

Focus Group Guidelines
September 16, 2004
Phoenix, AZ

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]**

Laughter

Mixed emotions

I think what's on the front of everyone's mind is Iraq and war on terrorism and that's going in the wrong direction.

I agree. I hear these big names I forget who they are saying we should have pulled out a while ago

I feel the same way, terrorism is a big concern, especially after what happened in Russia. That worries me and how our future President is going to handle that. That is my biggest thing for me, I hear we're doing things, but I don't know we are doing things to protect us.

I think we're doing things, I know we've caught a lot of people trying to do things, especially the guy coming down from Canada. I worry about the one going through, but I'm always a little unsettled. I'm in Costco and I hear an alarm and I get nervous. I think with Russia it's a wake up call to the rest of the world that it's not just our problem. It's everybody's

WHAT ELSE BEYOND TERRORISM?

The economy. The election. Seems everything you hear on the media is contentious. Tough to figure out what the facts are.

WHAT ABOUT THE ECONOMY?