

# Focus group 1

## Speaker Key:

RS1      Researcher 1

RS2      Researcher 2

P        Participant

[REDACTED]

[REDACTED]

[REDACTED]

So, um, just going back, then, to thinking about last year. We, when you were asked about whether you wanted to have the HPV vaccine or not, or your parents were asked about whether you wanted to have the HPV vaccine or not, we offered you the chance to be entered into a prize draw to win a shopping voucher if you , um, brought your consent form back.

00:01:20

And you were given the opportunity to be entered into the prize draw, regardless of whether your consent form said, yes, you can have the vaccine or no, you can't have the vaccine. It was just bring, will you bring your consent form back?

Um, does every-, does everyone remember, remember that?

P3        Yup, we do.

RS1      Um, what, how did that feel? Do you remember how it felt to be offered that as an opportunity?

P3        I seem to remember that everyone in my class thought it was a hoax.

RS1      Oh, really?

P3        Yeah. But, like, I think, yeah. I brought my consent form back, anyway. But I think most of them did as well. But, like, we kind of just, we just thought it was a... We didn't really believe it, though. So.

RS1      Does everybody, did anybody else feel the same?

00:02:07

P4 I think kind of exciting. But I, because it's money that doesn't have to go through your parents in any way or form. But, on the other hand, I kind of, in that kind of thing, most people don't tend to win.

So, I kind of thought, oh it's nice. But I probably won't win in any way, shape or form.

P1 I didn't really expect it at all. But I didn't really think that it was something that we'd get the opportunity for.

P3 It's a good incentive to get people to return it. But.

P1 Yes.

RS1 Um, so, what made you, what, what made you think it was a hoax?

P3 I don't really remember. It was just kind of... We all just thought, we kind of, we all thought it was such rare chance and we'd never know. And, so, we thought, like, well, if we're never going to... Like, it's not, there's no, like, there's no chance any of us is going to win. So, presumably it's a hoax or something. I don't really remember why we all thought that.

RS1 Mmm. So, do you think that relates to what you were saying?

P4 Yeah, I think so. But also, I think, £50 is quite a lot. So, when you're thinking about it, you're like, oh. Because it's, I think it's quite hard to imagine anyone, yourself or anyone you know, winning it. So, and that kind of becomes unreal.

00:03:32

RS1 Mmm. Yeah, okay. Do you remember at your, whether your, whether any of your friends outside of this room, what they, what they thought about it? You said that your, you, sort of, all had a discussion with your friends that it was, that you thought it was a hoax. Did anybody else have any other discussions with their friends about it?

P1 Everyone thought, in my class, it was quite exciting. Because, I don't know, it just was.

P6 My friends thought it was a good idea because it would, like, make people bring it back and have like, the thought to want to bring it back. So, they have the opportunity to be able to win, sort of.

RS1 So, do you think that you don't normally have that motivation?

P4 Yeah. But, then, I'd probably return it anyway. So, I thought it was good incentive, but I probably would have given the form back anyway. Because I said yes to having it. So.

RS1 Mm-hmm. Does everybody else think that they'd bring the form back anyway?

00:04:42

P1 Yeah.

P3 Because it's just kind of such a useful job to have.

RS1 Yeah.

P6 Yeah, and not also just that. It's that it's not really up to you. It's mainly up to your parents anyway. So, it's kind of their choice. And, obviously, while most parents would say yes to it, because it's gonna help you.

RS1 Mmm. So, um, uh, so you think it's sort of, it... Did your parents know that the consent form was coming home anyway? [Overtalking].

P2 It was either right before it or right after it. So.

P6 I think we had an e-mail that they said they were gonna be giving them out. We have the same for the one we're having this year as well.

P1 I think it was also in the hub that they posted for the parents to see.

RS1 Right, I see. So, what you're saying is that it, sort of, it doesn't really matter whether you're incentivized.

P2 Whether you want to or not.

00:05:36

RS1 Yeah, it's your parents', parent's choice. Okay. That's interesting. Um, did anyone else have any opinions on, sort of, the prospect of winning? I know you both said that you thought that there was very little chance of you winning. So, you know. Anybody else have any thoughts on that? No? Okay.

Um, why did you think that you were being, u, offered the chance to be entered into the prize draw?

P4 To incentivize people to give their forms back.

P3 Yes, to kind of like, and to try and avoid the disease as much as possible, I guess.

P4 And also, even if people said no, yet they returned their forms, it showed in some way or form they had thought about it. Rather than just, if they're saying no, oh, we just lose it around the house, kind of thing.

RS1 Mm-hmm.

P1 Yeah, it makes people like, think about what they could have if they think about the prize you get. And then you think about, like, what gets you to the prize? As, handing in the forms, say.

RS1 Mm-hmm. Mm-hmm. Did anyone else have any other thoughts on what they, they thought was the reason why they'd been, they were being offered? No?

00:07:03

That's okay. I just want to make sure that everyone gets a chance to say it, say it. I don't necessarily expect everyone to have an answer to everything.

Um, do you think that there was... So, did you, how, how did you find out about, um, being offered, uh, to be entered into a prize draw? Do you remember?

P1 I think it was just on the form when it [overtalking].

P2 There was a sheet attached. It was stapled together.

P3 I think it might have also been in the e-mails.

P4 Yeah. It was just, like, handed around the class with the forms.

RS1 Yep. Do you, did your form teacher say anything about it? Or whatever class you were in? Did, did they say anything about it?

P4 I think we, like, were given the forms. And I think everyone read them before they gave them to their parents. Because we knew what they were for, because none of the boys were given them.

And then, just people kind of talked about it once they had read it. So, I don't think our teacher knew about it.

RS1 Mm-hmm. Was that the same for... I don't know whether you... Are you all in the same [overtalking]?

P6 No, our teacher didn't know about it.

P2 We would have all been in different classes, then, anyway.

00:08:05

P3 My teacher, she just handed us the forms and just, kind of, left it at that.

P6 We were handed it by another teacher, not our form tutor.

RS1 Uh-huh.

P2 I don't think our form tutor even realized.

RS1 Right. Do you think it would have been helpful if they had spoked to you about it?

P6 I think it would have made us know, like, a bit sooner and then maybe everyone would have got their forms in quicker? It didn't matter because we all got them in, most of us. But.

P4 Also I think because if someone knows what it is, and they knew that their parents didn't want them to have it, well, their parents didn't want them to have it they may not ever open it. Or they may be just be giving it to their parents to open it and their parents may not really care whether they have it.

00:08:46

So, then if they, they know that you, they can win something by it, they might be more, they might want to have it. Whether if they might not have really cared about it before.

P3 I think that if I wasn't going to have the jab I wouldn't have bothered handing in the consent form.

P4 Yeah.

P6 For me, it helped me remind my mum to like, sign the forms. So that I just remembered that I needed to get it back so I could enter it.

RS1 Uh-huh. So, do you think... Sorry, going back to what you were saying, just then. Did you, um, uh, do you think that you wouldn't have brought the form... If you weren't gonna have the vaccine do you think that you wouldn't have brought the form, the form back, even if you were being offered the prize draw?

P3 Well, because I didn't, I didn't really think it was real. So, probably not.

RS1 Mm, mm.

P6 There was a girl in our class who, in my class, who didn't hand her form back in because she didn't want the vaccine.

P4 Yeah, there was a girl in my class, too, that didn't hand the form back in because her parents didn't want her [overtalking].

P6 And then she found out afterwards that she could have entered.

RS1 Oh.

00:09:48

P6 And she was just, like, oh. I should, probably should have handed it in.

P5 If I hadn't have been, if I hadn't of got to get the vaccine and my teacher hadn't told me, then I probably wouldn't have even opened it. Or my mom probably wouldn't have realized.

RS1 Yeah. Okay, okay. So, what do you think could be done to try and make it feel like less of a hoax?

P2 Maybe, explain why you've given the opportunity for them to, like, enter for it. Because I think we were literally just told we could enter for it. We didn't even know why. So.

P1 Maybe, also, have the nurses tell us that we could be entered in before the letters come out or at the same time. So, that it seemed more real instead of just in writing.

P4 Yeah. Particularly because it was in, like, an envelope and stuff, so.

P1 You'd actually see the person telling you, which will make it seem more believable.

00:10:47

RS1 Yeah, okay. So, I guess if one of your members of staff is telling you it's likely that they're not lying. They're not that unethical.

P3 Like, if the nurse told us or whatever than I probably would have believed them.

P1 Maybe not as much my form tutor or another teacher. Mainly the nurse.

RS1 Okay. What is it about the nurse that makes them more trustable? [Overtalking].

P1 That's part of, like, what they do.

P3 It's like, they know about, like, jobs and stuff.

P2 And they're the ones who, like, they have, I think, they are meant to be giving us, like, a talk or something on the one we're having now. Because... But I think they did talk to us about it, they just didn't tell us about the prize draw. I think they did tell us about the actual job itself, though, and explain what it was for.

P6 I think it's just because they know more about jobs than the other teachers. So, it would just seem more believable because they are sort of part of it and handing out the envelopes and stuff.

P3 Presumably they're the ones who have sorted the people. Like, the, the, like, cervic nurses to come in. They're probably the ones who arranged that, so.

RS1 Mm, mm.

P3 They're more connected with it.

00:11:51

RS1 Yeah.

P4 And then, also, yeah, because they're, like, like, you're saying, they're organizing it. But, also, they were kind of they were just, because they were the ones who were making sure that we got the forms. And that's kind of their job to, in some respects, as well as looking after people, to, like, make sure that we get the jobs and stuff.

So, it seems a lot more reliable. Or even just, like, if we were told in assembly or something. I think it would be more believable.

RS1 Yeah. Okay.

RS2 Can I ask a question?

RS1 Yeah.

RS2 I know earlier you were saying because it's, £50 is quite a lot of money. Do you think, if, had we offered less money would that have changed how believable it seemed? Was it because it was quite a lot?

00:12:35

P4 Yeah.

P3 Like, if it was £10. I probably would have believed it. [Overtalking].

P2 And also if it was a lot more money, which it wouldn't be. But if it was more money than I wouldn't believe that either. Probably even less.

P3 Because it's like, it's kind of offering a lot of money to a lot of people. It kind of just seems a bit odd. So, like, if it was like, £10 to the same amount of people. Or £50 to, like, a smaller amount of people than it might be more believable.

P6 Because they're also, they're spending money offered to you for, like, not really any reason. So, it's basically money for free. Because even if you said no, to them when you handed in the consent form, you're not doing anything at all. If you won, you can still be getting £50 for absolutely no reason. So, it doesn't really seem believable.

RS2 Okay. Thanks.

RS1 So, maybe if you were making, uh, um, if someone was making it clearer why you were being offered the chance to win the prize, to win the money, it, sort of, there'd be more of a purpose, like you were saying? And I think that was what you were saying as well, wasn't it? About making sure that people know why, why it, why the prize was happening.

00:13:44

Okay. Um, and just thinking generally, what, what, what do people think about the offer of being entered into a prize draw to bring back your consent form? Do, do you generally think it's a good idea? Or a bad idea? [Overtalking].

P1 I like it. Because it was just quite exciting. Because you don't get those opportunities ever, really. So, it was quite exciting.

P4 And, also, generally when you're in competition to win something it's in, like, a magazine when you're younger. And you have to pay for sending a text message or making a phone call. And it's like, there's such a tiny chance, because it's like one in a million, or something, of winning it.

So, I think, particularly, because at our age we don't get that sort of stuff so much. So, that kind of happens when you're younger or you're older.

P6 It makes you feel more motivated to kind of hand it in as well. Because you want to be entered in.

P5 Also the idea of, like, having a prize draw associated with, like, vaccines is quite, not as common? So, it's a bit more interesting.

RS1 Mm. Any other thoughts? No? Okay. Um, so, the prize itself was a shopping voucher. And it was a voucher called Love2shop, which is a voucher that you can spend in, I think it was about 100 shops, that you can spend it in. What did you think about that prize, as a prize?

00:15:27

P2 It didn't fixate you on one place you had to spend it in, I think, as most vouchers do. Like, for example, the school. Let's say you won a competition. They'll always give you a book voucher because that's the kind of stuff they want you to go and get. As that gave you, like, the whole option to get whatever you wanted, really.

RS1 Okay. And that, that was a, that was a good thing, that?

P4 Yes. And I think it catered to lots of different people. So, you could spend it depending on what you want to get. Whereas lots of competitions would have a, or when you win something it's set, it's directed at a very specific group of people.

So, I think it was a lot more general. So, if it had been any more specific I don't think it would have really worked at all. Because it would have been, like, certain groups of people. And other people would, kind of, feel left out.

P3 I, I, I had, like, since I had never really heard of, like, that voucher before, I guess like, yeah. I, I hadn't heard of it before. And so, I think if it was of, like, a, say, an Amazon voucher or whatever. Like, something that people, like, everyone's heard of, I think it might be more believable, maybe.

RS1 Okay. So, would, w-, would you use an Amazon voucher?

00:16:35

P3 Yeah.

RS1 Would everybody use an Am-, Amazon voucher? [Overtalking].

P2 Because I got one from school, for example, for helping out with something from my house teacher. And I ended up not really spending it. Because I wasn't, it wasn't as if, that I always, if I go into a shop I will, and I see something which I like I'll be able to spend it on that.

But then, with that, with Amazon, you're, kind of, having to go through and see what you want to get, instead of just having in your mind what you wanted to get in the first place.

P6 Yeah. I find it easier to actually look at the thing that you're going to buy instead of it being online, because then you're unsure. And then if it's not right sending it back and everything is just a bit more difficult than the voucher in person.

RS1 Okay.

P4 Also, Amazon can sometimes be a lot more expensive than, or it can be cheaper, but then also there's, kind of, there's a difference of when you're going into a shop. Like [participant name] said, it's kind of like you're a lot more likely to see something that you want and then.

00:17:34

I think the thing about Amazon vouchers is like, finding, kind of, I don't really think about it so much before I buy something. Because it's in voucher and, like I said before, you don't really have to go through your parents in any way, shape or form.

But it's different because you're more, it just feels less like you're spending the money. So, it feels, kind of, almost like you have less money when you're spending an Amazon voucher.

P1 And you also, kind of, you spend it on stuff that you don't really need. As in, with the normal, with the other voucher you probably think about what you wanted and then actually not getting something which would probably be useful.

P6 I always think it's quite nice to get out and actually spend it, because, yeah.

RS1 Mm. Um, and I think... So, I think we've spoken about this. I've got a note to myself here to say, to ask you about. But I think we've kind of talked, spoken about this already. But, so, £50 felt like a lot of money?

P6 Yeah.

RS1 Um, and a lower value would have been more believable?

P2 Even if it had been in, like, 25 that probably would have been more believable.

P3 That's quite a lot of money.

00:18:40

P2 I know, but I'm saying it's more believable than 50. Because then you, normally when you enter competitions it will be something like 10, 15, 20. But then it was, like, 50. And you were ki-, we, kind of, just weren't entirely sure whether it was true or not.

P4 You rarely get £50 vouchers, because, like, you tend to get £10, £15, or £20 vouchers from relatives. So the, like, the kind of reality of... It's like when you go into a shop and you see, like, those [unclear] vouchers which cost £500. And I'm just like, I doubt anyone ever uses them or buys them or whatever.

So, I think it's, kind of, like the fact that you never actually see them. So.

P3 Yeah. I think even if it was like £50 but just to a lot fewer people, then I think I would have believed it. But in no way, like, expected I would have gotten it. Because it's, like, less money being spent with people giving it.

RS1 Okay. Um, and the, i-, in the prize draw it was... We had enough vouchers, and I think, Lauren, I need you to quote, you need to quote me on this, we had enough vouchers so it was one in every ten girls. Is that right?

RS2 Yep.

RS1 At the school would win it.

00:19:58

So, um, I don't know... Do you have an idea of how many girls you have in your year?

P4 Um, like 70.

RS1 70. So, we probably had 7 vouchers for the year.

P4 Yeah. I know of at least three people including myself who won it.

RS1 Did you?

P4 Yeah.

RS1 Ah.

P4 And then, like, two of my friends did as well.

RS1 Okay, okay. So, um, how does that feel, in terms of numbers of girls winning compared to the number of girls that you've got in your year?

P2 That's quite a lot.

P3 It's quite a lot.

P2 Yeah.

RS1 You think there's a lot, 7 girls out of 70, one in ten is [overtalking].

P1 I would expect it to just be one person, one or two people. Because that just seems more believable than... Because that's quite a lot of money in vouchers.

00:20:37

P4 I'd expect about one in 20, not in one in 30 and fewer.

P1 Yeah, one in 20.

P3 Spending £100 on [overtalking] school is like, more believable, then spending, like, however.

RS1 350.

P3 350 on a school which is.

P1 That's a lot.

P3 Yeah.

RS1 Yeah. Okay. All right. Do you have anything else that you want to ask on that?

RS2 No.

00:21:00

RS1 No? Okay. Well, so, moving on to something very similar to what we've just been talking about. I want to speak to you about some different options of values and, uh, chances of winning.

So, um, I have a, a, a picture here which shows 100 girls. I don't think it looks like it's got 100 girls on it, but it is. It's ten by ten. But, um. Yeah.

Um, so, this shows 100 girls. And, um, I want to ask your opinion on the prize draw actually being, not necessarily a prize draw, but just everybody who brings their form back, everybody gets £3, a £3 voucher. What would you think about that as a?

