PANEL 1

August 8, 2012 3:00 pm – 4:30 pm

Consent Forms

Consent to Participate in Focus Group

The purpose of this group discussion and the nature of questions have been explained to me.

I consent to take part in a focus group to provide my opinion about a marketing campaign to encourage moving to Westchester. I also connect to be tape recorded during this focus group discussion.

My participation is voluntary. I understand that I am free to leave the group anytime.

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Witness Signature Date

PANEL 1

August 8, 2012 3:00 pm – 4:30 pm

Sign In Sheet

Westchester Residential Opportunities, Inc.

Focus Group
Wednesday, August 8, 2012
Panel 1: 3:00pm to 4:30pm

Name	Address	Email	Age	Race	National Origin
[redacted]	[redacted]	[redacted]	24	White	American
[redacted]	[redacted]	[redacted]	57	Native Am.	American
[redacted]	[redacted]	[redacted]	37	Black	American
[redacted]	[redacted]	[redacted]	27	White	American
[redacted]	[redacted]	[redacted]	30	Asian (White)	Indian Greek
[redacted]	[redacted]	[redacted]	44	AA	AA (2)
[redacted]	[redacted]	[redacted]	62	AA	Jamaican

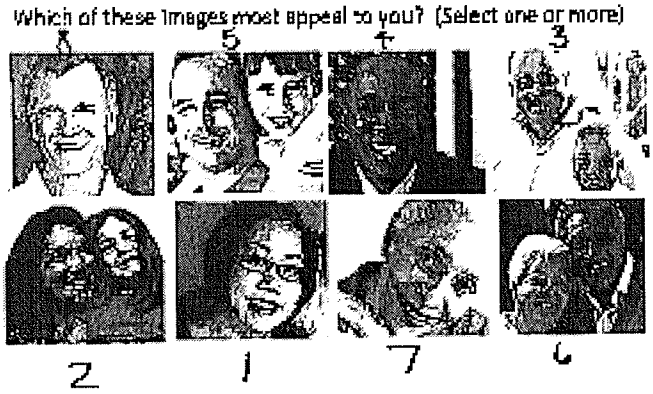
[redacted]	[redacted]	[redacted]	57	White	American/Jamaican
[redacted]	[redacted]	[redacted]	38	"	"
[redacted]	[redacted]	[redacted]	38	black	Black
[redacted]	[redacted]	[redacted]	52	black	Jamaican
[redacted]	[redacted]	[redacted]	34	Hispanic	Hispanic
[redacted]					

PANEL 1

August 8, 2012 3:00pm – 4:30 pm

Slide 17 Responses

Which of these images most appeal to you? (Select one or more)



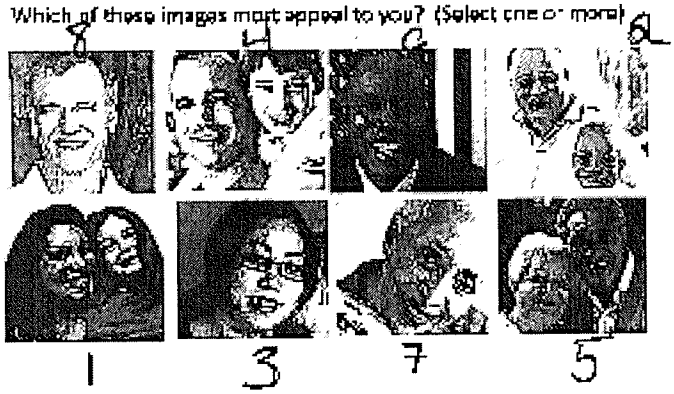
1= Best
8- Worst

17

Please number your choices in order of preference.

Why does your first choice appeal to you most?
Why does your last choice appeal to you least?

Which of these images most appeal to you? (Select one or more)



No complete families
Single, younger professionals

Please number your choices in order of preference.

Why does your first choice appeal to you most?
Why does your last choice appeal to you least?

Which of these images most appeal to you? (Select one or more)

Please number your choices in order of preference.

Why does your first choice appeal to you most?
Why does your last choice appeal to you least?

Which of these images most appeal to you? (Select one or more)

1 4 4 2

17

Please number your choices in order of preference.

Why does your first choice appeal to you most?
Why does your last choice appeal to you least?

