

**Focus Group Guidelines**  
**September 16, 2004**  
**Phoenix, AZ**  
**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]**

Not exactly right direction

I'd agree 2x

From a 40,000 foot view we've seemed to lose our greatness

Seems things both domestically and abroad are going bad. Used to be at least one was going right.

I got a feeling our country is spending but go to Mars, go to war, and cut taxes at the same time, that scares me

We're not looking long term. We're looking 3 months down the line

We're definitely borrowing for the future, hurting Social Security, we need a contingency plan. It's tough for them, I can't imagine what it'll be like for me. Won't be anything there

I feel kind of the same way, and I worry about my kids. What's going to be there for them. Things are just gradually going the wrong way.

I like what he said. There's not one thing we're excelling in. Used to be technology but not anymore.

I never really looked at Social Security as a safety net, but now we're no longer a manufacturing based country, but now the high tech jobs are going overseas and we're