P5 Well, it's a bit.

P1 I think if it was less special, than winning.

P4 It feels like you're getting paid for it. Than like, you're... And, also, the thing about £3 vouchers is you can't spend it on much.

P5 You're very limited the amount of stuff that costs less than £3.

P3 Also, it's just kind of like. Like, I guess, kind of, the excitement in there is just that there's a chance, kind of, of it. That, which is quite exciting I guess.

So, if it's just everyone's getting it, then it's just like... I'm not really missing out on much with £3.

00:22:16

P6 I don't think as many people would hand in their forms if they weren't getting the vaccinations. If it was £3, then for the other prize draw.

RS1 Mm. Okay. Anybody else have any thoughts on it?

P4 I'm thinking, if it was, even if it was down to someone like every three girls gets £9. I think that that would be, I think it would be a high chance of people handing them in. Because, yeah.

P3 Yeah. I think there's, like, there's quite a fine line in between, like, giving it to, to, like, everyone and giving it to, like, only a couple of people. And just like... Because I think it's just.

RS1 Well, funny you should say every three gets £9 because that's my next one. So, this, again, this is 100 girls. But the pink girls are the ones who would get the prize. And it would be for £9.

So, you said that that seems like a better option to you. Did, how does, how does everybody else feel about that?

P1 You can spend £9 on more than the £3. And it feels more worth it. And I would, if I wasn't getting the vaccination, hand my form in.

00:23:23

RS1 Mm-hmm.

P3 Yeah. Because, again, it's... I guess there's quite a big chance, I guess. But like, still, it's, you're not, I mean, you're definitely not guaranteed to get it, but I think there's quite a big chance and it's not like, oh, I'll never win it.

RS1 Mm-hmm.

P1 I think that's a good amount, because you do have quite a high chance of winning compared to the others.

RS1 Mm-hmm. Anybody else? No? Okay. Um, so then the next one is, ten girls win £30.

P3 That should be, that's okay. But, like, I think I, I think I'd prefer that one but [overtalking].

P2 Yeah, because it gives more people as opportunity to win, as with the ten people.

P3 Yes, I still think that's best than the £50 one. But, I think, yeah.

RS1 Okay. Anybody else?

P1 I think it's better than the £50 one, because that's still a lot of money. But you have more of a chance of getting it, which I think is quite nice.

RS1 Mm-hmm. All right. Then, the next option is, one person wins £50.

00:24:45

P6 I don't think anyone would enter for it just because it's such a finite, like, chance that you would win.

P4 No, I think people would s-, I think people would still hand in their forms. And they'd probably be handing them in just as much. I just think that they're probably not quite as much, though. Because it seems so implausible that you'd get it.

P3 Yeah, like, I think I'd believe it then. But I'd just, like, never in any way think I would get it.

RS1 Mm-hmm.

P6 I think you'd really think about winning it because it's such a low chance.

RS1 Mm-hmm.

P3 I guess it's sort of, like, you hand it in and it's like, oh, you forget about it, like, a week, a day later.

P6 Yeah, the other one it's more, like exciting. You have, like, a build-up to find out who's winning it.

00:25:25

RS1 Mm-hmm. Okay. And then, so, then, the last option is £300 for one person. So, it's not a, it's not that... It's the same odds as that one, but much larger value. [Overtalking].

P3 I might think it's fake, but I'd still apply.

RS1 [Laughs]. [Overtalking]. [Coughing].

P5 Kind of a lottery, like, you enter but and you're, like, mostly sure you ain't gonna to win though.

RS1 Uh-huh.

P4 Yeah, I think, I think it kind of... It's at the point when it would start, it would start really start getting people wanting it again. Because although they wouldn't, although there's such low chance of getting it there's still, it's still like £300 which is a lot of money. Particularly for getting a vaccination that you might even be getting anyway. So, um, and I think it really, I think that that really adds incentive.

P1 I think it's more exciting, because it's just one person. And you'll really want to know who wins it and, yeah.

P3 Like, it's the idea of, like, trying, getting a chance rather than just missing out. Because you still have that tiny, tiny chance.

P1 Just really exciting.

00:26:35

RS1 Okay. Any other thoughts on this one? Hmm? Okay. That's very helpful. Um, just, actually, sort of thinking about these values. Do you remember, did you have a discussion with your parents about, um, the prize draw?

P3 No.

P5 No.

P1 I just remembered that there was a prize draw and that's how I remembered to give my mom the form. Because I definitely would have forgot otherwise.

P2 I did talk to my parents about it and we were just saying that there might be the possibility that we get it. But otherwise, it wasn't really, it didn't really matter. Because either way I was getting the vaccination.

P4 Yeah, I just kind of forgot about it. Because it did seem, because it's just like, because, it, it did seem so, like, quite implausible. So, like, by the next day when she gave my parents the form, I'd just kind of forgotten about it in that way. And I think they might have seen it. But, I don't know if they saw it in, like, the thing, the form thing. Because it was stapled to it. But, I just didn't really talk with them about it.

00:27:36

RS1 Mm-hmm. Did you speak to them afterwards, once you had won it?

P4 Yes.

RS1 What, what, what did they think then?

P4 They said that it was very exciting. Especially because, originally, I didn't remember why I'd gotten it. So, yeah.

P3 How did you, like, how did you find out you won? Did they just give it to you in form?

P2 No, it came in the post.

P3 Oh.

P2 So, yeah.

P1 That's quite nice, because it's like, [overtalking].

P2 I got a present in the post, yay.

P1 I think it's better than being handed it in person, actually. [Overtalking].

P3 I never get post unless it's my birthday.

RS1 Yeah?

P2 I just don't get post [unclear].

00:28:22

P4 It makes, it does make it a little more exciting. Because I, when you get post in my, for me at least, it is very exciting.

P2 Because you always expect, like, you always, like, I've got post! It's like the one time I get any. If it's not around your birthday, you're always, kind of, wanting to know what it's for. I mean, the only time I ever get post when it's not around my birthday is something to do with, like, a music competition. Which isn't very, like, it's not something you look forward to, really.

But, if it's like, I guess it gives you, like, the excitement before you open it. Just think, maybe I've gotten something or maybe it's just normal post.

But it does give you that one like, glimpse of being excited about it, I guess. And being in, being, like, 13 we never really get post. So.

P5 Yeah. Or 14. Some of us are 14.

RS1 Okay. So, um, does anyone have any... So, thinking about the stuff that we've spoken about today or anything else, does anyone have any ideas about how the prize could be, um, improved?

00:29:33

P2 Just the explain why you've given them the opportunity.

RS1 Mm-hmm.

P6 Being told in person by someone why you're getting the opportunity, I think, instead of in writing. Because I, I wouldn't probably, probably believe it if it's in writing.

RS1 Mm-hmm.

P6 It just seems, you know.

P2 If you had both, though. Then I guess that would.

P6 Yeah. Both, both would be believ-, more believable than just one.

P2 Because I do remember us getting spoken to about the actual injection itself. Just not what the, the, the [overtalking].

P4 I think even in a, kind of, side note, oh, you're getting this injection and talk about it. And then, oh, by the way you could win a £50 voucher which can be spent at lots of shops. I think that that would be, a tad more official, in some ways.

P3 I think, like, e-, even, even when I heard it was a study, I kind of thought that made me, like, that kind of made me think that it might, like... Because, if it's a study then maybe they can, they could have just quite easily not given you the voucher and just claimed to.

00:30:39

Yeah. Because, I don't know, like, it's, if it's psychological or whatever than they can do anything to try and, like, mess with your brain or whatever.

P5 Whether they think people would realize, to be honest, in the end.

P2 I mean, I didn't even know that anyone like you had won it until today. Because you, literally, told me while walking over here. And I thought, oh, okay. Because I didn't know.

P6 I knew about, about three people.

RS1 Mm. All right. Do you have anything else?

RS2 No.

RS1 I just want to rack my brains to make sure there's nothing else I wanted to ask you. Hmm. Is there anything other than a prize draw, do you think, that you think would help to motivate you to bring back your consent forms?

P1 Well, I think maybe explaining slightly more about the jab itself. Because I think there was one girl in my class who didn't hand in, because her parents thought that there was no proof that it worked. And I don't know if there is proof that it worked. But maybe explaining slightly more about it and [overtalking].

00:31:45

P2 There was a girl in my class who was saying that she didn't, her parents didn't really understand what the jab was for. And that they didn't really think it was, like, [unclear] to work. [Overtalking].

P5 One of my friends didn't get the jab because her mom thought that the side effects outweighed, like, the benefits. Because there wasn't even proof that it worked.

P1 I don't really want to know about the jab, personally. I'd rather just go and get it done then hear about it. So, I think if the parents knew, then that would be better because they

could make a better decision than us. Because I would just be more scared of getting it done otherwise.

P3 I remember when I had my jab, the nurse I had kept asking me what it was for. She was like, what's the jab for? I said it was for, um, an STD. And she was like, be more specific. I was like, it's HPV. And she was all like, yes, but no.

And it kind of went on and on. And I was just kind of like, can you just give me the jab already. So, yeah, if I could just have given her an answer straight out, then.

P2 I just remember getting really scared before the jab because, I hate needles. So.

P1 I just like to get it over with.

P2 But I remember squeezing the nurse's hand. Because she come to let me hold her hand because she knew I was really afraid of them. I didn't stop squeezing her so hard that her hand went pink. Which wasn't pleasant for her, but, I mean, I remember the nurse consistently asking me about what the jab was for. I guess to get my mind off actually having it. But it did, kind of, unsettle me because.

00:33:18

P3 I think, oh, we must have had the same nurse.

P2 Really, it kind of, it was just like, originally, I thought that she didn't know what she was doing because she kept asking. And then I was just like, maybe she's trying to keep my mind off it. But. [Overtalking].

P3 Mine asked me if I was pregnant. [Overtalking].

P1 I think that they, but they have to ask just in case you're pregnant.

P3 They also asked you if you took any medication. [Overtalking].

P2 That was a question. They asked us if we were pregnant.

P1 They have to because [overtalking].

P2 I was just kind of like, okay.

P5 They could just guess, assuming by our age group.

P1 And then after saying it on the form, they ask you again.

00:34:01

P5 All of us could be.

P4 I think also, explaining, slightly, if you were to explain more about it, explain it to the whole class. Because I remember on the second one I couldn't get it because I was, had something that day which involved, which I, I had like a piano exam. So, in case it meant that I couldn't, if my arm hurt.

So, I was waiting in the classroom whilst they went away. One of the boys was like, oh, the girls are being such wimps. Because they were like, upset because it hurts. And he was like, oh, yeah? We had it before. And it's like, no.

P1 No, you haven't. I remember that, actually. And the boys were like, oh, you're all such wimps. I'm like, try and get a needle stuck in your arm and not being able to feel it afterwards.

P4 Yeah.

P5 That was off-topic.

RS1 All right. I think that's everything that I had to ask you today. Thank you very much for your time. Should we turn off the, turn off the recorder? So, does anybody have any questions based on what?

00:34:52

## Focus group 2

### Speaker Key:

RS Researcher

P Participant

00:01:11

RS1 Great, thank you. Um, okay. So as I said earlier, um, we're going to talk about, um, the study that we did when you guys were in Year 8 when we offered you, um, the opportunity to win a £50 Love2shop voucher, um, for returning your HPV vaccination form. And that was a, that offer was made for returning your form whether it said yes or no to vaccination. It was just for returning the form.

Um, and, uh, all of the girls in your Year had a one in 10 chance of winning, uh, winning that voucher if you remember. Um, and so I was just wondering if, um, anyone would like to just tell me what you thought when, when you received the information that you were going to be, um... You were eligible to be entered into a prize draw, like what you thought about that.

P6 Well it was a good idea because obviously injections and vaccinations aren't something people necessarily look forward to. So winning a voucher made it seem not as bad because you get something out kind of.

RS1 Anyone else?

00:02:17

P1 Well it was just... I did. I still... I probably still would have returned the form with the voucher or not but it sort of... It makes it more sort of like something that I'd remember to do.

RS1 Okay.

P1 So sometimes I'm not, my mom's not great at filling out stuff. So if... Like the fact that I could win something if I managed to hand it, give it in then helped with that [laughs].

RS1 Okay. So that, that helped you to, to prompt your mom...

P1 Yeah.

RS1 To sign it. Okay. Did anyone else find that?

P2 Yeah.

P Mm-hmm.

P2 Definitely.

00:02:56

RS1 Yeah? And is that, um, was it something that you might have already done anyway in returning the form?

P6 Probably yeah. Mm.

RS1 Regardless of if there was a prize?

P Oh yeah.

P Yeah, def...

RS1 Okay, but it helped you, it helped you remember to bring it back. Okay. Um, and what kind of, um, what kind of emotions did you have? I mean emotions is maybe not the right word. But when you were, um, when you were told you could win this prize, were you excited? Or, um, did you feel a bit... Just did you, I don't know, like have any kind of emotional response in terms, in terms of that offer?

P5 I was excited but I was also a bit confused like what's the point [laughter] of it? I mean it was really nice and like I was... Yeah, it was like nice to think I had a chance of winning something but at the same time I was just a bit confused too [laughs].

RS1 So do you mean, um, what the point is and like why we were offering it to you?

P5 Yeah.

RS1 Okay. And was anyone else confused by it?

00:03:57

P1 I was sort of surprised that... I was like ooh, this is great but then I was like hmm, I wouldn't like think of something like this to have, to like be able to win a prize or something.

RS1 Okay. Okay, um, and how likely did you think, um, you were to win? Because it was a one in... You'd have like a one in ten chance of, of winning the prize. Um, how did you feel about your likelihood of winning?

P6 Not very likely.

RS1 No? [Laughter].

P6 Yeah, just like I've never really won anything in a competition like that so it's not [laughter] [inaudible] chance.

P1 You're just not a lucky person.

P6 Yeah.

RS1 And do any of you know anyone who won?

P3 Yeah.

P5 Didn't [name] [?] win?

00:04:44

P1 Wasn't it [name]?

P4 I thought [name] won it.

P3 It is [name].

P1 Yeah, didn't know that. [Laughter].

RS1 Okay, so you didn't... None of you thought that you would be particularly likely to, to actually win the prize?

P2 No, not really [laughs].

P5 No.

RS1 Okay. Um, and what were, um... I mean some of you said that you felt a bit excited or a bit confused by it. What were the reaction of, um, your, your friends or like other students about, about the, the prize offer? Do you know what other people were saying about it or how they felt?

P6 Um, one person said to me that they didn't really see the point. [Laughter]. Because the shops that were listed on the... The shops that were included she said she didn't necessarily feel like she would shop there.

RS1 Okay.

P6 So she... Therefore she didn't really feel the need to enter. Yeah.

00:05:36

RS1 Oh okay.

P6 Yeah.

RS1 Fair enough.

P1 I think sort of just similar to everything we've just said like they were a bit excited but then a bit surprised. And confused. [Laughter].

RS1 Okay. Um, and did any of you talk to your parents about it? Did your parents know that, that you were being offered the chance to win that prize?

P5 Yeah, my mum. I told my mum. She was just like oh, that's nice.

P2 Um, yeah. Yeah, we like mentioned it but we didn't really like talk about it.

RS1 Okay.

P2 She kind of just told me, I was like oh yeah, okay cool. [Laughs].

P3 But I think whether it was, like there was a prize or not we would have still had the vaccination so didn't really make a difference in that way.

RS1 Okay. Did anyone else talk to their parents about it?

P1 I can't remember. [Laughter].

00:06:27

RS1 That's fine.

P1 I mean I might have said it in like in passing oh we get something but...

RS1 Fair enough. It was quite a while ago to be fair. Okay, um, and so some of you said that you felt a bit confused, you didn't really know like what the point of it was. Um, why did you think that you were being offered the chance to win the voucher?

P5 I thought it was to just like make you like not be like scared for vaccination because it was like...

RS1 Okay.

P5 A good thing comes out of it.

RS1 Okay.

P1 To like encourage you to remember to hand it in.

P4 Yeah, so you get a good thing out of...

P1 Yeah.

P4 A bad thing.

P3 Yeah.

00:07:04

RS1 Yeah. Okay, to sort of offset the negative of having a vaccination?

P Yeah.

RS1 Okay. Um, and were there any aspects of it that were kind of hard to understand? Um, because we... You should have had... Did you get like a letter, um, from us about, you know, saying we're going to offer you the chance to win this? Was there anything about that information that you, that you didn't really understand or you didn't think was clear?

P No.

P1 No.

P No.

RS1 No?

P6 I didn't really know actually... No, actually it was because it was... Yeah, how it was offered to everyone...

RS1 Mm-hmm.

P6 Including people that didn't get the vaccination.

RS1 Mm-hmm.

00:07:42

P6 I thought it was a bit kind of... It should be more aimed towards people that did so then it's kind... It's not kind... Kind of like a reward but...

RS1 Mm-hmm.

P6 You know, for, for getting the vaccination.

RS1 Okay, fair enough. Did anyone else feel like that?

P1 Yeah.

RS1 Yeah?

P Yeah.

RS1 Okay, so you thought it was just something that should have been offered to the girls who were having the vaccination.

P1 Yeah.

P Mm-hmm.