Which of these images most appeal to you? (Select one or more)

17

Please number your choices in order of preference.

Why does your first choice appeal to you most?
Why does your last choice appeal to you least?

Which of these images most appeal to you? (Select one or more)

2

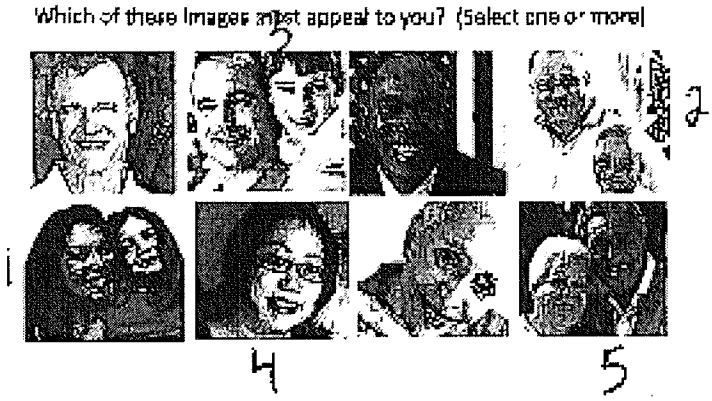
Together D

Please number your choices in order of preference.

Why does your first choice appeal to you most?
Why does your last choice appeal to you least?

Don't like layout — too boxy — better if the image were blended!

Which of these images most appeal to you? (Select one or more)



17

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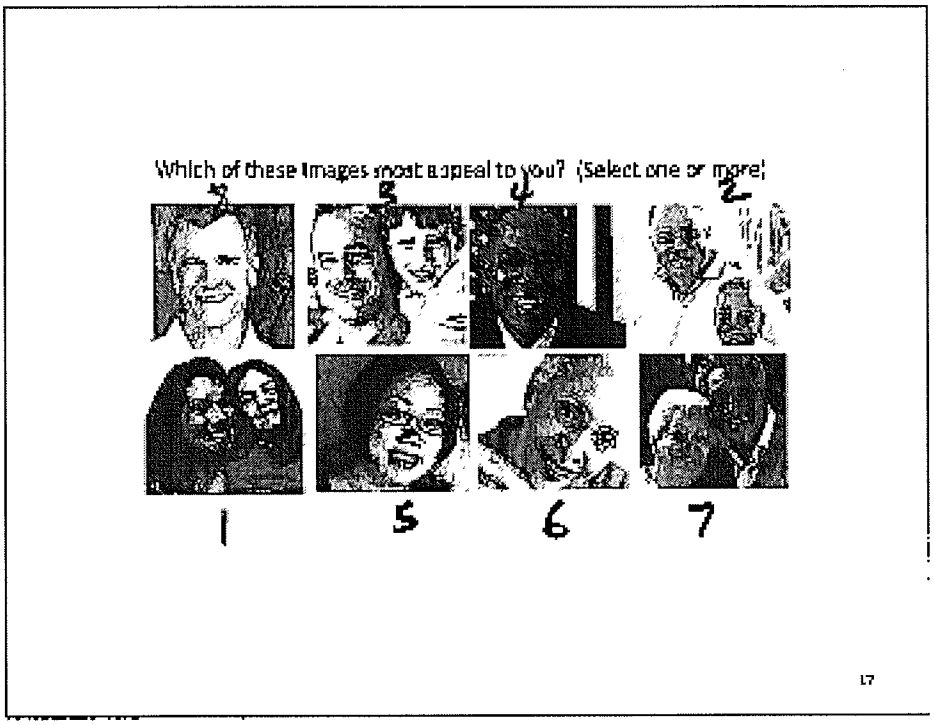
Why does your last choice appeal to you least?



Please number your choices in order of preference.

Why does your first choice appeal to you most? LOOK HAPPY
Why does your last choice appeal to you least? WHITE, OLDER MAN – BLAH

Which of these images most appeal to you? (Select one or more)

Please number your choices in order of preference.

Why does your first choice appeal to you most? I like them equally.
Why does your last choice appeal to you least?

PANEL 2

August 8, 2012 6:00pm – 7:30pm

Consent Forms

Consent to Participate in Focus Group

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Print Name Date

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Westchester Residential Opportunities, Inc.

