

APPENDIX G

Sample Data Table

SAMPLE DATA TABLE

Research Question 1:

What do members of the general public ages 25–45 know about sexually transmitted diseases (STDs)?

1. What comes to your mind when I say “general health”?		
Segment	Themes	
Urban	African-American Females	
	Caucasian Females	
	Hispanic Females	
	African-American Males	
	Caucasian Males	
	Hispanic Males	
Rural	African-American Females	
	Caucasian Females	
	Hispanic Females	
	African-American Males	
	Caucasian Males	
	Hispanic Males	

4. In general, what health conditions and diseases are you concerned about?

Segment		Themes
Urban	African-American Females	
	Caucasian Females	
	Hispanic Females	
	African-American Males	
	Caucasian Males	
	Hispanic Males	
Rural	African-American Females	
	Caucasian Females	
	Hispanic Females	
	African-American Males	
	Caucasian Males	
	Hispanic Males	

5. What comes to your mind when I say “sexually transmitted disease” or “STD”? Why did you say that? What concerns, thoughts, or feelings come to your mind?

Segment		Themes
Urban	African-American Females	
	Caucasian Females	
	Hispanic Females	
	African-American Males	
	Caucasian Males	
	Hispanic Males	
Rural	African-American Females	
	Caucasian Females	
	Hispanic Females	
	African-American Males	
	Caucasian Males	
	Hispanic Males	

6. I noticed that sexually transmitted diseases are (are not) on the list? Why is that?

Segment		Themes
Urban	African-American Females	
	Caucasian Females	
	Hispanic Females	
	African-American Males	
	Caucasian Males	
	Hispanic Males	
Rural	African-American Females	
	Caucasian Females	
	Hispanic Females	
	African-American Males	
	Caucasian Males	
	Hispanic Males	

9. and 10. What have you heard about (name of disease)? What other terms/slang do you know of for this disease?

Segment		Themes
Urban	African-American Females	
	Caucasian Females	
	Hispanic Females	
	African-American Males	
	Caucasian Males	
	Hispanic Males	
Rural	African-American Females	
	Caucasian Females	
	Hispanic Females	
	African-American Males	
	Caucasian Males	
	Hispanic Males	