RS1 Okay. And so did... Can I ask? Did your, your tutors or any of the teachers actually tell you about the prize? Or was it just the letter that you got that informed you about that?

P1 I think it was just the letter.

00:08:22

P4 Just the letter

RS1 Just the letter?  
P1 Yeah.

P5 Just the letter

RS1 Okay, and would that have been helpful if maybe a teacher had, had spoken to you about or were you, did you find that you were kind of... You were happy enough with the information just in a letter?

P1 The letter's quite clear.

P The letter... Yeah.

P5 It explained everything so...

P1 Yeah.

RS1 Okay, so you were sort of satisfied with that?

P5 Yeah.

RS1 Okay, great. Um, and is there any way that you, that you feel like... I mean you've said that you feel like it was clear but is there anything that you, um, that you suggest that we would do differently in terms of the way that we communicated

that information? Is there anything that we could have made even clearer or, um... Maybe to reduce any confusion that you felt about the vacc-, um, about the prize?

00:09:06

P No.

P6 No, everything was pretty much clear.

P3 Yeah.

RS1 Okay, that's great. Um, so how do you feel in general about using, um, an incentive of some sort like a prize draw um to encourage people to bring back their vaccination forms? Like just in general what are your thoughts about, about the use of a prize draw to do that?

P2 I think it's good because like then you actually like... It... Yeah, it reminds you to actually hand it back because like I probably would have handed it back anyway but like... [Laughs]. Yeah, like I would but like it just like makes you remember more to hand it back.

RS1 Okay.

P6 It's... Sorry.

P3 No, it's just it's quite smart...

P Yeah.

P And clever. [Laughter].

P3 You're more likely to remember a prize than a form, I think.

RS1 Mm-hmm.

P3 Yeah.

P Yeah.

RS1 When you said you think it's quite clever, like why is that?

P Well it's just a way of triggering your memory to get something 'cause you want something else. [Laughter].

RS1 [Laughs]. Okay. And so you said, um, that probably most of you would have brought it back anyway, uh, but it helped to remind you. Um, do you think that it's, um, it helped to, helped you to bring it back faster than you would have done normally if you would have brought it back anyway?

P5 Well sometimes the teachers tell us that if we don't bring it back by certain dates we get like litter duties after school. [Laughter].

RS1 Oh yeah?

00:10:32

P5 So it's sort of like I... It wouldn't, it didn't necessarily make me... I mean it probably made me bring it back a bit faster but it didn't really change like whether like... I don't know.

P2 'Cause the teach-... I mean in our class the teacher would always like tell us.

P5 You get a litter duty...

P2 Yeah.

P5 For every day that you don't bring it back so... [Laughter]. And if you all brang, brang it back on one day she'd get us some sweets or something.

P2 Yeah.

P5 Didn't usually happen but... [Laughter].

RS1 Okay. And does anyone else feel like it helped, it helped them bring it back faster? Were you all of a similar, similar opinion? No? That's fine. Okay, um, so obviously what we were offering you a £50 Love2shop voucher which is a voucher that can be used for like multiple, uh, multiple shops. And I know that you said that your friend didn't really feel like it was something that they would use because they're not shops that they shopped in.

P6 Yes.

00:11:39

RS1 Um, and what did you guys think about that actual, the, the voucher that we offered you, like that type of a prize in terms of maybe the value of it, which was like £50 and the fact that it was a Love2shop voucher? And what were your thoughts about the actual prize itself?

P1 £50 was good.

P2 Yeah.

RS1 Yeah?

P Yeah.

P2 It was set really for the right audience.

P Yes.

P Yeah.

P2 Because we British are like, all love to shop. [Laughter].

RS1 Who doesn't, yeah?

P6 Yeah. And it was good, there was like a range of shops because not everyone likes the same shops.

P3 Yeah.

00:12:09

P6 Yes.

RS1 Okay, and so the... You thought that £50 was a good amount?

P5 Yeah.

P2 Yeah.

RS1 Yeah?

P5 Because if it was any more I think other people would probably get jealous that they didn't win.

P1 Yeah.

P5 So yeah.

RS1 Okay. And the fact that it was a Love2shop voucher, that was something that was useful because it could be, it could be spent in a number of different shops.

P Yeah.

P Yeah.

RS1 Okay. What would you think if it was, say, like an Amazon voucher or something like that? Would that still be as appealing or...?

00:12:41

P2 Mm, no, probably not.

RS1 No?

P Well I mean...

P2 I think it would be like... I don't know but I feel like at our age Love2shop voucher just sounds like more appealing.

P Yeah.

RS1 Okay.

P3 Don't know. Sort of feel like Amazon vouchers are things that get given to you on your birthday from people that don't particularly know you that well. [Laughter].

P Yeah.

P3 Sort of like everyone likes Amazon. [Laughter].

P4 Yeah.

RS1 Okay, does anyone have any ideas about like what might be a better prize?

P2 You could do like tickets to something because then like lots of people could go, um, and that would be like an experience I think but I don't know. I know, I wasn't actually there this time but... Um yeah, this sounds good.

00:13:30

- RS1 Okay, that's great. And so what did you think about the odds of winning? So it was every one in ten girls, um, so I think there's seventy girls in your year maybe. Um, so that's like seven girls would have got the prize. Uh, what do you think about those odds? Because I know a few of you said that you didn't really think it was very likely that you would have, that you would have won.
- P2 Yeah. I, I think one in ten is good. I just think we didn't think we'd win because we're just unlucky. [Laughter].
- P Yeah.
- P2 Um, but I... Yeah, but I think that's a good like amount because you still have a chance, obviously.
- P So not...
- P6 Sorry, yeah [laughs].
- P1 It sounds good, one in ten.
- P Yeah.
- P Yeah.
- P6 It made it more interesting, the odds, because then if one person gets, you're going to be more excited than if everyone gets it.
- 00:14:18
- P Yeah.
- P Yeah.
- RS1 Okay. And what is it about one person getting it that is more exciting?
- P6 'Cause you feel, you feel like special. [Laughter].
- RS1 Okay. Okay, so um, along that same kind of theme I have, um, a couple of different scenarios for you to, that we're going to go through, um, just to see how you feel about different kind of odds of winning. Um, and so the first one that I'm going to ask you about is the idea that... And actually you'll have to... So there's 70, 70 girls in your year but imagine there was 100.
- Um, how would you feel if every girl in your year got, um, £3? So this is just a visual representation. Can you all see it? Um, so every girl in the year gets £3 for bringing back their form. How do you feel about that?
- P6 Just not as exciting.
- RS1 Yeah.
- P2 It'd be a bit of a waste, I think.

00:15:11

P Yeah,

P 'Cause like...

P2 What can you really do with £3?

RS1 Yeah.

P1 Go to the shop and buy like some food and then that will be your £3 gone.

P Yeah.

P1 Depending on how much food you buy.

RS1 Okay.

P Yeah.

P2 There's not much point in doing that, I think.

P6 Yeah. It's nice for us because we get a little something but...

RS1 Yeah.

P6 But it's not necessarily a good way to spend £300 if 100 girls are getting it.

RS1 Okay. [Laughter]. And how much do you think that this prize offer would encourage you to bring back your forms?

00:15:43

P6 Not as much.

P3 No.

P6 No, as the voucher.

P2 Yeah.

RS1 No? Even though it's a guaranteed, a guaranteed win it isn't as exciting as...?

P5 I mean that's nice but like for £3, it's just...

RS1 Yeah. [Laughter]. Okay. So the second one that I was going to ask you is one in three girls wins £9.

P1 It's better. [Inaudible] than £3.

RS1 So there would still be the, um, the kind prize draw aspect to that because not everyone would be getting it. Um, that's better than the £3?

P1 Yeah.

P Mm-hmm.

P2 Yeah.

P Yeah.

00:16:27

RS1 Yeah? And what do you think about the odds of winning, so one in three?

P5 I don't know. It's just not quite like... I don't know. I...

P2 Still quite a lot of girls...

P5 Yeah.

P2 Would be getting it.

P5 Yeah.

P2 So then if you didn't, it's like more upsetting...

P5 Yeah, left out.

P5 Because more people have got it.

P Yeah.

RS1 Okay.

P3 And £9 is, £9 is good.

P Yeah.

00:16:54

P Yeah.

RS1 So is that a consideration about people being upset about not winning the prize?

P6 Yeah, just 'cause there's like more people who would be winning it. So if you didn't, you'd just get upset.

RS1 Okay. And was that something that was a consideration, um, when you guys that were offered the prize draw, were there people who, um, who were upset about not winning or upset about the odds of winning?

P6 I don't think people were upset but if they... If someone found out that someone else had won it, you'd be kind of like oh no.

RS1 Okay.

P6 I wanted it.

P2 A bit disappointed.

P Yeah.

P6 Disappointed. But because the odds were like one in ten, then you didn't feel as bad because as we all thought, it was unlikely that we were going to win it anyway.

P1 So it's not like a let-down.

P Yeah.

00:17:40

RS1 Yeah. Okay. Um, so in the next scenario, um, we imagined that... So this is the same odds as what you guys had. Um, so one in every ten girls wins £30 instead of 50.

P2 I think that's good.

P5 I think that's still good.

P1 50's [Overtalking].

P2 Yeah, obviously.

P3 Yeah, but that's still good. Yeah.

RS1 £30 is good?

P Yeah.

P Yeah.

RS1 Yeah? And you felt like these odds were, were okay?

P Yeah.

P2 Yeah, they were fair...

P Yeah.

00:18:17

P2 I think.

P1 Yeah.

RS1 Okay. Um, okay these are slightly different. So this is £50 like you guys were offered but only one girl in the year would win it.

P1 I just... That's too unlikely...

RS1 Yeah.

P1 For it to happen.

RS1 Yeah? For it to get you excited.

P5 I'd be like it's never going to be me. So I think that would like... You'd lose your incentive to like bring the back...

P Yeah.

P5 Bring the form on time. So then it wouldn't really make a difference.

P4 And the one person that won, it would feel weird if like out of all the people you would be the one person that won. You might feel a bit bad even though it's not your fault.

P Yeah.

00:18:56

P4 But...

RS1 Oh, okay.

P Yeah.

RS1 Just because there were so many other people hadn't got it?

P4 Yeah.

P2 And I guess it would be a bit annoying because everyone would be like oh my God...

P4 Yeah, it's just you.

P2 Can I have it? And you're like no. No.

P4 You could say yes.

P2 But would you?

P4 No. No. [Laughter].

RS1 Okay, and so then again if it was just one girl winning but it was £300. How do you feel about that?

P4 Mm. I feel like that would spark some jealousy in other people.

P Yeah. [Laughter].

00:19:30

P2 Yeah, definitely.

P3 Everyone would be like asking for money and stuff.

P4 Yeah. If it was £300 you could give it to other people, like 50... 50s still a lot but with 300, people... Loads of people will be asking like that's so much for just one person.

P Yeah.

P4 Give it to other people.

P1 Sort of feel like people would end up hating you.

P4 Yeah.

P1 You're so tight.

P Yeah.

RS1 So aside from the idea that other people might be jealous and, um, want your money... [Laughter] Um do you, do you think it would motivate you to return your forms?

00:20:06

P6 Yeah. Or more...

P5 Yeah. I think it would, yeah.

P6 More than £50 would.

P4 Yeah.

P6 But then I'd still think out of 100 girls if it was me, that's just not going to happen.

RS1 Okay. How do other people feel?

P2 Yeah, similar thing.

P4 Yeah, I agree.

RS1 Yeah? Okay. That's useful, thank you. Um, so the last thing that I wanted to ask you, um, is just what we could do, um, or what we could have done to have made the prize draw that we offered you kind of more attractive to you? Like what would have made it better? Um, so just, just to remind you, it was just... It was £50 Love2shop with a one in ten chance of winning it. Do you have any ideas about how we could have made that, made that better?

P4 Um, maybe you could have expanded the range of shops, because I can't remember how many shops were on there but it'd be quite good if there was a big range, a wider range, sorry.

00:21:09

RS1 Okay.

P4 Because, yeah.

P5 Yeah, a wider range maybe... No wait, no that doesn't help. [Laughter]. Sorry.

P1 And maybe like, I don't know, just because everyone that hands in their form gets a chance. Maybe some people that get, that are getting like the vaccine. I don't know. Because then it's sort of like it's a reason to get it. Otherwise it's just sort of... I don't know.

P4 Yeah, if you wanted it to be, um, you get the prize because you hand the form in, if you wanted people to hand the form in earlier you could be like if you hand the form in within two days you get £50, then if you hand it within four days you get £25 or something like that.

RS1 As a prize draw?

P4 Yeah.

RS1 Okay. So it would go down as, the longer you left it?

P Yeah.

P Yeah.

00:22:02

RS1      Okay. That's an interesting idea. Okay, and you so you think maybe just, um, offering it to people who had had the vaccination?

P1      Yeah. Because then it's like a benefit of getting it, it's like a down like [participant name] said.

RS1      Okay. Does anyone else have any ideas? No? That's okay. Um, okay. That's, that's actually all of my questions. That was pretty short and sweet. I will turn the recorder off.

00:22:43

## Focus group 3

### Speaker Key:

RS Researcher

P Participant

00:00:54

RS1 Great, thank you. Um okay, so like I said, um, we wanted to talk to you about the study that we did when you were in Year 8. Um, and that was... You, you guys were offered the opportunity to win a £50 Love2shop voucher if you returned your HPV vaccination consent forms, regardless of whether or not it said yes or no to, to vaccination. Um, so I just really wanted to know kind of what were your initial thoughts when you were told that you were eligible for that prize?

P6 I really wanted to win it because everyone wants a gift voucher, I think.

P4 Yeah, I mean it's quite a lot of money, so... [Laughter].

P2 And those were like brands that we would shop for so...

P5 I think, I think it was like... I think it was good for us to like oh, there's a gift voucher but I think it was kind of like maybe they should be trying to promote why getting a vaccination is good rather than trying to bribe you into doing it.

00:01:57

RS1 Okay, does anyone else feel like that?

P6 Mm, yeah.

P4 Yeah. I feel like we should want to have these vaccinations.

P2 Yeah.

P3 Like maybe, maybe like more about how, how it's good and what, what it could mean like for the future. Like what you won't get and stuff.

RS1 Okay. And do you think that that would have encouraged you more than the offer of the prize?

P5 Um, I'm not 100% sure but a bit more on the vaccination would have been good instead of just if you returned it you'd get this, not if you returned it you won't get some sort of disease.

RS1 Okay, yeah. [Laughter]. And is that not information that you get as part of vaccination programme anyway? You don't...

00:02:37

P4 Oh no, we did, we did get lots of... Yeah. We did get lots of information on it but maybe like because the like information sheet we got was really wordy and everything was so small. So maybe it would be easier if there were just some like big bullet points saying why it is good.

P2 Or like a video explaining it.

RS1 Yeah? Okay. Um, so just, just to make it clear. Is that as opposed to a, being offered a prize or...

P1 No.

P Both. [Overtalking].

P You can put the prize in there. [Laughter].

RS1 Okay.

P Yeah.

RS1 Okay, I see. Um, and so you thought that the prize was, um, a good value? Um...

P Yeah.

00:03:12

RS1 Yeah? And, um, did you have any kind of, um... This is a weird way to put it but like an emotional response to being offered that? Like were you excited or were you like nervous or like...? Did you have any kind of feelings like that about being, uh, about being offered the opportunity to win that prize?

P6 I was a bit confused.

P Yeah.

P2 I was like, I was like how's this related?

RS1 Yeah,

P5 I don't know why we're getting a prize for getting a vaccination. Like it should just be like oh, you need to get this rather than something you try to, where, where you try to win something.

RS1 Okay. Was anyone else confused by it?

P2 Yeah. Well it just doesn't really make sense. I mean I'm not complaining about it because it's a really cool thing to like get but it's a bit random to have it like with a vaccination.

RS1 Okay.

00:04:01

P2 I don't know.

RS1 And was it explained to you what, like why you were being, you were being offered the, the prize draw?

P4 I guess it was motivation to give in your HPV vaccines but I think quite a lot of parents were just forcing us to do it anyway so...

P Mm.

RS1 Okay.

P5 Like some of my friends who didn't get the vaccination, they were like... I don't think they were motivated much by the prize and it was either their parents were like oh yeah, you need to get the vaccination or, or we don't want you to get it. I don't think it was so much... Like I don't think the people that didn't get it wanted the prize to do it, to, to get the vaccination.

RS1 Okay. So you felt like it motivated people more who were going to get it anyway?

P5 Yeah.

P Yeah.

RS1 Okay.

00:04:48

P5 Because if your parents had already said that you weren't going to get the vaccination, you can't really do anything about it but you're the one who's actually not going to end up with being vaccinated.

RS1 Okay, and did any of you feel like excited about the opportunity to win that money?

P1 I think it was exciting.

P Yeah, yeah.

P3 It was kind of like... [Laughter].

RS1 Yeah? Okay. And what was the most exciting part about it?

P1 Didn't it say like one in ten people?

RS1 Mm-hmm.

P6 I think that like people saw that they were probably going to get it.

P There was a big chance, yeah.

00:05:19

RS1 Oh yeah? Because...

P6 Because it's so high. Like normally it's like one in 100 or something.

RS1 Oh, okay. So you thought that you'd have a fairly good chance of... Okay. And did other people feel like that as well?

P4 Yeah.