Focus Group
Wednesday, August 8, 2012
Panel 2: 6:00pm to 7:30pm

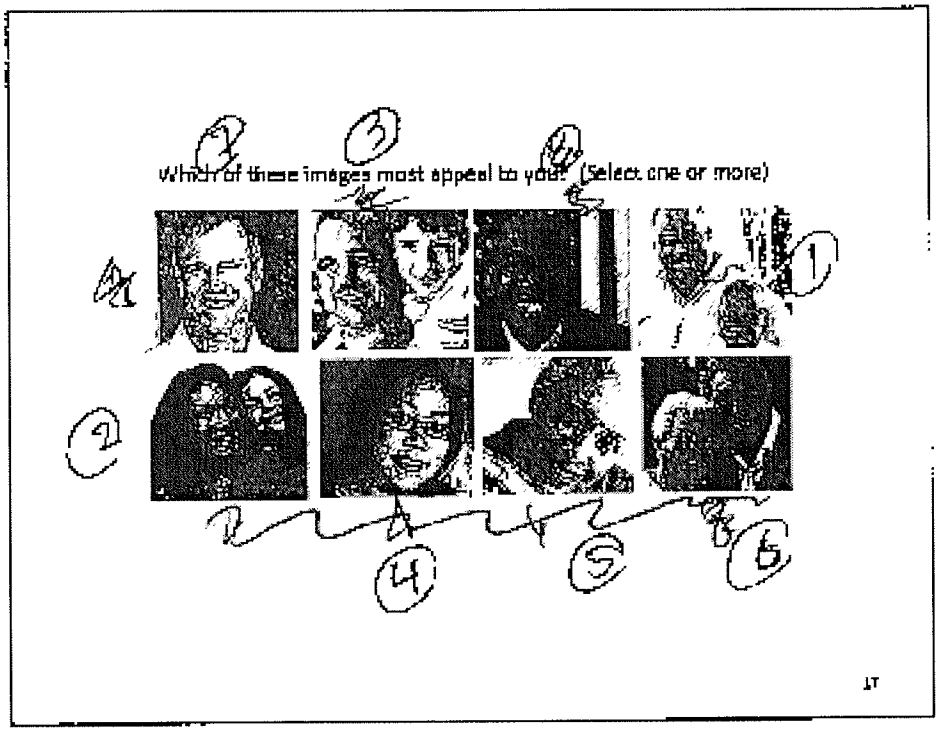
Name	Address	Email	Age	Race	National Origin
[redacted]	[redacted]	[redacted]	67	Caucasian	American
[redacted]	[redacted]	[redacted]	54	African Ame.	Nigerian
[redacted]	[redacted]	[redacted]	56	Caucasian	American
[redacted]	[redacted]	[redacted]	44	African American	American
[redacted]	[redacted]	[redacted]	46	Caucasian	
[redacted]	[redacted]	[redacted]	59	Caucasian	US
[redacted]	[redacted]	[redacted]	59	Caucasian	U.S
[redacted]	[redacted]	[redacted]	40	African Amer	US

[redacted]	[redacted]	[redacted]	48	white	U.S.
[redacted]	[redacted]	[redacted]	18	white	US

