



FOCUS GROUP DISCUSSION GUIDE EXAMPLE

Introduction (5-10 minutes)

1. Welcome and introduction

- Welcome participants and thank them for coming.
- Introduce yourself and any other moderators.
- Explain the purpose of the focus group: to gather insights and opinions about the political campaign.
- Assure participants of confidentiality and that their responses will be anonymous.
- Explain the format and duration of the focus group (approximately 60-90 minutes).

2. Ground Rules

- Encourage open and honest discussion.
- Remind participants that there are no right or wrong answers.
- Ask participants to respect each other's opinions and to avoid interrupting.
- Inform participants that the session will be recorded for note-taking purposes only.

Key discussion topics and questions

Topic 1: Awareness and Perception of the Campaign (15-20 minutes)

- What are your initial thoughts when you think about the campaign?
- How did you first hear about the campaign?

Campaign Messages

- What campaign messages have stood out to you the most?
- How clear and understandable do you find the campaign's messages?



Information Sources

- Where do you get most of your information about the campaign? (e.g., social media, TV, radio, print, word-of-mouth)
- Which sources do you trust the most for political information and why?

Topic 2: Engagement and Impact (15-20 minutes)

Engagement with the Campaign

- How have you interacted with the campaign so far? (e.g., attending events, social media interactions, volunteering)
- What motivates you to engage with the campaign?

Effectiveness of Campaign Channels

- Which campaign channels do you find most effective in reaching you?
- Are there any channels you feel the campaign is not utilising effectively?

Personal Impact

- How has the campaign influenced your views on the issues it addresses?
- Have you noticed any changes in your community or network as a result of the campaign?

Topic 3: Suggestions for Improvement (15-20 minutes)

Areas for Improvement

- What aspects of the campaign do you think could be improved?
- Are there any messages or strategies that you think should be changed?

Additional Channels and Methods

- Are there any other ways or channels you think the campaign should consider to better reach people like you?
- What kinds of events or activities would you like to see from the campaign?

Volunteer and Community Involvement

- How can the campaign better support and utilise volunteers?
- What can the campaign do to foster a stronger sense of community among supporters?



Activities and Engagement (15-20 minutes)

Interactive Activity: Message Ranking

- Provide participants with a list of key campaign messages.
- Ask them to rank these messages in order of importance or impact.
- Discuss the reasons behind their rankings.

Brainstorming Session: New Ideas

- Facilitate a brainstorming session where participants suggest new ideas for campaign activities or messages.
- Encourage creativity and open discussion.

Conclusion (5-10 minutes)

Summary and Wrap-Up

- Summarise the key points discussed during the session.
- Ask participants if they have any final thoughts or questions.
- Thank participants again for their time and valuable insights.

Next Steps

- Inform participants about how their feedback will be used.
- Provide information on how they can stay involved or get more information about the campaign.

Follow-Up

- Collect contact information (optional) for those who wish to receive follow-up information or stay engaged with the campaign.
- Provide details on the next steps and how participants can expect to see their feedback implemented.