P3 You won, didn't you?

P4 Yeah, I won it.

RS1 Oh did you?

P4 Yeah.

RS1 Okay.

P4 And it's nice because I don't, I'm like, I spend quite a lot of my money on stuff so I didn't really have, I didn't really have much to spend at that time. [Laughter]. So it was a lot of money at that time to get.

RS1 Okay, great. Um, and what do... What did other people in your year like think about it? Did you have conversations with any of your other friends about, about being offered the prize? Do you know like what other people felt like?

00:06:01

P5 I don't think it was really talked about, to be honest. So I didn't really realise that there was a prize. And I don't think it was a very big deal.

P1 Yeah, I think a lot more people were stressing about the actual vaccine than like...

P Yeah.

P6 Because we never like had a proper jab before...

P3 Injection, yeah.

P6 Like at school anyway.

P5 And we've heard [overtalking] about it.

P6 And everyone in the audience is like it hurts so much, it's bad [laughs].

P1 So yeah, we talked about that instead.

RS1 Yeah, okay. So there wasn't much discussion about the prize draw.

P2 That was like a bonus for us.

P Yeah.

00:06:30

RS1 Yeah, okay. Um, and I know that you were talking about, um, your parents making the decisions anyway. Did anyone have any conversations with their parents about being offered the prize?

P4 Um, I think my mum was a bit... Not shocked but I think she was a bit surprised that you thought we needed it.

RS1 Okay.

P4 Because I think that she thought that most parents would want their children to have that...

RS1 Yeah.

P4 To have the vaccination anyway.

P5 Yeah. that was the same for me too. My parents were just a bit like it's kind of weird for them to have it anyway.

RS1 Okay, so was it like they felt like it was unnecessary or...

P5 Yeah, kind of. But like we were saying before, like I think they should just try to promote the actual vaccination rather than the prize.

RS1 Okay. And that's what your parents felt?

00:07:13

P5 Yeah.

P4 Yeah.

RS1 Okay. Did anyone else talk to their parents about it?

P2 Well I mean like I was going to get the vaccination anyway because of like... It's not good for you but it prevents things. So the, the prize is just like thank you. [Laughter].

RS1 Okay. Um, I know we've touched on this a little bit already. Um, but can you explain to me why you thought you were being offered the chance to win, um, a prize?

P6 Think it's... It appeals to the children more because the vaccination is kind of like the parents' choice a bit.

RS1 Mm-hmm.

P6 But the children... I don't know, it like brings them into it a bit. Like, yeah.

RS1 Okay.

P5 Um, I think it makes you think about the vaccination more than you would have otherwise because otherwise I think you'd just think. I don't think you'd really, really know what you're being, you were being, um, vaccinated for. But if you had the prize, you would probably be given a bit more information about what was going to happen because it would say on all of the forms that said.

00:08:13

RS1 Okay, and so do you think that the, that the prize was being offered to, to make you think a bit more about it?

P5 Well yeah, yeah. Kind of. Yeah, so you actually knew what was going to be...

RS1 Okay.

P5 Done to you.

RS1 Okay.

P2 I think it did come across like a bit like a bribe.

RS1 Yeah?

P2 Yeah. So you could do the vaccination but it would also be like if you do the vaccination, you could win money. Which is like what it is offering but I think it comes across as like you're paying people, trying to pay people to have a vaccination.

RS1 Okay. And do other people agree with that?

00:08:48

P Yeah.

P Yeah.

RS1 Yeah, you did? And is that... Do you feel like that's a negative thing or, or a positive thing?

P2 Well it doesn't really matter because it, it, it can be both.

RS1 Okay, so, it like a neutral... What did other people think? [Laughter].

P4 Not negative but, um, I think we should have... Yeah, like [participant name] was saying, it should have been more about that vaccine...

RS1 Okay.

P4 Than the money.

RS1 Okay. Um, and so when it was communicated to you that you were going to be offered this prize, um, you should have got a letter. Did you get a letter telling you that...?

P Yeah.

P Yeah.

00:09:29

RS1 Okay, um, and can I ask did your tutors or your teachers explain to you that you were going to be offered this, um, this prize?

P Yeah.

P2 I don't think our one did.

P5 I can't really remember but I think...

P Yeah.

P5 They just gave out letters.

P Handed out letters and, yeah, we took them home.

P And then we read them.

P Yeah.

P5 I don't think the teachers really talked much about it. Like I don't think many people knew what it was until they actually opened the thing.

P1 'Cause... Also 'cause it's like a mixed school. Then it doesn't really apply to the boys anyways so it would take up some time for the teachers anyway so yeah.

RS1 And do you think that's why they didn't do it?

00:10:02

P1 Don't know, let's hope. Um...

P5 I think they, they just like the boys... I don't know. I just don't think the boys would be like...

P3 Interested.

P5 Yeah, and they might be a... They might joke about it but I don't know. I don't think they would but like maybe that's what the teachers thought. I'm not sure.

RS1 Okay, but either way they didn't, they didn't talk to you about it?

P3 Yeah.

RS1 Did, did your...

P1 Well like our teachers just kind of read it to us but like really briefly. She didn't explain it.

RS1 And she just read through the letter?

P Yeah.

RS1 Okay. Um, were there any parts of the information that you received, like say the letter I guess, that you found difficult to understand?

00:10:43

P I can't remember.

P5 I can't remember what was in the letter. But with the letters that had all the science-y words, you know, and it was all like you're going to get human papilo something virus and that was a big confusing because I didn't know what it was. [Overtalking].

P6 I remember one thing had like um, all the side effects and stuff that could happen.

P5 Yeah. I think that, that might be like another way to try and get people to do it is tell them like, like make it obvious to them what would happen, what could happen if you didn't get it like... Because I don't know if many people understood that that much.

RS1 Okay, so they didn't know why they were getting the vaccination?

P5 Yeah.

RS1 Okay, um, is there any way that you think, um... Because I know that previously you were saying that you were a bit confused about why you were being offered the prize and you didn't really understand the link between the prize and the vaccine. Is, um, is there any way that you think that the information in that letter that we could improve that information like to make it easier for you to understand the link between what we were doing?

00:11:54

P5 Mm. It might have been more helpful but I can't remember the letter that well.

P4 I think the prize letter was quite separate to like the vaccination letter.

RS1 Okay.

P4 So you don't... I didn't really link them that much.

RS1 How did you feel that they were separate?

P4 Because I don't think... On the prize letter it didn't really talk that much about the vaccination. It was talking about... I don't really remember but like it was talking more about the voucher.

RS1 Okay.

P4 Then there was a separate letter with all the information on it.

P5 So if it like clearly summed up what the... Like why we were getting this opportunity on the prize letter, then that would probably be quite helpful. But like really simply because otherwise we don't really understand it.

RS1 Okay. And do other people agree with that?

P Yeah.

00:12:40

RS1 Yeah? Okay. Um, so you'll have to bear with me because I feel, I feel like this we have already touched on a little bit. But in general, how do you feel about the use of, um, a voucher like we used, um, as the type of prize to encourage you to bring back your forms?

P4 I think it's a good one because that's the sort of place, that's the sort of thing that we do want to do. We would want to go and buy stuff. Um...

P5 Yeah, a voucher's kind of like for everyone. But if you were offered like make-up or something like that...

P1 Yeah, or like a book token.

P5 Wouldn't appeal to everyone.

P1 They give us a lot of [overtalking] in school that no one really wants to win.

P Yeah.

P1 If you win a book token.

RS1 Okay.

P1 [Overtalking]. The fact that you're winning like money to use...

P4 On your choice.

00:13:28

P Yeah.

P2 Yeah, it's a really... I think it's a good prize.

RS1 Okay, so because you can spend it in different places?

P Yeah.

RS1 Okay. Um, how would you feel if it was a different type of voucher? If it was like an Amazon voucher or something like that?

P5 I think Amazon would be quite good but like there's not so much, so many like clothes and stuff on there. So it might be... Like there are but not, not everything. So some, some people were like buying lots of clothes. Like it might not be so good for them.

P4 I think Amazon's more known. Like Love2shop I'd never really like heard of it. I didn't know which shops were like in it but Amazon everyone's heard about so yeah.

P1 I guess a voucher for somewhere that was more teenage based because you could use quite a lot of the shops on that but then some of the shops that were on that voucher I don't know if I'd ever heard of.

RS1 So on the Love2shop voucher?

00:14:24

P1 Yeah, because they were kind of for older people.

RS1 Okay. Okay, um and so just using, um, a voucher in, specifically a voucher you, you feel like that's a, an appropriate kind of prize to be offered?

P5 Yeah.

P Yeah.

P Yeah.

RS1 Yeah? Okay. Um, so what are your thoughts about the prize value? So the fact that it was £50?

P3 I feel it was...

P5 Quite a lot of money.

P3 Yeah.

RS1 Yeah?

P5 Yeah, it's like more of an incentive to like try and win it but...

P3 But...

00:15:03

P5 Then it still...

P3 Less would have still been a...

P5 Yes, it still would have been like enough to have like maybe £30. Yeah.

RS1 £30 would have been...?

P4 I think lower than that like anyone who was persuaded by getting that, it might, there might not be as much incentive but you know like...

P3 But it's still quite a lot of money £30.

P5 Yeah, it's still loads to get but like in lots of shops like everything's really expensive so it's quite hard to get like a few things with that, like with less money like £20 or something.

RS1 Okay.

P1 So yeah, it was like a good amount.

RS1 But do you think you would have been as motivated if say it was like £30? Was that... You would have still been motivated to, to participate?

P3 Yeah.

P Well it's more than we would normally get so...

00:15:50

P5 Yeah, we... But we weren't motivated by the thing to get it so much but I don't know if the people who were would be like, would change their motivation on how much money there was.

P3 I think if it's £30 it doesn't stop people from getting the job.

P4 I think it, if it was like £10 it wouldn't be so much motivation because that's not... You can't really buy that much from quite a lot of places for that but £30 would still be enough, I think.

RS1 Okay, and what did you think about the odds of winning? So you had a one in ten chance of winning and I think in your years there's like 70 girls so I guess that's like seven girls that would have won. Um, what... Like what do you think about those odds?

P4 I think that's quite high.

P Yeah.

P1 It depends how you advertise it sort of.

P Yeah, because if you say one in ten... Yeah.

P If you say seven people in 70...

P You're like not good [?].

00:16:47

P4 Yeah. But if you say one in ten...

P5 If you say one in ten, then in sounds a lot better.

RS1 Okay. And so did... How did you feel personally about your, your chances of winning with those odds?

P4 I thought they were quite high because you knew like it was either going to be you or one of your friends that was going to get the voucher.

P6 Yeah. It also kind of makes you want to get the voucher more because otherwise one of your friends will get the voucher so... [Laughs]. Yeah.

P5 I didn't really think about winning the voucher because I didn't think, I didn't think I was going to get it because I'm not sure I really knew what the chances were and I, I didn't... I, I just kind of wanted to get the vaccination rather than... Like obviously I wanted get the voucher but didn't really think about it so much.

RS1 Okay, and did anyone else feel like that?

P1 Well yeah, I think we all would have like got the vaccination like regardless of the voucher or like not having it but it was obviously like...

P5 Yeah.

P1 Maybe if you wanted it more but...

00:17:44

P5 Because one of my friends who didn't do, didn't get the vaccination, she just didn't really care that she wasn't getting the voucher...

P4 Yeah, I don't think that people...

P5 Because she, she wasn't... I don't think that people who...

RS1 Okay.

P5 Who didn't get it... Like I, like I don't think any people's minds were changed by the voucher or not. Like it was...

P4 I don't know if it was just here but...

P5 Yeah.

RS1 Okay, because that's interesting because the people who weren't having the vaccination, they were still, they would still be entered into the prize draw.

P4 I don't think, I don't think they knew that.

P5 I don't think people knew that because... Yeah, it seemed to say like if you got the vaccination you could be entered into a voucher.

00:18:20

RS1 Okay.

P5 Not like into a voucher but like...

RS1 But like that's the way it appeared was that it was just people having the vaccination?

P Yeah.

P4 That's how I saw it.

RS1 Okay, and how do you think we could make it more clear that it was for everybody?

P1 If you just like...

P4 You like big words.

P1 Say it, yeah.

P2 And big writing [unclear].

P4 Well if people didn't get the vaccination, they probably didn't return the form did they?

RS1 Okay. Yeah.

00:18:48

P4 So I don't think... So they wouldn't have been in it. Yes.

RS1 Okay. Um, right so obviously what we've been talking about is, um, having a one in ten chance of winning a prize which is what you guys were offered. I'm just going to run through some like different like scenarios of different odds of winning to see

like what you think about that. Um, so you'll have to imagine in this case that there are 100 girls in your year.

Um, and so the first scenario is that every girl... For returning their form, every girl in your year, um, wins £3. So this is just a visual representation. Um, what would you think about that kind of offer?

P3 I think you can sometimes like find £3 in your house somewhere. I don't think it's...

P Yeah.

RS1 Yes. That doesn't make it really that special.

P3 You can't really buy anything.

P4 You could buy like a little thing but I don't think it would be very...

P5 Yeah, although everyone was getting it I don't think that's much motivation.

RS1 No?

00:19:48

P1 I kind of see it like a bribery as well because it's like... [Overtalking] you get...

P5 Because it's like everyone getting it, yes.

RS1 Okay. And do you think this seems like more of a bribe than the £50 that you were offered?

P4 Yes, because that's more like a prize.

P1 And you will be given £3 if you do it.

RS1 Okay. So the, so the sum for less people seems like more of a prize whereas this seems like you're just being paid?

P1 Yeah. [Laughs].

RS1 Okay, and do you guys agree with that?

P2 Yeah.

RS1 Yeah?

P2 Yeah.

RS1 Okay. Um, so the next one I'm going to ask you about is, um, so again imagining there's 100 girls in your year, one in every three girls wins £9.

00:20:28

P2 Like your chances are quite high. I feel like £9 is just a bit of a random number. So if it was £10, then yeah that'd be great. [Laughter].

RS1 So £10 would be more appealing than nine?

P Yeah.

P Yeah.

P2 Yeah, even though it's £1 more, I feel I'd want it more [?] £10 than nine.

RS1 Okay.

P6 I think it would make the people who didn't get it feel a bit left out. Because if it's, it's so high but not everyone gets it.

RS1 Okay.

P4 Yeah, like probably might be annoyed.

P6 Because probably one of your friends will get it but you won't. And even though it's not that much money, you might still feel...

RS1 Okay. And was that not a, like a consideration... Did people feel like that when you were being offered the £50 in terms of being like left out or feeling like...?

00:21:10

P There was some of that, yeah.

P2 Like when the odds are one in ten, you're sort of like not expecting to win.

P Yeah.

P5 Also like you don't... 'Cause there's only seven girls who actually got it and yeah, you probably don't like... You might not know like who actually got it in the first place so... I mean I didn't know [student name] got it. I didn't know who had got it.

RS1 And is that better not to know who won do you think?

P4 I don't think it really matters that much.

P Yeah.

P2 Yeah.

RS1 Okay. So any more thoughts on these odds?

P3 Um, I think it's... I think it is good one in three people, um, but again I don't think that nine or £10 would be as much of an incentive to have the jobs.

RS1 Okay. Um, the next one is, uh, so the same odds as what you guys had, uh, so one in ten girls, um, would win £30.

P6 I think that's quite a good one, I think.

P3 Yeah.

00:22:15

P6 'Cause £30 is like a decent amount of money to buy something, like that you might want. And like the odds aren't great but like it's... People might think that there are, there is some like chance of getting it.

RS1 Yeah?

P5 That seems more like a prize than, um, than the ones before.

RS1 Okay.

P5 With more people.

RS1 Okay. And, and you think is, you feel fairly likely that you'd win it or...

P2 I, I don't think so because I... The one in ten I wasn't even expecting to win. I was like chances probably aren't that high. So it wouldn't really make a difference to me.

RS1 Okay, um so in this scenario only one girl would win £50, so same value as you were offered but just the one person.

P3 I don't think that that would really be that...

P2 Motivating.

P3 Motivating.

00:23:17

P2 Yeah, when you see it like that, it's a bit like ooh, only one person.

P4 One person, yeah. And it's not that much more than the one where the ten girls got it.

RS1 Mm-hmm.

P4 So I don't know. I wouldn't, I wouldn't really think... You wouldn't think you were going to be that one girl so I don't think you'd think I'm going to give this in so I can be that one person in the year who's going to get...

RS1 Yeah? So you think you'd just feel like you wouldn't have much chance of actually...

P Yeah.

P Yeah.

RS1 Yeah. Okay. And finally, uh, this scenario. One girl would win £300.

P2 Ooh, I'd enter for that. [Laughter].

P Yeah, that's a load of money.

P3 Yeah, even if you don't have that much chance of getting it, it would be like well...

00:24:01

P So cool if you got it.

P Yeah.

P6 Yeah, one person will get £300 in the year so...

P Yeah.

P2 But I feel like if you did £300 you'd probably like keep the winner anonymous because...

P Yeah. [Laughter] [overtalking].

P2 With like all my friends. And I'd be like stop.

P5 I think £300 might be a bit too much. Like what's one person really...

P4 Yeah.

P5 Gonna do with...

P4 It's also like quite a lot of money for like someone who's our age just to like...

P Yeah.