PANEL 2

August 8, 2012 6:00pm – 7:30pm

Slide 17 Responses



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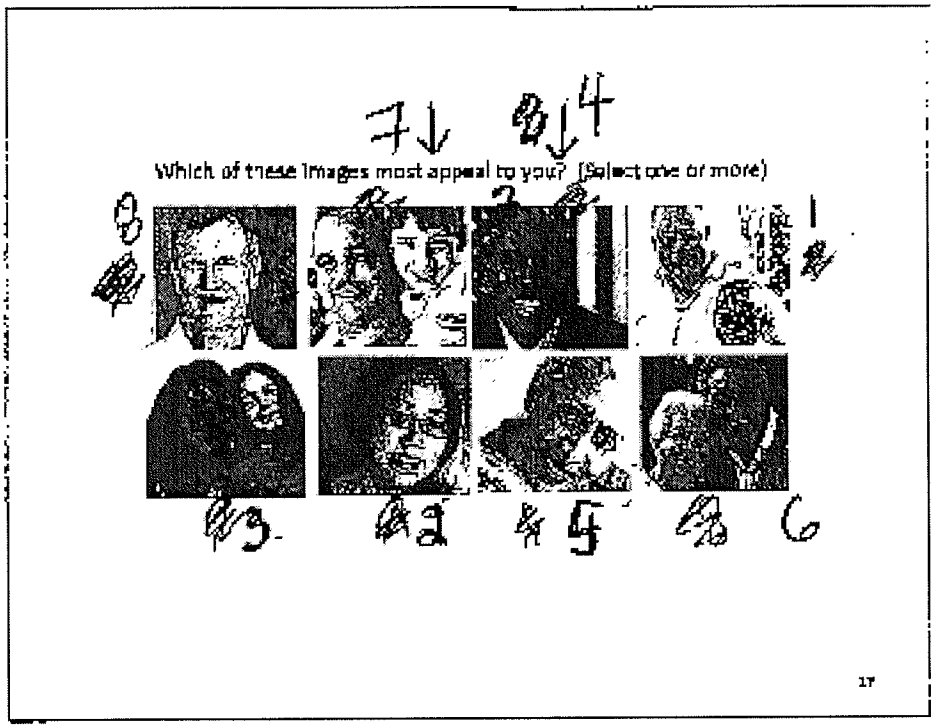

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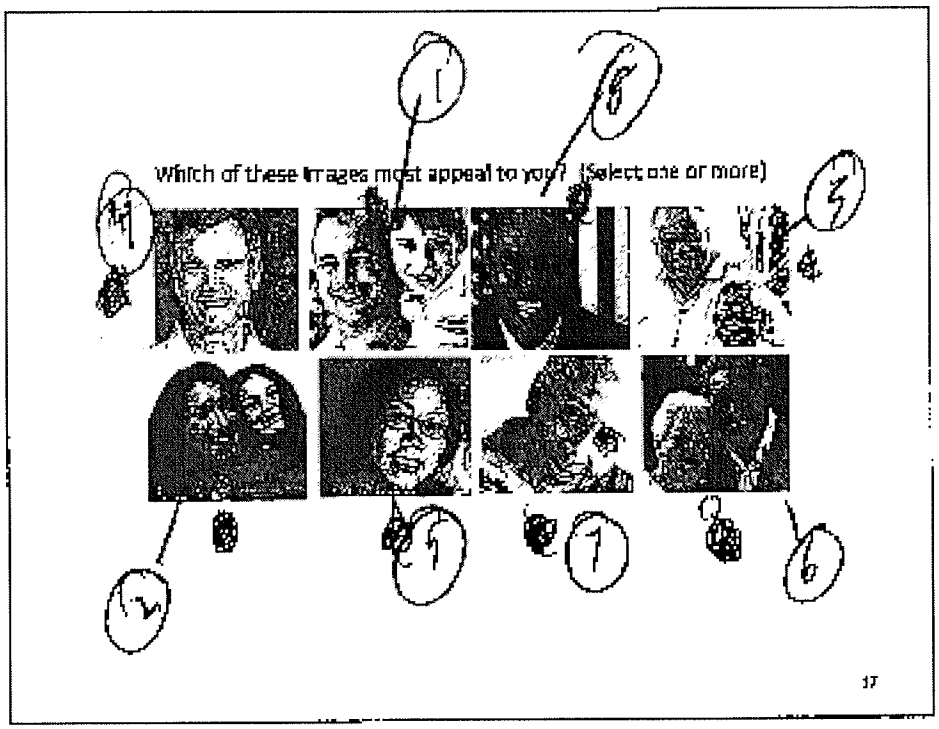

