

Focus Group Guidelines
September 15, 2004
Columbus, OH
MEN

I. Introduction (10 minutes)

- Confidentiality
- Mirrors, audio and videotapes
- Respondent introductions

II. Direction of the Country (10 minutes)

1. Thinking generally about the country, are things moving in the right direction or wrong direction? **[QUICK, PROBE FOR SPECIFICS]**

Wrong

Right

Wrong

Depends which area you're talking about

I'd say good direction

Better than the other choice

Treading water

Mixed

- What things are going right?

I see the economy picking up, a lot more people spending

I think it's picking up overall but good paying jobs are being replaced by lower paying jobs

Depends where you're at. I think in Columbus it's great but not as good in other places.

Places relying on manufacturing are losing lots of jobs