P4 Get for a vaccination. Like I feel like it's quite a lot of money to get without earning it in any way. I mean like you got a vaccination but it's still...

00:24:41

P Yeah because...

P4 Kind of strange.

P1 We'd all get the vaccination anyway.

P Yeah.

P1 I don't know.

P5 I think it's better if you split it amongst a bit more people.

RS1 Yes [overtalking].

P5 You still get quite a lot of money, but like... Yeah.

RS1 Okay. And what do you think about, um, this is the same, the same odds as the £50 one but you'd be more motivated to actually enter this one?

P Yeah.

P6 Yeah, 'cause it's loads more money.

RS1 Yeah, okay. That's helpful, thank you. Um, so going back to the original prize that we offered you which was obviously on in ten chance of winning a £50 voucher. Um, is there anything that we could have done to kind of make that prize draw more attractive to you? To...

00:25:28

P Um.

RS1 To make it more interesting or...?

P1 Well if you were trying to like convince people to do like the vaccination you, you could probably just say that you can only win if you actually return the form in saying that you will do it.

P4 Yeah, it could be like maybe you could have like a small prize for giving it back like the £3 and then like less than £50 if you actually did the thing and then it'd be like you might... I don't know, you might like get, you might get more people returning it.

RS1 Would that be as a prize draw, then? So everyone would get £3 and then there'd be a prize draw for a slightly bigger sum?

P4 Yeah.

P5 I think that might be good, yeah.

P4 You'd give it back because you'd know you'd get something but you could also get something more.

RS1 Okay. Any other ideas? No? Any thoughts about different kind of odds? Like we've obviously gone through like different odds of winning. Um, but what's your preference? Like what do you think is the best, the best kind of odds?

00:26:29

P5 I think like the £30 is probably, or, or the 50. But I think £30 is good because more people will get it and then you might be more incen-, that might be more incentive.

P1 Well what was it last year? One in ten for 50 quid?

RS1 Mm-hmm.

P1 I mean I'd do it... I feel like I'd be more inclined to do it if it was one in five for 25 just because there...

RS1 Okay.

P1 Are less people but it's not like a tiny amount of money. It's still quite a lot but there are also less people.

RS1 Okay. What does everyone else think?

P5 Yeah, I think that would be quite good.

P6 I think one in ten is quite good.

P5 But I think the one in five thing because there's actually quite a big chance of you getting it, so it wouldn't matter that it was less money because you would probably... Not probably get it but there is still a big chance of you getting it in the end.

00:27:23

RS1 Okay. So you'd, you'd like it to be better odds of getting it but you don't mind having like a bit less money. But to a point, because when you were looking at the scenarios having £3...

P Yeah.

RS1 And guaranteed...

P Yeah.

RS1 £3 was not, not a very good option.

P5 I think like kind of I think £20 would be like a minimum because it's just the stuff you could buy. Like with £10 like you could buy some things but like if you wanted to get a nice piece of clothing or a nice like, like... I don't know, something that like I don't know if tw-, if less than £20 would be enough to get maybe the thing that you wanted.

RS1 Okay. So if it's below a certain point, then it's, it's not very helpful anyway.

P6 Yeah, 'cause it's not really a prize. Like it's more of a, just a bit of money. It's not worth winning, I don't think.

00:28:20

RS1 Okay. Any other thoughts about what we could do to make it more of a, like a better prize?

P6 Um, I think you could get schools to actually tell us about it.

RS1 Yeah?

P To actually ask the teachers to tell the girls in the class.

P Yeah, you could do it separately.

P5 [Overtalking] prize about it. Because otherwise unless you're actually going to talk to your parents about it, normally we'd just give the letters to our parents and then go off and then we'd give it back. And I think quite a lot of people in our year didn't actually know we were going to, that we were in for a chance until some people got it or until later after the jabs.

RS1 Okay, and this might be a bit of an obvious question but why do you, why do you think it would be helpful to have like your teachers tell you or have an assembly about it?

P3 It's more memorable. You're more likely...

P Yeah.

P3 To remember.

00:29:08

P2 You're more reluctant if you don't have like all the information on it.

P5 Yeah, and you can understand it better and stuff.

RS1 Okay. Did any of you feel like you had questions about it that you didn't have answered at the time?

P Probably.

P5 About the prize or the vaccine?

RS1 About the prize, sorry.

P5 The prize was pretty clear. It was just like if you give in your sheet then you might win a prize. There's not much.

P4 I didn't know that. I thought you had to get the vaccination...

RS1 Yeah.

P4 To win the prize. I didn't actually know that just returning it you could get it.

RS1 Okay, and would it have been helpful to talk to somebody to clarify that?

P4 I don't know, maybe but I think maybe if it was just more clear on the letter.

RS1 On the letter? Okay.

00:29:51

P5 I think that that actual sheet that you had to give in, I don't think we actually know which sheet you're talking about. Because if you just said give in the sheet I'd be really confused because I wouldn't know if it was like a consent form for our parents or if it was something that we had to do ourselves so I would just hand in like a bunch of paper.

RS1 Okay, so you think...

P5 And it wouldn't really make much...

RS1 It didn't, it didn't make it clear that it was actually the consent form?

P5 Yeah.

RS1 Okay. Yeah, any other thoughts? You're all out? Okay, that's great. Let me stop the recording.

00:30:30

## Focus group 4

### Speaker Key:

AL	Researcher 1
LA	Researcher 2
P5	Participant 5
P4	Participant 4
P3	Participant 3
P2	Participant 2
P1	Participant 1
FP	Female participant = P5

00:00:51

AL All right, thank you very much. So, um, as I explained, um, we're interested today about your opinions about being entered into a prize draw if you brought your HPV vaccination consent form back, um, and I'm wondering if you can think back to this time, well, act... no, it wasn't this time last year, September last time... last year,

LA Not last year, the year before. [Chuckles].

AL September of year eight, um, when you were initially told that you'd be entered into a prize draw if you brought your consent form back. Can you tell me what you thought about that?

FP Um, I thought it was a good idea to try and get girls our age interested into giving it in, whether it's to agree or disagree because it kind of relates to our, you know, generation, if that makes sense.

AL Yeah.

00:01:46

FP I don't really think about it, to be honest. I just looked at the vaccination and thought about that. When I saw the, um, voucher, I didn't really think anything about it.

AL Okay. And what... why do you think that was?

FP I think it's because my main focus was on the vaccination.

AL Mmh. Okay. Anybody else? Anyone else agree with either of these?

FP Um, um, I do agree that the vaccination was the main point but I think it could like... you... it could... it doesn't relate to every person because it's just like one thing but

it was a good thing to add for people who didn't... weren't interested in bringing it in the first place.

AL Aha. So, you think that... so for some people it was... some people it wouldn't matter anyway.

FP Yeah.

AL Um, but for other people it was... it would be, it would be a, a, a helpful motivator.

FP Yeah, I think so.

AL Okay. Um, and before... [Name], before we started talking, you said you weren't sure you could remember it at all. Um, do you think that was because... Were you, were you in school, in year... Were you at the school in year eight?

P3 Yeah.

00:02:58

AL Yeah. Did you...? Do you remember being...? Do you remember the HPV vaccine being offered?

P3 I think I forgot.

AL Yeah. No, no, no, that's all right.

FP It was the last vaccination that we had. Or the one before it.

FP The first one.

FP Yeah.

AL It was one that... It's one that's just offered to girls. The boys wouldn't have had it in the, um, in the year. Doesn't matter. Um, ah, so... And did you have any, um, feelings about, ah, the opportunity to win the prize? Like did, did it...? Did anybody have any...? Yeah. You don't, you don't have to put your hands up. It's all right, you can just, ah...

00:03:53

FP I was like... I didn't really have any feeling because I knew I wasn't going to win like because there's so many of us like in our year and I just knew I wasn't going to win because like just... Yeah.

FP The chance is low.

FP Yeah.

AL So, did you feel like it wasn't, um, it wasn't going to make a difference because you weren't going to win?

FP Basically, yeah.

AL Did anyone else have that feeling?

FP Yeah, I did.

FP Yeah, kind of. A little bit.

AL Yeah? Um, does anyone know anybody that did win?

FP No.

FP No.

AL No?

FP I think [name] won.

FP I think... She was telling me she won.

AL Okay. Um, and did you chat to any of your other, um...? Did you chat to any of your friends about it at the time?

00:04:53

FP Well, they were talking about the vaccination in the letter, we like said, oh, yeah, they're going to give a prize out to someone who, who gives it back in. So, I think we discussed it but we didn't put much thought into it because, you know, the chances are very low of winning. So, mmh, mmh-hm.

AL Did anyone have any, um, friends who had reactions that are different to the ones that we've spoken about already? So, was there anyone that was like, yeah, I'm definitely going to win or...?

FP Not really.

AL No?

FP No.

AL Everybody was as pessimistic as each other.

FP Yeah. [Laughter].

00:05:30

AL Um, okay. And did any of you chat to your parents about, um, the prize draw?

FP No. We just spoke about the vaccination.

FP I think because like vaccinations is supposed to from young like and I just don't like them whatsoever and every time I get that form that we're going to have one, I just get so like wound up, like scared and everything. So, like I wasn't really... It's not like I didn't care but I just... it was... it didn't really cross my mind to think that I'll win. Like I didn't tell my... Like I wasn't like really telling my mum that. I was more telling... I was telling her more about the vaccination than... Yeah.

P5 Um, when I gave the letter to my mum to sign, she like quickly read over it and I had to like point out that there was a prize, um, because she didn't really pay attention to that because she kind of skipped over it because she didn't think much of it. But then she was like... After I told her what it was, she was like, oh, that's a nice opportunity. It gets people, um, like involved, I guess.

AL Mmh-hm. Okay, that's good. Did anyone's par... anyone else's parents say anything about the voucher? No? That's all right. Um, so, ah, can anyone tell me what they thought the purpose of the prize draw was?

P4 Maybe it was, maybe it was to influence more people to hand their consent form back in.

AL Okay.

P4 Yeah.

AL Anybody else? Has anyone else got any...?

00:07:11

FP Um, maybe to like motivate them and push them to doing it because, you know, it makes you remember it because if it was just a vaccination, some people I don't think would, you know, remember to give it in but if they knew that they could have a chance to win a shopping spree, then it would like push them to ask their parents and give it in.

AL Okay. Um, by give it... What do you mean by give it in?

FP To like give it... give back the permission for whether you want to do it or not.

AL Yeah, okay. Anybody else?

FP Maybe because like last... maybe the last time we had the vaccination, maybe it was like, um, no one really gave in their consent form. So, maybe it was just like, like something... like so that they do get the...

AL Okay. Um, and can you remember how you were told about, um, the prize draw?

00:08:12

FP Our form tutor didn't really tell us about it. We just read it on the sheet.

AL Okay. I guess that was the same for everybody because you're all in the same form, is that right? [General agreement]. Okay. Um, and is there any way that you think that we could better... ah, improve the way that you're told about the prize draw? So, you said that you read it in the letter but is there...? Could the letter have been improved? Could, um, the way that you were told about it be improved?

FP Ah, maybe like a slide show. Well, not like the longest one, like a slide show showing us what the vaccination is and like the prize that we might potentially get

and like that will be better for us to understand like because some people understand more when they're seeing like visuals and then some understand more when they're reading. But if, if you have them both, then people will understand more, like if you get me.

AL Mmh-hm.

P5 I also think that that's a good idea because it's not everyone who... Like when they get a letter, some people don't read it and they just kind of like, you know, put it in their bag somewhere and then they don't remember to look at it. Um, I know I do that a lot. So, I think if we had like something as a whole form where we could watch a side show about it, then I would remember it more.

P4 Yeah, I feel like we could have had a talk so we have more background knowledge on everything, yeah.

AL Is that about the prize draw or is that about the vaccine?

00:09:46

P4 Just about the... Both.

LA In general like.

P4 Yeah.

AL So, what were you told about the vaccine itself rather than the prize draw? Do you remember?

[Overtalking]

FP Because our form tutor is the science teacher, so she like had some insight into what it was.

P4 It wasn't last year. It was the eighth year.

FP Oh, that one.

P4 Yeah.

00:10:18

AL Okay, that's interesting. Um, and when you had the vaccine done, did the nurses tell you anything about it?

FP Yeah, they told us like what it was... what's going to go and side effects or anything. But they didn't really say anything about the prize.

P5 Yeah, they didn't say anything about the prize.

AL Okay. Um, so, ah, in general, so not thinking about a year and a bit ago, in general what you do you think about the idea of offering a prize draw to, um, get girls to bring back their consent forms?

FP I think it's a good idea because like girls... Like when it comes to vaccinations, it's like they don't really want to give back their consent form because they want to keep it until the last minute. Like... Well, I do, anyway. Like I want to keep it to the last minute so that like I don't like... I don't know why but I just do. But like for the prize, if we... like when we have the prize or make girls want to give back their consent form, because like you... if you give it, then you're getting something in return. So, yeah.

FP So, what do you think it is that makes you want to hold it back until last minute?

FP I don't know. Just like... I just hate vaccinations and like just... I don't know.

AL Does anybody feel the same? No. Um, has anyone else got any, um, thoughts about in general what the... whether it's a good thing or a bad thing to, um, use a prize draw? That's all right. Okay. So, um, as part of the prize draw, the prize was a £50 shopping voucher and it was a voucher called a Love2shop voucher. Did any...? What, what were people's, ah, initial thoughts on, ah, that as a prize?

00:12:37

P5 I think it was a good prize. I mean, it... we... I think... I mean, you can't expect much but it was a good prize for being... for just handing in, you know, a permission slip. I think it was kind of motivating because, you know, you get shopping in return.

AL Yeah.

P4 Yeah, I felt like it linked to our age group as well. So, like it kind of motivates you with something you'd want.

AL Mmh-hm. Okay, that's good. Anybody else?

00:13:08

FP Like girls... well, girls do like shopping like a lot. So, like when you get like money to spend on shopping, then it's just like a bonus. So, yeah.

AL And what about Love2shop. Had anybody heard of Love2shop before?

FP Mmh, no.

FP I've heard it before but I don't... haven't used it before.

AL Okay. Did any...? Did you know what it was? Did you know where you would be able to spend a Love2shop voucher?

FP Yeah, I think on the letter it said.

AL Okay. So, was that helpful to...

FP Yeah.

AL ...to know that? Okay. Um, was there anything else that would have been better as a prize?

FP I don't think so. I think it was a good prize generally. There was something... I don't think there is something that you could be... Like for girls in general... Like not all girl is the same... not every girl is the same. So, you can't, you know, get something for everyone but I think it was a good generalisation.

AL Okay. Would there have been a better voucher, do you think, that would have been just as generalizable or more than... more generalizable?

FP Food. [Laughs].

AL Food. Yeah.

00:14:34

FP Yeah.

AL What kind of food?

FP Just like, you know, [unclear] or shopping or whatever, just anything I can eat.

FP Was the voucher for like every... like multiple shops or like a specific...?

AL So, Love2shop vouchers are... can be spent in, I think they say over 100 different shops.

FP Of your choice?

AL Of your... Well, it's of, um, of, of the shops that are signed up to Love2shop. So, it includes clothes shops, some food shops, um, ah, DIY shops, um, music shops. So, you can spend it in lots of different places. But you are restricted a little bit.

00:15:21

FP Yeah, I think it's a good idea. It's not just clothes, it's spread out a little bit.

AL Would anyone have used an Amazon voucher?

FP Yeah, I would have used an Amazon voucher.

FP Mmh.

AL You're not sure?

FP No. I don't really go on... use Amazon that much.

AL Okay. Anybody else? Does anyone use Amazon? No? No. Okay. Um, so, ah, Love2shop vouchers generally, I think, have to be used in-store rather than online. How, how's that? Would you...? Do you, do you online shop more than you, ah, go in to shops or...?

FP I online shop more than I go into shops. I think it's just easier to do it from your own comfort and you don't have to leave your house.

AL Okay.

P3 I mostly go shopping more than online shopping because I can't really trust online shopping because like you need to try it on and stuff like that. So, I do prefer it when I go to the shop but like sometimes I do online shop if like there's that one thing that I really, really want sort of thing. Yeah.

P5 I mean, some things are only... are available online because they come from a... different countries. So, I think if we could do it online, then it would be like a better variety.

00:16:38

AL Okay. Anybody else? Um, how is £50 as a, um, as a prize value?

FP Um, I think it's reasonable.

FP Yeah.

FP Yeah.

FP It could be higher but it's all right.

AL How much is, how much is higher?

FP Um, I don't know, like 70, 80, 100, [laughs], something like that.

AL Would...? Is £50 enough to motivate you to bring back your form...

FP Yeah.

AL ...or do you think if it was £100 you'd be like I'm definitely bringing my form back?

FP I think if it's £100 I'd definitely bring it back but £50 is enough for me to bring it back.

00:17:35

AL Okay. Anybody else? Um, and the, um... For the prize draw that we had, um, it was one in every ten girls would have one that voucher in your school. So, um, I don't know how many girls are in your form group, maybe 15/20/30?

P5 We have more girls than boys.

AL Do you? So, maybe 20 girls in your form group?

FP Could be, yeah.

AL 20 girls. So, that would mean that two girls in your form group should have won by... like in terms of over... It would have been over the school, so you might have found that there were actually four girls in another form group that won but... Um,

so two girls in your form group winning, how does that feel as a... the, the... of the, the chances of you winning?