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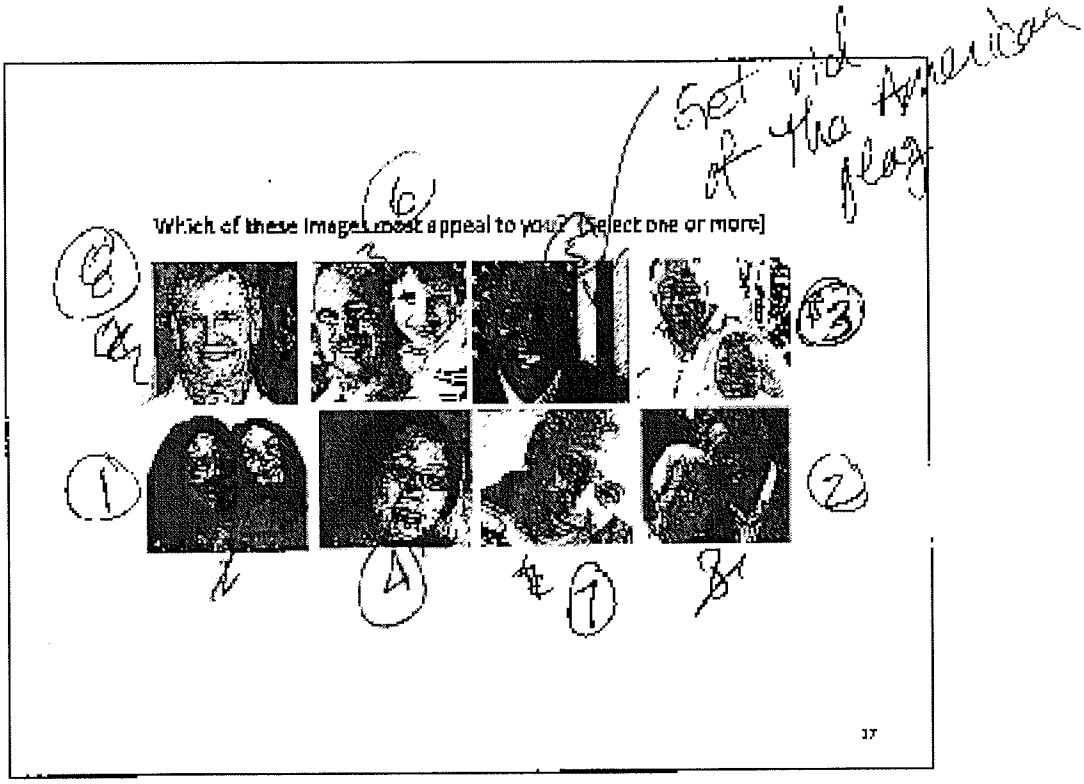

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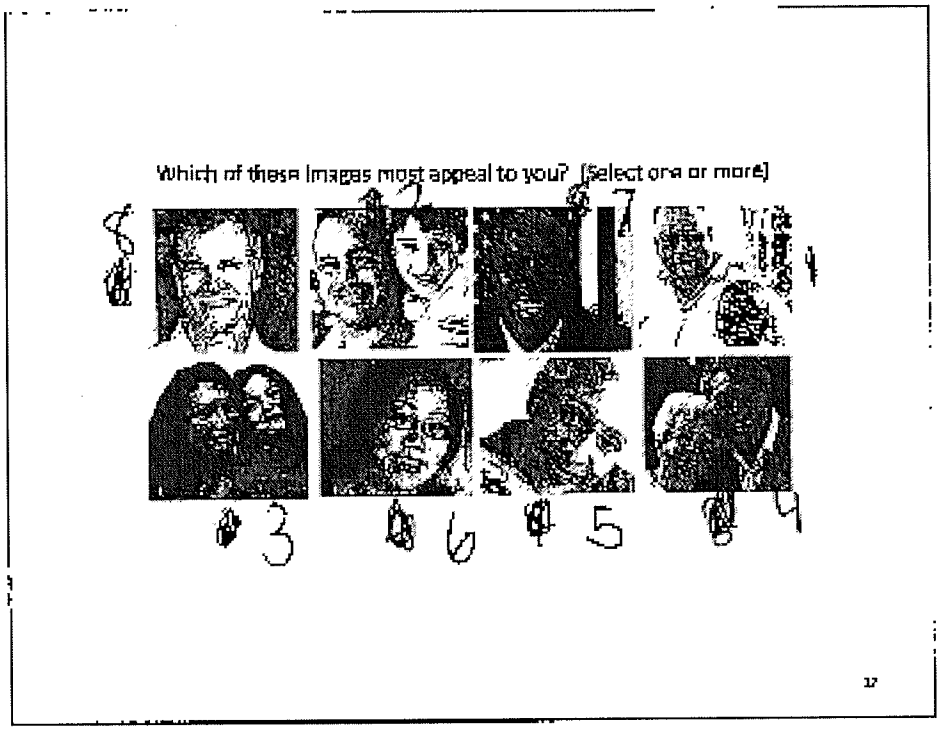

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