



Sample Format for a Focus Group Report

Executive Summary

I. Introduction

- Purpose
- Scope

II. Methodology

- Design of Focus Groups: Number, Timing, Locations, Participant Composition, Participant Selection and Screening, Incentives
- Key Questions
- Development of Script(s)
- Personnel and Oversight
- Limitations

III. Participant Profile

- Overall Participant Demographics
- Profiles for Each Focus Group or Subpopulation

IV. Findings

- Overall Findings (Across Focus Groups)
- Findings by Focus Group
 - Highlights
 - Topic #1
 - Topic #2
 - Topic #3...

V. Implications and Recommendations

- Priority Setting and Resource Allocation
 - Service Categories/Priorities
 - Allocations
 - Directives
- Service Models and Strategies
 - Possible Pilot Project(s)
 - Service Standards
 - Implications for Contracting
- Need for Additional Data and Analysis
 - Needs Assessment: Surveys or Special Studies
 - Review of Client Data
 - Other

Appendices

- I. Focus Group Plan
- II. Focus Group "Script"
- III. Demographics Questionnaire