

## National Woodland Owner Survey – Focus Group Topic Guide

The following is an example of the general format and types of questions that will be asked during the focus groups conducted as part of the National Woodland Owner Survey. The specific questions asked will vary, as indicated below, to allow for all of the questions on the NWOS to be tested.

### INTRODUCTION

Explain the purpose of the study is to understand owners' thoughts and feelings about a number of topics concerning their land.

Explain focus group process:

- Express your thoughts/feelings. Speak one at a time.
- Audio recordings are for research purposes only and won't be released.

### GENERAL LAND OWNERSHIP INFORMATION

Please tell us about the land that you own. I am interested in knowing what is most important about it to you and what, if any, concerns you have about it.

Potential probes:

- Describe the area where your land is (locally).
- What the land is like?
- How long you have owned it and with whom?
- Did you buy or inherit it?
- Is it your main home? If not, how often you go there?

### PRE-TESTING

I am going to distribute a piece of paper with some questions on it. Please answer these questions and as you do so, underline any words or phrases that are unclear to you. When you are done, turn the page over. Once everyone is done, I am going to ask people to share what was unclear, share your answers, and help me understand exactly what you meant.

Were there any parts of the question that were unclear?

Is there anyone who like to be the first to share his or her responses? [If not, call on someone]

Thank you, how did you respond to this question?

Potential probes:

- When you say \_\_, what does that mean?
- Are there other options that we should have had available?

[Repeat as time permits]

### CLOSING (10 minutes)

Are there any others thoughts or comments that anyone would like to provide?

I would like to thank everyone very much for participating and safe travels.