P5 Actually, it's not that bad of a chance.

FP Yeah.

P5 One out of ten, I think it's reasonable to have only one out of ten like people. It's actually a really good... I thought it was more than that. I thought it was like one every year or like one out of like 100 or something.

AL Yeah.

P5 So, I thought it was better than that.

00:18:48

AL Okay. Anybody else?

FP Because like there's a lot of girls in our school, so like, as [name] said, I thought there would be like... it wouldn't be as like... Because we weren't really like told how many people would be winning, so like we didn't really know. So, like if, if it was like every... two per form, then that... that'll be good. I think that was good.

AL Okay. Um, all right. Is there anything else that you'd like to ask from there?

LA No.

AL No? Okay. Um, so I'd like to go through a couple of scenarios with you of different, ah, prizes that we could try. Um, and I've got some images to show you. So, um, this shows 100 girls and, um, this prize draw would be everybody who brings back their consent form would get £3. How does that feel as a, um, as an option? So, you were given your consent form, you're asked to bring it home, bring it back and if you brought it back you'd get £3 but everybody would get it.

00:20:11

FP What, £3 like money or like...?

AL It would be a three... it would be a £3 voucher.

FP Um, it wouldn't really...

FP You can't really buy anything for £3.

FP Like you can go to McDonald's but...

FP I don't think it would be available in McDonald's. But I don't think that's a good, you know, chance. Or like it is a good chance but I don't think it's a good prize, really. I would have less people but more...

AL Okay. Do you, do you both agree?

P4 Yeah, I agree.

AL Yeah? Okay. So, my scenario number two is... So, this, again, this shows 100 girls but, um, this is one in every three girls would win a prize but they would win £9.

FP That's more reasonable but like it's still not enough.

AL [Chuckles].

FP Like you can't buy anything for £9. Like if you go to the stores these days, you can't really buy much for £9 but it's still reasonable. It's better than £3.

AL Okay.

FP Yeah.

00:21:22

AL Yeah? Do you both agree? Yeah? Okay. My next option... You know where this is going, don't you? It's going up, up, up, up, up. [Chuckles]. My next option... So, this is every ten girls out of 100 would win £30.

FP I think that's more reasonable, yeah.

FP But, then again, there's like less girls winning that, so... It's all right but if like if more... like a little bit more could win £30, then that would be better.

AL So, you, you want more girls and more money.

FP I think, um, it's the best out of, our of all the options, um, because... So, yes, you... if you... it's more rare to win, like it's less common but if you do win, then you get more than £9.

AL Aha. Any other thoughts on this? No? Ah, so then my next one one person in 100 wins £50.

00:22:37

FP Um, that's all right. Um, not that bad but there's like 100 girls. So...

FP Rather spread it out a bit than giving one person all of the money.

FP I don't think it would really motivate you either. If it's like one out of 100 like, you're kind of... you're wondering you're not going to win it.

FP Yeah.

AL Aha. All right. And my final one is one person wins £300.

FP That's good because like that's, that's a lot of money and like it's better than winning... one person winning 50.

P5 I think it should be more spread out so more people can have a chance.

FP So, if you have a budget of 300, then you'd rather give it to more people. Like at least like 50 each person. If you're going to spend it all... 300 on one person, it's a bit... a lot.

FP And your chances are very low as well.

AL Mmh-hm. What about the motivating factor? If you were... had to bring back your consent form and there was a chance that you could win £300?

FP It'll make me want to bring it back but I'll still have... Like I'll still be like I'm never going to win that, so...

00:23:48

P4 Yeah.

FP I think the number 300 is really big, so that in itself will probably make people want to bring it in.

P4 Yeah. I feel like the amount is very high. So, it would motivate people but it's just, again, the chance does cross your mind.

AL Yeah.

FP When they see the prize, they won't think about how... like not as common it is as other options. I think the prize just like overpowers the like one in 100 like ratio.

AL Aha. Right. Okay. So, based on some of the things that we've chatted about today already, can... does anyone have any ideas about how we could improve the, um, the, the prize draw? Some of the things we've spoken about are, you know, changing the value, changing the, the odds of winning, perhaps changing the prize itself.

FP Um, like for the prize, it's a good prize because like, as I said, girls do like shopping, um, but I would prefer if more people would be able to win it, so then that will make you want to bring in your consent form so that you do have a possible chance of winning. Like some of... Like some people do but like only those like lucky ones do, if you get me.

00:25:18

AL Mmh-hm.

FP And, um, I think it should... I'm not sure if it was on the letter, I don't really remember, but on the letter, um, it should have like what type of stores are available because when I hear shopping voucher, I kind of immediately think that clothes and I don't think of the other options but if there are other options available, um, then it would be good to include that.

AL Mmh-hm. Include some food shops.

FP Yeah, include some...

AL Ah, okay. Anybody else? No? Does anyone else have anything else they wanted to talk about, about the vaccine or about anything like that, anything that they thought that they might be talking about today but they haven't yet?

FP I just think that they have to like tell us more about it so that we have an insight of what's going to be happening.

FP And people don't fear it as much.

00:26:19

FP Yeah. Especially me like. So, like they need to tell us more about it than they do because they just give us a letter and they're just like you're having your vaccinations. They do tell us a little bit about it but not what we need, like not the... So, yeah.

AL And so what kind of things do you feel like you need?

FP Like what's... what vaccination we're going to have. Well, they tell us that but like what's in it, what's going to go in our body, like how the...

AL Side effects?

FP Yeah. And, um, like the prize, they don't really tell us much about it. So, yeah.

AL Okay. Anybody else? No? Okay. Well, that's all the questions that I have. Have you got any extra questions? No. All right. Well, I will stop the recording now.

## Focus Group 5

### Speaker Key:

LA Researcher 1  
AL Researcher 2  
P1 Participant one  
P2 Participant two  
P3 Participant three  
P4 Participant four  
P5 Participant five

00:00:00

LA Okay, great. Thank you. Um, okay so as, ur, as I just said earlier we were wanting to talk to you today about the prize reward that we offered when you were in year eight, um, for returning your HPV vaccination consent forms. Um, this might be a bit tricky if none of you actually remember [chuckles] being offered that prize reward. But you so you, might have to bear with me. Um, what I was going to ask was what were your kind of initial thoughts about being offered that prize draw. Um, but maybe you might have to put yourself in the shoes of imagining.

[laughs]

Imagining that you had been offered that, that opportunity and how you might feel about that. Um, or that you, you knew, knew about it. Um, so, just to go over it again it was, um, everyone in all the girls in your year were offered the option to win a £50 Love to Shop voucher for returning the vaccination consent form. Um, and that was with a one in ten chance of winning. Um, what, how do you, how do you think you might have felt about being offered that?

00:02:03

P4 Like it's a good thing.

LA Yeah.

P3 I don't know, yeah.

P5 Because all you've got to do is actually like sign it and say whether you like kind of what you can do it or not.

P2 And, that there's still a chance of you winning.

P5 Two, it might put people in a position more that they like actually should get it done or something I don't know.

P3 Yeah

LA Yeah, so you agree with that?

P1 Yeah.

P5 Hm hm.

P4 Yeah.

00:02:38

LA Um, and do you think this is something that would make you feel excited or, um, how do you think you would actually feel about it? Um, is it an exciting prospect to win, ur to have an opportunity to win or is it just a bit, a bit nothing.

P3 Yeah.

P2 Yeah, because like you don't know if you're going to win or not. Because like, if it was guaranteed than I guess people would be more like excited and looking forward to it. But because like one of a ten, one out of ten chance I don't think people get that excited about it.

LA Okay. What does anyone else think?

P4 Yeah, I agree.

P5 Yeah.

LA Yeah. Were you not very excited about it?

P5 I think it's okay but because there's more people I think there's less chance to win it.

LA Okay, so is that, that's a fact that it's like puts you off is that.

P5 Yeah.

00:03:33

P1 Hm hm.

LA It's not very likely that you would win. Okay. Um, and okay [chuckles]. Maybe this question might just be for you. [laughingly] Um, did you know about any other, um, any other girls who, uh, were they talking about winning the, um, having the opportunity to win the voucher? Or did like was there any talk from other, other people that you knew about it?

P1 Uhm hm.

P2 Uhm hm.

P4 Didn't hear nothing.

LA No.

P1 Uhm hm.

LA Okay. Um, and this is another hypothetical question [laughs] I suppose. But, um, how do you think your parents like, what do you think your parents might have, uh, said if you'd gone home and said, oh I've been offered into, I've been offered the

chance of winning this prize for returning the form. Do you think they would have been on board with that? Or do you think they might, um, yeah had something to say about that?

P1 I don't think they would care that much [laughs].

00:04:34

LA No.

P1 No, like they would be like okay and just, they would have just like left it. Because like we get offered these sort of things like quite a lot.

LA Oh okay.

P1 Like they will always be like okay if you do this you might have a chance of doing like winning this or that. And, it's just something that's like quite common.

LA Hm. Okay. So, what kind what other things do you get, um, get offered prize rewards for?

P1 Like I don't know like books, like vouchers for like books and stuff.

LA Okay.

P1 It's just a bit.

P4 Also that is the thing they do, um, the green ticket.

LA Oh, that's right.

P4 And, then if you earn it like win them they get put in a raffle at the end of term. There's that chance of you winning the prize like tablets and stuff.

00:05:13

LA Oh okay.

P5 But then it's like one person gets chosen out of those people.

LA Yeah, like.

P5 Out of the whole school because like.

LA Oh. So, just one winner.

P1 Yeah.

P2 Yeah.

P5 Yeah, out of the whole school. So, it's like.

P4 It's not like you like actually looking forward to it because it's like rarely a chance of you winning. Because it's like everyone in school.

LA Yeah. Okay.

P5 And, like everyone maybe has more than one ticket.

P2 So, there's more of a chance that those win.

00:05:35

LA Yeah. I see. Okay. Um, so [laughs]. I think it's quite difficult to ask these questions with no one knowing what I'm talking about. [laughs].

AL Hm.

LA Um, [sighs]. sorry you have to bear with me. I'm just going through my interview guide.

AL Can I ask a question?

LA Yes, please. [laughs]

AL So, from what Lauren said today what do you think is the purpose of the prize draw? Like what do you think that it's trying to get at?

P1 To encourage girls to get their HPV vaccinations.

AL Uh huh. Does anyone else have any other ideas of what it might be for?

P4 Uhm hm.

P5 I agree with her.

P2 Yeah, I agree with her as well.

AL Yeah, so it's about you think it's about getting people to get the vaccine.

P3 Yeah.

P1 Hm hm.

00:06:36

[music]

AL Okay. Um, because what one of the things that we were hoping it would be doing, it would be to maybe make girls to bring their form back. Not necessarily to get the vaccine. So, um, we're saying that you could be entered into the prize draw if you if your consent forms said yes to vaccination. But also, if it said no to vaccination. It's just about getting the form back.

P2 Yeah.

P1 Oh.

AL Was that not, was that not clear the first time?

P1 No, I thought that if you said yes.

AL Uh huh.

P1 To vaccination then you would get it.

AL And, do you have any different, um, feelings about the prize draw now?

P1 Yeah.

AL You know that?

00:07:19

P1 Yeah, I know that, um, if you say yes or no that you get it.

AL Yeah.

P1 Yeah.

AL And, do you think that's, do you think that's better or worse?

P1 Yeah. That's not what I thought.

AL Okay. And, why is that?

P1 Um, because if you might not want to get the vaccination but you can still get a prize for doing, for just bringing in a form.

AL Hm hm.

P1 It's much easier to get the prize if you like.

AL Hm hm. Anybody else? No. Did other people have the similar, similar thoughts?

P4 Yeah.

AL That it was about.

P2 Yeah.

00:07:53

P3 Hm.

AL Getting girls to bring to say yes to vaccination. Yeah. Okay thank you.

LA Um, so in general how do you, um, how do you feel about the use of something like a prize draw to, um, to encourage people to bring back their forms? What are your thoughts about that?

P2 I think it's good I guess.

P4 Hm.

P2 Because like just still like I don't know. It's like it does encourage girls to bring in this back of course. I mean that's weird because like otherwise a school might not know like, like if their like how do I explain it? Like because like when a student doesn't bring in a form they keep pressuring you to bring it in. Because like they have to keep a record of like who's doing what. And, I think the fact that there is a prize like the chance of winning a prize it encourages more girls to bring it in.

LA Okay. What does anyone else think?

[music]

P3 I agree with that as well.

00:09:07

LA Yeah, that it's a good idea.

P3 Yeah.

P1 Hm.

LA Um, I think there are some people that might think that it feels a little bit like a bribe to offer a prize in return for, um, for doing something, ur, in return. Like what do you think about that? Do you feel like that's a?

P4 I disagree with that.

LA Yeah.

P4 Because like even if there is a prize or not you're still gonna have to like, bring the slip in. Even if there is a prize and you bring it in it's not like well 100% chance that you might win it. Because it's not like, it's not like they're giving an opportunity to everyone to win that prize.

P2 So, it's not really a prize.

P4 It's like one out of ten. So, like it's not they're not bribing you. It's just like something there for you to like, look forward to or something. I feel like that yeah. But I don't think it's bribing.

LA Okay.

P3 It's not like forcing you. It's just encouraging you.

00:10:00

P4 Yeah.

P3 To bring it back in.

LA Okay. And, I know you said that it is something that something that you might look forward to. Is that do other people agree with that? That it would be something that was?

P1 Yeah.

P3 Yeah.

P4 Yeah, because it's like it's quite a good prize just to bring in the slip.

LA Yeah.

P4 So, yeah. I think like there's a lot of people that might like look forward to it.

LA Yeah. Yeah. Okay. Um, and so in this case we offered people the chance to win a £50 Love to Shop voucher. Um, what do you think about that prize in itself?

P4 No, it's a good prize

P1 I think it's a good prize yeah.

P5 I think it's a good prize.

00:10:40

P2 It's like £50 is quite a lot to spend.

P5 Yes, you can use it for different stuff.

LA Yeah.

P1 Is it for like every shop? Uh, it sounds good then.

LA Yeah, well oh yes it's limited to whichever shops they're signed up to.

P1 Oh.

LA You'll have to shop...but it has like a various High Street shops.

P1 Hm.

LA That you can spend it in like quite a lot of them.

P1 Hm.

P5 And, it's stuff that you might use because other prizes you might not use it a lot.

P1 Hm.

P5 But vouchers you'll use it.

LA Okay.

P4 How do you like pick who wins it?

00:11:13

LA Just like a raffle like um, we randomly select. You know, put them all in a hat and picking out ten or not ten but more than ten yeah.

[music]

LA And, so you think that the value, the value was good you say?

P1 Yeah, it's good.

P4 Yeah.

P2 Yeah.

P5 Yeah.

LA Yeah? And, are there other, other, other types of, um, vouchers that would be as appealing as maybe like a Love to Shop one? For example, like an Amazon voucher or something like that?

P4 Yeah.

P1 Yeah, I love those.

P5 Yeah.

00:11:45

LA Is that something you'd like to?

P2 Yeah.

LA Yeah?

P1 Possibly yeah.

LA Yeah. Like you would use. Do you have any other ideas like other types of vouchers that you might?

P2 So, usually the thing that, um, is a common interest with [school name] boys and girls is like shopping.

LA Hm hm.

P2 So, like I think something that all girls can relate to and look forward to. So, yeah I think it's the best one.

P4 Hm hm.

LA Okay. To you.

P4 Yeah.

P1 Hm

P2 Yeah.

00:12:12

P5 Like you can do like New Look vouchers for girls but other vouchers for boys. Like something they're interested in.

LA Okay. That's good. [turning pages]. Um, and so you obviously we've touched on this a little bit already. But we were offering people that they had a one in ten chance of winning. Um, what do you, what did you think about those odds?

P4 Uhm.

P1 Well it depends on how many people brought back their consent forms. Because it feels like a little amount of people.

P5 Yeah.

P1 Then it's more a chance of you winning. If there's a lot of people bringing back their consent forms then it's less.

P4 Yeah.

P1 Likely that you'll win a prize.

P2 Like we don't know. Like obviously it varies in different schools. But like there could be let's say 100, um, girls in one year. And, you're because with 100 girls like you have a really little chance of actually winning it. So, that's why when we got the letter and say if we saw the, um, the offer being made to us we would have been like, oh okay. Because like you don't really think you're gonna win.

00:13:25

LA Yeah, okay. And, just out of interest how many, do you know how many girls you've got in your year?

P5 I think like 200, 200 and something.

LA Okay. So, there may have been 20 girls that were, is that good maths? [laughs]. Um.

P5 More than 200.

LA More than 200.

P2 Also, for the vaccine average around 200.

LA Okay. But they don't seem like particularly good odds?

P2 Yeah.

P1 No.

P4 I think it's quite low.

LA Yeah.

P5 But like if there's less people who brought it in then it might be good I don't know.

00:14:04

LA Okay. And, do you think um, in response to this kind of prize draw do you think a lot of people would be bringing them back? Or do you think it would?

P2 Yeah.

P3 Yeah.

P1 Yeah. I mean because it does support them to bring it back. So, obviously more people would be bringing it back.

[somebody yawns]

P1 Therefore decreasing the chance of us winning.

LA Okay. So, that's a factor that you'd?

P1 Hm.

