


  
**QUESTIONNAIRE**
  
**PROJECT RITUAL**

Hello, my name is ..... I work for a Marketing Research company called Consumer Insight. We are conducting a study to gather opinions and ideas regarding symbols intended to communicate a service offered in Kenya and would greatly appreciate your views. This interview will take about 30 minutes. Are you willing to participate?

Yes	1	Respondent to sign below
No	2	Terminate
Signature		

Questionnaire Serial Number																	
Respondent's Name																	
Gender		Male			1	Female				2							
City/Town		Nairobi	1	Thika	2	Kisumu	3	Mombasa	4								
Estate Name																	
Street Name																	
Door/ Gate No.																	
Postal Address								Email:									
Phone: Landline										Mobile							

**SECTION A. QUALITY CHECKS**

Name of Interviewer						Signature		
Name of Supervisor						Signature		
Date					Start Time		End Time	
Accompanied	Yes	1	No	2	by(name)		Signature	
Back checked	Yes	1	No	2	by(name)		Signature	
Scrutinized	Yes	1	No	2	by(name)		Signature	

**SECTION B. RECRUITMENT**

SC1. How old are you? \_\_\_\_\_

SC2. Are you able to read and understand English?

	CODE	INSTRUCTION
YES	1	PROCEED
NO	2	THANK AND CLOSE INTERVIEW

SC3. Do you or anyone in your household work for any of the following organizations? (**READ OUT**)

ORGANIZATIONS	CODE	INSTRUCTION
Marketing Research Agency	1	TERMINATE
Journalism (TV, Radio or print)	2	
Advertising Agency	3	
Others	4	CONTINUE

SC4. Have you been involved in any marketing research in the last 3 months?

	CODE	INSTRUCTION
YES	1	THANK AND CLOSE INTERVIEW
NO	2	PROCEED

Q.1 Does your community carry out male circumcision as a rite of passage?

Incidence of circumcision	CODE	INSTRUCTIONS
Yes	1	CONTINUE
No	2	

**SECTION C. LOGO TEST**

Expose the logos and change the order of exposure to the respondent appropriately. Circle 1, 2 or 3 under each logo in the table below to show the order of exposure. Give the respondent about 2 minutes to study each logo.

Logo	VMMC Logo A			VMMC Logo B			Penis Logo		
Order of Exposure	1	2	3	1	2	3	1	2	3

**Q.2** What thoughts came to your mind when you saw this image? What is it communicating to you?

VMMC Logo A	
VMMC Logo B	
Penis Logo C	

*One of these images will be used to communicate services for voluntary medical male circumcision. For example, this image will be used to identify facilities offering male circumcision services. I would like us to discuss in detail about these images and ask you to give me your honest thoughts and feelings about them.*

**Q.3** I have several statements, which of these 3 logos do you feel it fits each of these statements

	Statement	Logo A	Logo B	Logo C
1	It is creative	1	2	3
2	It is humorous / funny	1	2	3
3	It is acceptable to you and your community	1	2	3
4	It draws your attention	1	2	3
5	It talks to you as an individual	1	2	3
6	It is unusual/you have not seen another logo like this	1	2	3
7	It is irritating/ annoying	1	2	3
8	It is too complex - You not sure what is!	1	2	3
9	It requires a lot of effort to understand	1	2	3
10	The concept is unrealistic or far-fetched	1	2	3

**Q.4** Given the intention of these logos, which of the three logos do you prefer most?  
Which one is the second preferred & least preferred? Single code for each

LOGO	Preferred most	Second most preferred	Least preferred
VMMC Logo A	1	1	1
VMMC Logo B	2	2	2
Penis Logo C	3	3	3

**Show the respondent the preferred logo and ask the following questions:**

**Q.5**

- a) Given the intention of these logos, what are the main things in this logo that you like most?
- b) Why do you say so? Probe for each of these attributes and reasons why

Q5a.Attribute	Q5b. Reason

**Q.6**

- a) Given the intention of these images, what are some of the things you did not like about your preferred logo?
- b) Please explain in detail, Probe for each of these attributes and reasons why

Q6a Attribute	Q6b Reason

**Q.7** What, according, to you is the message of this logo? What else is this logo trying to say?

***I will show you different statements that could go with these logos to communicate to people about voluntary medical male circumcision in Kenya***

**Q.8** What do you understand by each of these statements?

**Q.9** Having seen the statements which one is your most preferred?

<b>Tag Line</b>	<b>Q.8 Message take out form tag line</b>	<b>Q.9 Best match for preferred logo</b>
<i>Kutahiriwa ni muhimu</i>		1
<i>Kutahiriwa ni kujijali</i>		2
<i>Mkato wako, pato lako</i>		3
<i>Kata usiogope</i>		4
<i>Kutahiriwa kwa wanaume ni muhimu</i>		5

***Ask about the best match tag line***

**Q.10** Why do you think this statement is the most suitable?

***Place the preferred logo and the matching tag line in front of the respondent and ask the following questions:***

**Q.11** What other statements do think would go with your preferred combination?

**Q.12** Which messages are communicated by this logo and the statement that matches with it?

**Message:**

**Q.13** Please tell me what you are likely to do after seeing this logo?

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**Q.14** To whom is the message addressed to?

Whom?		Reasons why
	1	
	2	
	3	
	4	
	5	

**Q.15** Do you think that these images will draw any attention to people who see it?

Yes	1
No	2
Don't Know	3

**Q.16** Why do you say so? *Probe fully and record verbatim*

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**Q.17** Does this logo and slogan (*Interviewer point to the combined slogan and symbol*) have any negative meanings you know of?

Yes	1	<i>Describe any negative</i>
No	2	
Don't Know	3	

**Q.18** What changes if any, would you suggest to improve your preferred combination of logo and slogan? *Probe fully and record verbatim*

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**Q.19** Would it be appropriate to have this sign in a health facility accredited to offer VMMC

<b>Yes</b>	<b>1</b>	<b>Why?</b>
<b>No</b>	<b>2</b>	<b>Why Not?</b>

**Q.20** Do you think facilities bearing this signage would attract more clients for voluntary medical male circumcision services or information

<b>Yes</b>	<b>1</b>	<b>Why?</b>
<b>No</b>	<b>2</b>	<b>Why Not?</b>

*Please provide the respondent with a plain A4 size paper and pencil for drawing the logo.*