
  - d. Do you feel that the advertisement 'talked down to you'?
  - e. Do you feel that this advertisement is one that I would talk to me friends about?
2. How did this advertisement make you feel?
  - i. Sad
  - ii. Angry
  - iii. Happy
  - iv. Scared
  - v. Aware
3. This advertisement was:
  - i. Funny
  - ii. Powerful
  - iii. Boring
  - iv. Emotional
4. Have you seen this advertisement before?

## Appendices

**ONCE EXECUTIONS EXPOSED AND SELF COMPLETIONS COLLECTED, DISCUSS THE FOLLOWING:**

- What do you recall about each of the 6 ads?
- What if anything did you like?
- On the other hand what if anything did you dislike?
- What is the message of these ads, what are they telling you?

**MODERATOR TO HAND OUT 3 VOTING STICKERS TO EACH RESPONDENT.****MODERATOR STICK A4 SHEETS ON THE WALL WITH THE NUMBER/CODE OF EACH ADVERTISEMENT ON THE SHEET.**

- Ask each respondent to allocate the three votes to the ad or ads they liked best. They can give all three votes to one advert or spread their votes whichever way they like. They will write the number or numbers of the ad's they like on the number of votes they want to give to each ad. Once every respondent has made the selection they are asked to stick the stickers on the sheets representing each of the ads. (***This will give a visual representation of the preferred ads and some weights to how much they liked each ad. The number of votes each advert receives will give a preference ranking to the five executions***).
- **Moderator and Group to discuss the results and reasons for it**
- Who are these adverts talking to/ meant for? What kind of person? Why?
- Do you think these scenes are real? Do you think they are believable? What makes them believable? (***Probe: does it speak to you/ do you think something like this will ever happen to you? Can you relate to it?***)
- What, if anything, can be done to these ads to make them even more real or relevant to you?
- What is the advert telling you: what message is it communicating to you?
- Is the message clear and understandable (if yes, probe for particular wording that emphasizes this fact?)
- For those who say no, probe for what makes the ad not clear understandable
- Thinking of all the ads you have just seen which one do you think brings the message across the best?
  - *Let's say 5 years from now you notice that there is a **great decline in smokers**, what do you think would have made this happen?*
  - *Why do you say that?*
  - *And if you would notice 5 years from now that there are **a lot more smokers**, what do you think would have been the cause of that?*
  - *Why do you say that?*

**If not answered during discussion probe:**

Thinking about the warnings on cigarette packs, billboards and in magazines etc. What do you think may be the reason that this anti-smoking advertising has no or little impact on smokers?

**Thanks for your time and valuable input!**



## 7.1 Appendix D: Respondent Information and Informed Consent

### *Introduction*

Before taking part in this study, it is important that you understand what is involved. If you have any questions, which are not fully explained in this leaflet, you are welcome to contact the focus group moderator. You should not agree to take part in this study unless you are completely happy about all the procedures involved.

**Most of your questions will be answered in the following sections.**

### *What is the purpose of the study?*

The purpose of the focus group would be to explore the smokers' perceptions on anti-smoking campaigns that are flighted in South African television in order to provide information that would inform subsequent analysis or studies on the data.

### *What is the duration of the study?*

The focus group, commencing at \_\_\_\_ in the \_\_\_\_, will take approximately an hour, followed by a tea break. You should not be required to spend more than 2 hours with the group or the focus group moderator.

### *Has the study been ethically designed?*

This study is designed according to the South African Market Research Association and the ESOMAR guidelines proposed for research with young people and market research. A copy of this may be obtained from either websites:

[www.esomar.org](http://www.esomar.org) or [www.samra.co.za](http://www.samra.co.za)

### *What are my rights as participant of this study?*

Your participation in this focus group is entirely voluntary and you can refuse to participate at any time without stating a reason, it would however be appreciated if you would voice any objection as early as possible, because of the group dynamics involved in a focus group.

### *Are there any restrictions concerning my participation in the study?*

## Appendices

Professionals or students in the market research field, advertising agencies, press/radio or television as well as manufacturers of tobacco products are expected not to participate, and will be eliminated in the screening process, if experts have the opportunity to participate in these focus groups, their presence may lead to the intimidation of other group members and a misrepresentation of the participants view on the topic of research.

### *Is there financial gain/loss for my account in this study?*

Incentives will be offered to participants who participate in this study.

### *Observation*

The focus groups conducted by \_\_\_\_ will be recorded (audio recording). All data will remain the sole property of the researcher conducting the research. The data will be used in the manner intended as stated in the purpose of the study and not for any other purposes.

Therefore you hereby authorise \_\_\_\_ to record all conversations in the group, on audiotapes, and use it appropriately.

### *Source of additional information*

If at any time you have any questions about the study, please do not hesitate to contact the focus group moderator present at the focus group. If you have any more queries please phone \_\_\_\_ where you can reach an authorized person that will answer your questions.

### *Confidentiality*

All information obtained during the focus group or received from the client will be held strictly confidential. Data that may be reported in social science journals will not include any information that identifies you as a participant in the study. The research group reserves the right to make your name known to the authorities to report any suspicious and illegal activities that they may become aware of during the course of the focus group.

**Informed consent**

I hereby confirm that I have been informed by the chief investigator, \_\_\_\_\_ about the nature, conduct and benefits of this study. I have also received, read and understood the above written information regarding the focus group.

I am aware that the results of the study, including anonymous personal details regarding age, gender, date of birth and initials will be processed in the study report.

I may, at any stage, without prejudice, withdraw my consent and participation in the study. I have had sufficient opportunity to ask questions and (of my own free will) declare myself prepared to participate in the study.

Respondent's name \_\_\_\_\_ (please print)

Respondent's signature \_\_\_\_\_

Date \_\_\_\_\_

I, \_\_\_\_\_ (name of investigating officer) herewith confirm that the above respondent has been informed fully about the nature, conduct and benefits of the study.

Investigators name \_\_\_\_\_

Investigator's signature \_\_\_\_\_

Date \_\_\_\_\_

Witness's name \_\_\_\_\_

Witness's signature \_\_\_\_\_

Date \_\_\_\_\_

**Additional informed consent by relative**

\_\_\_\_\_ (name of chief investigator) has provided me with a copy of the Respondent Information Leaflet and Consent Form regarding this study and I fully understand the nature, conduct and benefits as well as the purpose of the study. I hereby consent for my \_\_\_\_\_ (relation) to participate in this study.

Relative's name \_\_\_\_\_ (please print)

Relative's signature \_\_\_\_\_

Appendices

Date \_\_\_\_\_

Investigators name \_\_\_\_\_

Investigator's signature \_\_\_\_\_

Date \_\_\_\_\_

Witness's name \_\_\_\_\_

Witness's signature \_\_\_\_\_

Date \_\_\_\_\_