This presentation premiered at WaterSmart Innovations

watersmartinnovations.com
Using Focus Groups for Feedback

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Outline

- Types of Market Feedback
- Structure of a Focus Group
- CLWA Focus Groups
- Do’s and Don’ts
Types of Market Feedback
On-line Survey

- Fastest, least expensive method
- Can show materials
Intercepts

- Allows to target an audience
- Best Way to Reach Some Groups
- Expensive On a Per Survey Basis
Telephone Survey

- Yields best data (in terms of a random sample)
- Difficult to show materials
- More expensive than on-line
Focus Groups

- Identifies any challenges or hurdles
- Identifies the “right” language
- Tests an idea or a concept
- Not quantitative
Structure of a Focus Group
An Outline

- Moderator does introduction
- Moderate lays out ground rules
  - We need your help
  - We want honest feedback on x, y, and z
- Participants introduce themselves?
- Moderator identifies ways of giving feedback to the moderator
- Questions and discussion begin
CLWA Focus Groups
Focus Group – Water Use

- Challenges Identified:
  - That people did not know how much water they used
  - That people grossly underestimated their water use
  - That people didn’t know where their water came
  - That people wanted the City to be a role model
  - That showers and baths were sacred
Focus Group – TV Commercial

- Challenges Identified:
  - We suspected that a standard and smart controller needed to “look” different (but they look very similar)
  - What upset residents was that the lawn didn’t look better with the smart controller
  - “Right Language”
    - Residents called their “controller” a “timer”
    - Residents could not remember our web site.
Focus Group – TV Commercial
The grass should look better with a smart controller!
Focus Group – TV Commercial
Website was hard to remember!
Focus Group – Turf Removal

- Challenges Identified
  - $1.50 per square foot was not motivating
  - We need to show before and after in ads with big fistful of money in ads seemed appealing
- “Right Language: ”
  - Turf denoted “astro turf” or artificial turf
  - “Cash for grass” makes people giggle
  - “Lawn” seemed better to all groups
LAWN REPLACEMENT PROGRAM

Use water-efficient groundcover, shrubs and trees!

REBATE $2 PER SQ. FT
OF GRASS REMOVED UP TO 2,500 SQ. FT.

Application required. Restrictions apply.
For more information visit lawnreplacement.clwa.org
Do’s and Don’ts
Things to Do at a Focus Group

- Screen participants.
- Make your own nametags (or name table tents)
- Feed the participants well.
- Create probing questions beforehand and a script.
- Call on people.
- Follow-up in your questioning.
- Stick to your time limit.
- Thank the participants afterwards.
Things to Avoid at a Focus Group

- Cheap food.
- Ask only the questions on your list.
- Allow one person to take over the conversation.
- Allow people to be entirely silent.
Questions?

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