P3 Yeah.

LA When you're weighing up whether or not it's a good thing.

P1 Hm.

00:14:27

LA Okay. Um, so kind of following on from that, um, I've got a couple of different like scenarios that I'm gonna, um, show to you and just get your opinions on them. So, in this case we'll just imagine that there's 100 girls in your year. Um, and so the first scenario is that every girl in your year, ur, receives, ur a voucher for £3.

P4 Hm hm.

LA For returning their form. What do you think about that?

P1 Well because you can't really buy much for £3.

P5 But like I think it's good because like everyone's actually winning something for bringing it in.

LA Hm hm.

P5 Because if it was like just like I said like a few people that or win it and people who brought it in might not think it's fair. But then at least everyone's winning it.

LA Okay.

P3 I think it's.

P2 Even if it's low.

P3 I think it's good as well because even if it's £3 you can add on money.

LA Hm hm.

P3 Because say if something is £5 you can just pay £2 more.

00:15:27

P5 And, then you can't expect a lot for someone to give you just for bringing it in. Um, a form in.

P3 Yeah.

P5 The fact that you're trying to encourage us to bring it in. It's not like you're forcing us to.

P3 Yeah, it's like better than nothing.

P5 Yeah.

LA Okay. And, so you mentioned that like people might, might not think it's fair if they've brought their form back in and somebody else.

[something falls]

P1 Sorry.

LA Somebody else gets the prize. So, you think that this is a more fairer way.

P4 Yeah.

P5 Yeah.

00:15:54

LA Of distributing the money. Okay but you're not so sure that it's.

P1 No, no it's like I'm not sure actually because like I agree with that. But like I also think of my point that I made just like I think we're arguing the difference.

LA Yeah, definitely.

[somebody yawns]

LA Okay. Anymore thoughts on that?

P4 Nope.

LA No?

P5 No.

LA Okay. So, the second scenario, ur, is again imagine there's 100 girls in your year. Um, and this is everyone, one in three girls would win a £9 voucher. What do you think about that?

P2 I think that's good because like, like one in three is a pretty good chance of you winning. Like some more girls that are gonna win rather than like one in ten.

LA Hm.

P2 Which is way less. And, £9 is a pretty good offer I guess.

LA Yeah. Any thoughts on the value?

00:16:49

P4 I think it's a good value.

P3 I think the value's good. But then there'll be like people missing out. It is but then one out of three.

LA Okay.

P1 Hm hm.

LA Okay, so the next one is um, so these, these are the same odds that you were offered. So, that's everyone in ten. But it is a £30 voucher or even a £50 voucher.

P4 I think that's a low chance of winning. But like I think it's good if you're doing them because you'll get in quite a bit.

LA Hm.

P4 And, have quite a lot of just bringing their form in. And, it's like encouraging them a lot. Because that the higher the, um, the reward is that more chance of them actually bringing it in.

LA Hm hm.

00:17:36

P4 And, it's like there's something to look forward to if you do win. But if you don't win then they might like, like it's not that it's guaranteed. But if you do win then it's like something looking forward to. Like you don't actually have to get the injection done to win the reward.

LA Okay.

P3 I think it's still good because usually when you just sign something you don't get anything back. But this is like something extra. So, I think it's still good.

LA Okay. In particular with these, with these odds?

P5 Yeah.

LA Yeah. Any thoughts about the value that's £30?

P4 I think it's quite, it's quite good.

LA Yeah.

P4 Yeah.

LA Okay. Um, so in this scenario just one person in the year would receive a £50 voucher.

P2 The value's good but like it's one person. Imagine out of 100 people. It's like I don't think that many people would be looking forward to it. And, I think in this case less people might bring it in because they know that they might not even like have a chance of winning.

00:18:44

LA Okay. So, you think people might be dis- actually be discouraged.

P2 Yeah.

LA From returning because they're not gonna.

P4 But I feel because the value's like so high I feel like it might be that even like bring it in more. Like a lot of people bringing it in more because they want a chance to win it. Even if they don't but they still like in that place to win it if they bring it in.

LA Hm hm.

P5 I think it is good but like if there was more than one person like four or something then it's that odd.

LA Yeah.

P5 But like yeah.

LA Any thoughts?

P3 It feels like a higher chance then I think more people will bring it. Because a lower chance people might like, not want to bring it in or it will discourage them.

00:19:25

LA Okay. Um, and then earlier you said about some people might not think it's fair if they brought their forms back in and they didn't, ur, didn't receive a prize. Do you think that that would be that case if there was only one winner that people might feel a bit out. Or do you think it makes it better because there's only one person winning?

P4 Maybe but like everyone's in the chance to win it. And, like it's not like 100% everyone's gonna win it. And, it's not 100% is all gonna win it. Like some people might actually like they don't care about the reward but still want to bring the form in.

LA Hm.

P4 So, that I think it's good either way that you put a reward on it as well.

P3 I think if there's more, if there's a higher chance of people winning it, um, if there's a higher chance then that means some people they gonna they might feel left out. But if there's a lower chance of winning it I don't think that many people care that much because it's not just, um, there's just there's only one person getting chosen.

LA So, there's lots of people not getting it as well.

P3 Yeah.

LA Yeah. Any thoughts? Any thoughts? No. Okay. And, then finally, ur so this is the same odds. Just one person in 100. Um, but they would win a voucher for £300.

P4 I think that's good.

00:20:48

P2 Yeah, that's really good.

P1 That's, that's really nice.

P5 Because like people won't expect. Like all you're doing is bringing in a form. They're not asking for a lot. And, that people can't get like annoyed about sort of one person winning it because it's not like you can give the opportunity to. Like it's not I'm not saying that like you might want to give the opportunity to everyone but it's quite a lot of money. So, you're not gonna like, give it to more than one person. And, the person who wins it is gonna be like, like really happy.

[emergency vehicle siren]

Because all they've done is just brought a form in. And, like people might get annoyed at it but they can't expect to win it because it's not like instead of one out of what like it's a 100 people who can win it. And, like you can't always expect to win it. Because like everyone knows there's gonna be that one person who wins it. But like it's a way of encouraging them even more. Like you don't have to bring it in but it's like something to look forward to if you do bring it in.

LA Hm hm.

00:21:40

P5 And, you don't actually have to get the injection. It's like yes or no. So, I think it's good.

P1 Hm hm.

LA Okay. And, you mentioned that people might be jealous.

P2 Yes, because like they might have like brought in their forms and when the one person gets it they might not care. But they I feel like they might get jealous of the person. Because like, oh I brought the form in. Why didn't I get it?

P5 But I feel like people would get more jealous if the money's higher.

LA Yeah, yeah.

P5 Because if it's like one out of 100 people winning it that one person's winning it. And, if the money is quite low then they wouldn't be that like jealous like jealous. But if it's really high then there might be more chance of people getting annoyed about it.

P2 It could.

P5 Because it's high, a lot of money to get.

P2 It could have been like a whack and be and split it. Like 30 divided by 10. Like a £300 voucher then £30 for like more people. They could have like, girls would say that sort of thing if like one person got £300 all for themselves.

LA Okay. And, is that a fairer way of doing it do you think?

00:22:44

P5 Yeah.

P2 Yeah.

P3 Hm hm.

P4 Yeah.

LA Yeah. Okay. Any thoughts? No.

P5 Have you like already picked who's won it? £50.

LA Uh, so this is just a like a hypothetical scenario.

P5 Hm.

LA So, we haven't done it. Like before how we did it was one in ten people would get 50 a £50 voucher. So, yeah we haven't ur, we haven't done it where we've just offered it like to one person.

P5 Hm.

LA Um, so okay. So, going back to what we originally offered which was £50 one in ten chance, um, how do you think, um, and that was for a Love to Shop voucher

again. Um, how do you think, ur, we could make that prize draw kind of more, ur, kind of more appealing? Like how could we improve that to make it?

00:23:40

P2 Maybe like tell, like, like give a description of what's actually included. Like I don't know. Like if you told them what you could buy and like what shops you can spend it in.

LA Hm hm.

P2 It might help them. Because like if you say a Love to Shop voucher and there's people like, what's that like.

LA Okay.

P2 People don't know what it is. And, so if you actually included the what like you can do with that money it would probably like encourage them more.

P5 Yeah.

LA Yeah.

P4 I agree with that.

P3 I also think like everyone or most people should get like a good value of money. But then some people might feel left out again. Or at least like half the people. Yeah.

LA Okay. So, is it, is it about striking a balance between how many people win and the value so that people don't feel, aren't feeling left out?

00:24:36

P3 Yeah. Or maybe like everyone gets a small amount.

LA Hm hm.

P4 I feel like not everyone should get something. Because it's not like you lot are choosing it to choose it. Like no one's making you pay the rewards on the thing. Like all you're asking for is a form. No one told you that you have to put a reward on. But you lot are like put that on and I feel like people shouldn't get like annoyed if they don't win. Because like they if you didn't put a reward on then like no one would be getting annoyed and stuff.

LA Hm hm.

P4 Or if they bring their form in. But they said like we're putting a reward in. That people should be grateful that you've done that. And, there is a chance of them winning. So, they shouldn't be like getting that annoyed about it.

LA Okay. What do other people think?

P2 I agree.

P5 Yeah, I agree.

00:25:21

LA Yeah. Okay. Um, and so I know that we've touched on this already. But do you think going forward if we were to do it again but, ur, a Love to Shop voucher is the, the most appropriate kind of a prize.

P1 Yeah.

P2 Yeah.

P4 Yeah.

P5 Yeah.

P3 Yeah.

LA Yeah. Okay. Um, but you think it's important to explain where it can be used.

P2 Yeah.

LA Just out of interest how many of you knew what a Love to Shop voucher was before I mentioned it? You've heard of it before?

P1 Yeah.

P2 I heard of it as well yeah.

P5 Yeah.

LA Yeah. Sorry, can you just speak a bit?

P2 Okay. It's like three people.

00:25:59

P1 Yeah.

LA Um. Okay.

AL Can I ask a last question?

LA Yes.

AL Just out of interest, do you know how much your friends or if they do get pocket money? Do you know if your friends get pocket money or how much they get?

P2 Um, I don't think people get pocket money but like if they do need to go out their parents will give them money. Like depending on but where they're going. Like say if they going shopping probably looking at an average of £20.

P4 Yeah.

P2 I would say.

P1 Yeah.

P2 But if they gonna go get like food or something like that like £10 to £20 again.

AL Okay.

00:26:39

P4 I know some people who get like £5 a day just for like food for school.

AL Okay.

P3 And, yeah I think some people they might use their lunch money for other stuff. So, if they want to buy something after school they might use that money.

AL Okay.

P5 I get money like every single day. And, I save it for the weekend and I get more money on the weekend as well.

AL Okay.

P1 On an average I would say every week I'll get around £5 to £10 maximum.

AL Yes.

P5 Like the most I'll get in a week is like £20. But like it's because I like saved the money from there and then when I ask for money I get like less because I saved money.

[emergency vehicle siren]

LA Do you have any other questions?

AL No, I don't thank you.

LA No. Okay. Well that was, that was all of the questions for today. Um, do you guys have any questions, um, about anything that we've talked about?

## Focus group 6

### Speaker Key:

AL	Researcher 1
LA	Researcher 2
P1	Participant one
P2	Participant two
P3	Participant three
P4	Participant four
P5	Participant five
P6	Participant six
P7	Participant seven
P8	Participant eight

00:00:45

Thank you. Um, so, um, as I, as I said previously, um, when you were in year eight when you were offered the chance to have the HPV vaccine, you were offered also offered the chance to be entered into a prize draw to win a £50 Love to Shop voucher if you brought back your permission slip. Your HPV consent form signed by your parents or your guardian. And, it was regardless of whether the consent form was saying yes to vaccination or no to vaccination.

You just had to bring the consent form back. Um, I think everybody said that they remembered that that was the case. Can you tell me what your initial thoughts were? Um, when you learnt that you would be, you'd have the chance to be entered into the prize draw.

P4 I won one of them.

AL Did you?

P4 Yeah, but I thought that because I didn't get the vaccination done I thought that was kind of unfair.

AL Okay.

P4 Because I didn't really do anything to do it. I just gave a piece of paper back.

AL Okay.

00:01:47

P4 Yes.

AL Yeah. But so, I suppose if, um, someone had got the con, had got the vaccine they were still only getting the prize for bringing their piece of paper back.

P4 But I think um, they got something. That must have been the health thing as well.

AL They got the vaccination I suppose so.

P4 That's what the consent form is to be aware of the vaccination.

AL Hm hm.

P4 And get it done.

AL Hm hm.

P4 But I didn't do that.

AL Okay. Has anybody, does anyone else know of somebody else that, that won the voucher? No. No. And what, what were your initial thoughts then about, um, the prize draw? Do you think it was a good thing? Was it an exciting thing? Was it, ur, like I didn't mind about it?

P3 I didn't mind about it.

P2 I didn't mind about it yeah.

00:02:42

P1 Yeah, I didn't mind.

AL And, why was that?

P3 Because like, like you wouldn't really like think that you will actually win the prize just like for the vaccination.

AL So, you thought it wasn't very likely that you were going to win?

P3 Yeah.

P2 Yeah.

AL Is that what, are other people agreeing with that?

P2 Yeah.

P1 Yeah.

P5 Hm hm.

AL Why did you think it wasn't likely?

P2 Because there's like so many people like.

00:03:06

P3 Yeah.

P2 Or that, just like, well not even half of the people that did the, like there's so many people like that you don't really think that you're gonna get, you're gonna be the one who's gonna get picked for it.

AL Uh huh.

P1 Like it's not like or his reaction was like the best will win when they got the injection. It's just like you got the injection. And it doesn't matter like who gets the prize.

P5 We didn't really think about it yeah at the time.

AL Uh huh.

P5 It was just like the form we gave in and that's it.

AL Uh huh. Um, did you speak to any of your other, did you speak to any of your friends about the prize draw?

P1 No.

P4 No.

P6 No.

P1 Ur, ur.

AL No. And, um, how about your parents? Did you speak to them?

00:03:51

P1 Yeah, I did.

AL Yeah. And, what did they say?

P1 Um, they just said like oh, um, you can try it, but you could just try getting, um, the form in. But like if you're not sure you're never gonna know or not. That's what they said.

AL Hm. Okay. How about anybody else? Did anyone else speak to their parents?

P4 No.

AL What do you think they might have thought about it?

P4 I don't think they would have really cared.

P6 Yeah.

AL No.

P3 My parents didn't really think it, like, like they, it was actually gonna like, if it was true or not. That's what they thought.

AL Okay.

00:04:24

P3 They just thought it was written on the thing, so you could give the slip in possibly.

AL Okay, so you thought that they thought that it might not actually be true.

P3 Yeah.

AL Did anyone else have a similar reaction? Did anyone?

P5 My parents just wanted to get the slip in.

[all laugh]

AL Okay. Yeah.

P5 Yeah, they were just like the school should know. So, yeah, you just get it in.

AL Okay. So, it wasn't about having a prize.

P5 No.

P6 No.

AL It was just you felt that you had to hand the form in regardless.

P3 Yeah.

P4 Yeah.

AL Yeah. Is that, other people are agreeing? Yeah?

P1 Hm.

00:04:59

P3 Hm.

AL Um, and how about your parents when you did win? How did they, what was their?

P4 It was just like a surprise. Like oh you won that. And, then nothing else really. We just got free things.

[laughs]

AL Okay. Okay. Um, Can you tell me what you understood about the prize draw at the, at the time? Why did you think you were being offered the prize draw?

P2 So, we can hand the slip in.

AL Okay.

P3 Yeah. Just to get the, this slip back.

P5 And, to make people feel excited.

[all laugh]

AL Has anybody else got any other ideas about what, what the purpose of the prize draw was?

00:05:45

P4 Maybe to like, feel good about doing the injection.

AL Okay. Yeah.

P2 Did you have to give in the slip or do the, and do the injection? Or just give the slip in?

AL Just give the slip in. Yeah. Um, well that was our purpose. Our purpose was to, um, get people to give the slip in. It wasn't, some people get confused. And, they think that it was about, um, getting the vaccine. But it wasn't. It was about just giving the slip in.

P2 Oh.

AL Yeah. Um, how did you, how did you find out about the prize draw?

P7 On the letter.

P1 We found it in the letter.

P3 In the letter.

AL It was a letter yeah.

P1 Yeah.

P3 Yeah.

AL And, did you, did your form teacher talk to you about it? Or did anyone else talk to you about it?

00:06:32

P1 We were just given the letter.

P3 We were just given the letter.

P5 We just read the letter that's all.

AL Okay. Okay. Was that, actually I'll get to that, you're all in the same form group?

P3 Yeah.

P4 Yeah.

P5 Yeah, yeah.

AL Yeah. So, it must have been the same for everyone. Are you in a different form group?

P1 No.

P7 Huh?

AL No.

[all laugh]

00:06:50

P7 What?

AL Okay. Um, ur, is there anything that could be improved about, um, how you found out about the prize draw?

P6 I don't think it would change my opinion.

AL No.

P3 If it had been like a separate letter.

P2 Yeah.

P3 For people to actually read it. And, then they would actually think like, or, um, like it's actually, like it's actually a, it's actually a prize that you can actually win.

P1 Yeah.

P3 Because when it was on the form we were just thinking that, oh it's just a, it's just something that just says it on the letter.

