

Focus Group Guidelines
September 15, 2004
Columbus, OH
WOMEN

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]**

I think it's at a standstill

I agree

I'd say right direction

I think wrong

I just think it's hard to answer, some things are getting better some things are getting worse

- What things are going right?
- What things are going in the wrong direction?

Too many jobs leaving the country. 20,000 jobs have been lost here in Ohio in 3 years.

Not enough insurance at the jobs that we have now.

There's a black and a white, and there's too much grey. There's always the war, we're never going to settle the war against terrorism. But how do you pull out without things getting worse. I think the standstill comes from people being undecided on it, especially with the election coming up

The environment. Water shortage and people buying hummers, what happened to hybrids?