

# RESOURCES

## Focus Group Resources (1 of 2)

### Tips for Conducting Focus Groups

- Ideally aim for at least two groups of 5-10 people each
- Ask questions, but allow conversation to evolve naturally; avoid interrupting, but do ask questions to clarify as needed
- Keep the group from straying too far off topic
- Designate a note taker other than the facilitator
- If you audio or video record, notify participants and secure their permission before starting; however, consider that recording may inhibit frank, open communication
- Make eye contact, and pay attention to non-verbal cues indicating how others feel about what someone is saying
- If hand-picking participants, avoid picking both those who will dominate the conversation and those who will remain quiet
- Seat people in a circle if possible, and keep in mind that people may be more comfortable around a table
- Avoid too many yes/no and short-answer questions; instead, start questions with "Tell me about..." or "What do you think of..."

# RESOURCES

## Focus Group Resources (2 of 2)

### Focus Group Questions

1. What would you like to do after you retire?
2. Do you think you should plan for the future (in general) or accept things as they happen?
3. What kinds of things should you plan for? Why?
4. What kinds of things are difficult to plan for? Why?
5. Do you think you should plan for retirement saving or accept things as they happen? Why?
6. What obstacles prevent you from planning for retirement?
7. What do you do if you don 't know how to plan for retirement?
8. Having a plan does not mean one sticks to it. What types of things make you stick to the plan or not?
9. Where do you get information to help you with retirement saving planning?
10. Does knowledge about investing play a role in your retirement planning decision? How?
11. How much control over retirement saving do you feel you have?
12. When you think about your retirement savings, how do you feel?
13. Do you think your savings will determine when you retire?
14. Does anyone have a story about someone who did a good job in planning for their retirement? Bad job?
15. If you were interested in designing communications to help people to save for retirement, who else would you speak to?
16. Are there any questions we should have asked, but did not?