AL Okay.

P1 Like if we can find out more about the prize as well.

P4 Yeah.

AL Okay. And, would that come at the same time as all of the other information that you, you got? Or will it come before? Like if you were given a couple of days beforehand? Or a couple of days afterwards?

00:07:52

P1 I think.

P2 Like the next day.

P5 Yeah.

P2 Because then that's the only thing that you're, you're only focusing on. So, like if you get it the next day then that's the only letter. Then you will actually read through it.

AL Hm hm.

P1 Yeah.

P2 And, just give it in.

AL Okay. Anybody else? Does anyone else have any, any thoughts on that?

P4 Well how about why the. Why you're giving out the card?

AL Why you're given the, why you're given the prize draw? Yeah, okay. Okay. Um, and in general what do you think about the idea of using prize draws for, for that purpose to get girls to bring their consent forms back? Do you think it's a good thing? Is it a bad thing?

00:08:35

P2 I think it's a good thing because um, most of the girls do want to win something. They actually want to give the letter in.

AL Uh huh.

P2 So, it will make them give it in because of the prize.

AL Okay. Anybody else? No? Okay. Um, some people have said that it can feel like a bit of a bribe. What do people think about that?

P4 I guess it is though isn't it?

P1 Yeah.

P3 Yeah.

AL Yeah.

P2 I don't think so.

AL No?

P6 No.

AL Why do you think it isn't?

P2 Because it's just like a way, um, that you can win something. But like I don't know like. I don't know how to explain it.

AL Okay.

00:09:20

P2 It's not really a bribe because if you think about it, like you just said that it's not about, um, if you got the vaccination or not like. But it's just like for girls to like, win a prize. Like there's nothing like out of it.

AL Uh huh.

P2 You don't get anything out of it.

P5 Like I was gonna say or if you only get the vaccination.

AL Yeah.

P2 You can win the prize draw. But it's just like open for everyone.

AL Yeah.

P1 It was like that.

[somebody enters room and door closes]

AL Okay. Hi. That's okay. Do you want to take a seat?

P8 Um, I was at BFL.

AL I don't know what BFL is.

00:10:01

P8 [over talking] corridor.

AL Oh okay. Oh, yeah, yeah, don't worry. Come and sit down. So, um, ur, ur do you want to sit? Do you want to talk through the consent forms and those kind of things?

P1 Yeah, just read it afterwards.

AL Um. Yes okay. Yeah, that's a good idea. Okay. So, just to recap with what we're talking about. We, um, in year eight, ur, when you were offered the HPV vaccine, um, you were also offered the chance to be entered into a prize draw to win a shopping voucher if you brought your consent form back. Do you remember that happening?

P8 Yeah.

AL So, we're just talking about that. Um, and our opinions about that. Alright. Um, so, a couple of people were saying that they didn't think it felt like a bribe. Is that right? Um, I think you were interrupted there. Can you, can you um.

P1 Oh I just said that I didn't think it's really much of a bribe. Because it's not like you guys are making this up. You're just like it's just open to all the girls. Depends on them. And, like you said that you didn't say oh, um, you have to get the vaccination to get the prize. Like it's open to anyone who actually can get it.

AL Yeah. Okay. Alright. Um, and you thought it was a little bit of a bribe.

00:11:32

P4 But it's not for certain. It's just the way to get you to fill out the form and give it in.

AL Okay.

P4 Isn't it? So, that's why I thought it was a bribe.

AL Okay. Alright. Does anyone else have any thoughts on, on that? No? Okay. Um, so, in this ur, in year eight you were offered it was a Love to Shop voucher that you were offered. Has everybody heard of Love to Shop voucher before last year?

P1 Uhm hm.

P3 Uhm hm.

P4 Uhm hm.

AL No.

P2 Uhm hm.

AL No. Um, ur, do people know what it is now?

P1 No.

00:12:16

P3 No.

P4 Kind of.

P2 Not really.

P6 Some people do, some people don't.

AL Okay. So, it's a voucher that can be used in lots and lots of different shops. They have to have signed up to Love to Shop. But you can be spending it in some clothes shops, food shops, music, um, lots of different, different shops. Um, but so what do people think of that as a, as a, as a prize?

P2 It's a good idea.

P1 Yeah.

P2 Because lots of people love to shop.  
[researcher laughs]  
[participants laugh]

P1 And, um, It's not only like one shop.

P2 Yeah.

P1 It's like various places you can shop in.

AL Uh huh.

00:12:52

P4 So, it suits other peoples' tastes.

AL Yeah. Yeah. Um, are there any other vouchers that, um, would work for you?

P1 JD.

P4 JD.

P6 JD.  
[participants laugh]

P3 Or Mac.

AL Okay.

P5 JD basically.

P8 Yeah.  
[participants laugh]

AL Okay. Would that work for you?

P7 Yeah.

00:13:17

AL Yeah.  
[participants laugh]

AL Um, how about Amazon? Does anyone, would anyone use an Amazon voucher?

P7 Me.

P8 Maybe.

P7 But then I don't know what's the age when you use online shopping.

AL Okay. Does anyone, one use, use online shopping?

P3 No.

P1 No.

AL No. Okay. What did you spend your voucher on?

P4 Just small things. Just, if I didn't want to really take any money then I just used my voucher.

AL Okay.

P4 I just bought little small things at the shops.

AL Okay. Uh huh. What kind of shops?

00:13:51

P4 Well like I bought, like because it was a £50 voucher, um, I think one of the big things I spent on was like River Island.

AL Uh huh.

P4 Like I used it at the branded shops mainly.

AL Yeah. Okay. Alright. Um, is there any other prize that would be a better prize? No?

P5 No.

AL Okay. Um, and so the prize value is £50. What's, what do you think about £50 as being the prize value?

P3 I think that's a lot.

P2 Yeah.

P1 Yeah.

P3 Because you wouldn't really get prizes worth £50.

AL Hm hm.

P4 Yeah.

00:14:33

P5 Yeah.

AL So, what would be, what's a, what would be a normal value of a prize that you would win?

P6 About £25.

P1 £20 yeah.

P2 Yeah.

P3 £20.

AL You said £25.

P6 Hm.

AL Yeah? Okay. Any other values?

P7 I think it should be £100.  
[participants laugh]

AL Yeah? Yeah. I bet you think it should have been £100.  
[participants laugh]

AL And, why is it that? Why £100? Why do you think?

P1 It's more money.

00:15:05

P7 Yeah, like I mean you can buy like larger stuff.

P3 You can spend it on more.

P6 Yeah, and what you want.

P5 Yeah, it depends on what store it is. Like if it was JD you can only get like.

P3 One thing.

P6 Small things.

P1 One thing.

P4 One thing.

P2 You can get like one thing because everything at JD is like a brand. One thing could be like £50.

P3 Yeah.

P4 Or more than that just for one thing that's why.

P5 But I'd feel like you were spending it on a lot of people. So, I'd feel guilty.

00:15:27

AL Uh huh.

P5 I'd feel guilty because you spend all that money. And, then there's like if you gave it to like a handful of people imagine how much that would be.

AL Uh huh.

P5 So, I'm like £50 I think is more than enough especially for people who aren't adults.

AL Okay. Just out of interest, do you know, do any of your friends get pocket money? And, do you know how much they get?

P5 Pocket money?

P1 Yeah.

P3 Maybe like.

P6 Yeah.

P4 Don't get.

AL Sorry. Sorry, sorry.

P4 I get £10 a week.

AL £10.

P1 Yeah, same.

P5 Same.

00:15:59

P2 Same.

P3 Same.

AL Yeah.

P6 Sometimes I get £15 a week.

P8 Yeah.

AL Okay. So, £50 is a lot of money compared to.

P1 What we get.

AL What people might be getting for pocket money.

P3 Yeah.

P1 Hm hm.

AL Okay. Um, and then so the, the prize value was, so the odds of winning were one in every ten girls. So, I think from one of the earlier focus groups they said, um, that there were about 200 girls in your year. Is that about right?

P3 Hm hm.

00:16:26

AL So, that would be about 20 girls in your year would have won the voucher. How does that feel about the odds of winning?

P2 Um, can you repeat the question please?

AL Yeah of course. Okay, how do you, there were about 20 girls in your year who would have won the voucher. How does that feel, um, about the chances of winning?

P5 High. Because, um, like I feel it was any like, um, out of all the girls just one person winning.

P1 Yeah.

P3 Yeah.

P5 Maybe it's like 20 people winning then like your chances are high.

P3 Yeah.

P5 Because you think like there's more of a chance of you winning. But there's so many like people that can get it.

AL Okay. So, do you think that that needed to have been clearer?

P1 Yeah.

P3 Yeah.

00:17:20

P5 Yeah

P4 Yeah.

P6 Yeah.

AL Earlier on. If you knew that the chances were high.

P1 Yeah.

P4 Because people would think oh, any one of us are gonna win it.

P3 Yes.

P5 Yeah.

P4 So, there's no point like kind of giving it in. Because all.

[participant coughs]

I feel like they would, they would doubt that they would win because they would probably think only one person is gonna win out of the whole year of girls.

P5 Yeah.

00:17:38

AL Okay. Um, okay. So, um, I'd like to talk through a couple of scenarios actually. Shall we just stop. Lauren did you have anything that you wanted to ask?

LA No thank you.

AL No. Okay. Um, ur, I'd like to talk through some scenarios of ur, different prizes and see what you think of them. Alright.

P3 Yeah.

AL So, um, on this sheet of paper we have, this is 100 girls in pink.

P3 Hm hm.

AL And, ur, in this scenario every girl would win £3 if they brought their consent form back. How would you feel about that?

P5 It's a good idea. Because people would want £3. So, they would, um, give their form in for £3.

P3 Yeah, some people would want at least something out of it.

P1 Yeah.

AL Uh huh.

[music]

AL Anybody else?

00:18:35

P6 I don't think really they should get £3.

AL No. You think it isn't enough? Or do you think that it's?

P6 I just don't think we should.

[participants laugh]

AL Why's that?

P6 Because that's like say if you're, like they're still getting something out of it although they may not appreciate it but they're still getting something out of it.

AL Hm hm.

P6 They shouldn't. I don't think like £3. What's that gonna get them? Lunch.

P5 Like what £3.

P6 And, they'll spend it all the way, well at once. I don't think they need it.

AL Hm hm. Okay. Anybody else? Anybody disagree?

00:19:11

P3 Yeah.

P1 Yes.

P3 Because, um, some people like the £3 means a lot to them. And, even if it doesn't.

P1 Yeah.

P3 They like, they will still appreciate getting £3. So, like even if, like they won't always spend the £3 at once. Like you can like, save up for something. Like £3 does mean like quite a lot to people.

AL Okay. So, it sorts of depends. Like some people might feel like I would spend that all in one go. And, I'd spend it at lunch.

P5 Yeah.

P4 Hm hm.

AL And, for other people it might be something that they could put towards something else.

P3 Yeah.

P2 Hm hm.

AL Anybody else? Has anyone else got any thoughts? No?

P2 No.

00:19:53

AL Okay.  
[something falls]  
So, my second scenario. Okay, so again this is.  
[page moving]  
This is 100 girls in the grey and the pink. But in this scenario you've got one in three girls would win £9. So, that's about 30 girls. 30 girls would win £9. How's that feel?

P5 I don't think it would feel like really fair in a way. Because like it's only like 30 girls that would win £9. And, then the rest would just like just give the form in but like.

P6 Get nothing.

P5 Not really, get nothing out of it. It's like if there was like, like for the other one was kind of like fair because everybody will get something out of it.

P2 Yeah.

P5 And, this one would just like they'll feel like, they'll feel down about why they didn't get the £9.

00:20:47

P4 And, I think that that prize draw is too like, I think there's too many girls because there's more of a chance for them to get it.

AL Okay. Um, so it sounds a little bit like um, ur, because there are more girls winning in this scenario. Are you alright?

P5 I have to go to the bathroom.

AL Okay.  
[participant leaves]

P3 Why is she laughing?

AL It sounds like in this scenario that because there's a, um.  
[door closes]  
Because there's more girls that are winning but it's not everybody winning.

P3 Yeah.

P1 Yeah.

P4 Yeah.

P6 There's more girls there.

AL Whereas if they were, if they were, if they were I think.

00:21:36

P4 If there were less they would get it.

P6 That's right also.

AL Yeah I see. So, this is sort of like the middle ground where there are too many girls winning it. But there aren't, but there isn't everybody winning it. And, there isn't everybody, um.  
[door opens]

P5 Sorry.

AL That's okay. Um, yeah, okay. Alright let's move onto scenario two, ur, three sorry. So, in scenario three we have got 10 girls out of 100 winning £30.

P1 Ten?

AL Oh. Sorry.  
[participants laugh]

AL How do people feel about that?

P8 I think £30 is a lot.

00:22:24

AL A lot of money.

P3 Probably like people think it's a lot.

P6 But then again it is like ten girls.

P3 I don't think it's fair.

P1 Yeah.

AL Why do you not think it's fair?

P3 Because only ten girls and there's so many of us.

AL Okay.

P3 So, I think, I think everyone should get at least a little bit instead of like too few people in a lot here.

P1 Because everyone's gonna give their form in and only a few are gonna get something out of it.

AL Okay. Anybody else?

P2 Well then it's awful luck. That makes it more authentic. I mean we're still gonna give it if they know they're gonna get something.

AL Yeah.

00:23:07

P6 Then I guess, depending on how much then I guess then it's really worth it. Some of us we won't.

AL Yeah. Are you alright?

P5 Yeah.

AL Okay. Alright. Anybody else? Anyone else got anything to say about £30 for ten people? No? Okay. So, I've got two more scenarios. Um, my last scenario is one girl wins £50.

P5 Okay.

AL One girl in 100 wins £50.

P6 I think that's fair.

P5 Yeah.

AL Yeah? Why do you think it's fair?

P6 I think it's like, well did everyone get in £9, £30. But only one person gets £50. It's less money for you to spend on a lot of people than one person.

00:23:57

AL Okay. So, you think it's the fair to the people who are organising?

P6 Yeah.

P1 Yeah.

P3 Yeah.

AL Organising the prize draw.

P7 I don't really think.

P6 But it's the people that organise it is they're the ones that said, oh why didn't I organise this? So, like it was your choice to organise it.

P4 Yeah.

P6 Like what if we're gonna organise it for girls to like win something then it is unfair for the other girls. Because only one out of 100 girls will win it.

AL Okay. Anybody else?

P3 I think people won't really feel down about it. Because when you won and like you'll just be like the lucky person who will just like win it. And, people won't really like feel sad about not getting it. Like if it was like ten people then that's when they'll feel down. But just one like not really. They wouldn't really like care if they lost.

P5 Yeah.

AL Okay. So, whereas we were looking at the one in the, the, one in three girls.

00:24:57

[participant coughs]

This one we were saying that because there would be, there would actually be quite a few girls winning it.

P3 Yeah.

AL That there'd be more girls that were losing out.

P3 Yeah.

AL So, even though in this one there'd be lots of girls that are losing out it's not like everybody else is winning as well.

P3 Yeah.

P1 Hm.

P6 Yeah.

AL Is that what you were saying?

P3 Yeah.

AL Okay. So, my final one is, ur, one girl wins £300.

00:25:22

P3 That's.

P6 That is a lot for one person.

P3 Yeah.

P1 And, for our age that's quite.

P4 And, if like that one girl wins it the rest will get annoyed because you think about how much they get. £300.

P5 £300.

P4 That's a lot especially for our age.

P7 Even though it'll make more people sign up for that. So, they can get £300.

P6 Yeah, but when they don't win.

P5 But you're not sure.

P4 When they don't win they'll get let down.

P3 Like maybe next time.

P4 They'll feel jealous.

P2 Maybe next time when the, um, the letter comes in they're not gonna sign up for it because they know that they're not gonna win like previous times.

00:25:55

P1 Yeah.

AL You said about feeling jealous. Did you find that people felt jealous that you'd won it? How was it given out to you? Was it sent home or was it given to you in school?

P4 No, it was given to me in school.

AL Yeah. Okay. But how do people feel when you won?

P4 I don't think they really were bothered by it.

AL Okay. Alright. Does anyone else have anything to say on the one person in 100 winning £300? No? Okay. Um, so based on everything that we've spoken about this morning is there anything that you think that we could do to try and improve this? Like it could be about telling girls about getting the voucher? Could it be about the voucher? The chances of winning? The value of the voucher?

P4 Um, by making things more, clearer. Because like some of us girls really thought, wait was it only one? How many people could win that thing?

AL It was one in every ten. So, there should be about 20 girls in your year who won it.

00:27:01

P4 Oh because I mean some of us thought that only one person could have won it.

P3 Yeah.

P4 So, it should be more, clearer in the letter of one in like 20 girls in 100 or 20 in 100 girls could like win it. So, people might like consider, um, taking the letter or bringing it in.

AL Okay. Anybody else?

P8 I think rather than giving the voucher in school you could give it at home. So, that other people won't know how much they got. And, they won't moan about it.

AL Okay. So, if it could be sent home perhaps.

P8 Hm hm.

AL Okay. Anybody else? No. Okay. I think that's all of the questions I have to ask. Have you got anything that you wanted to add?

LA No thank you.

AL No. Alright thank you. Does anybody have any questions to ask me based on what we spoken about today?