

## **FOCUS GROUPS: FREQUENTLY ASKED QUESTIONS**

### **What is the Grand focus group?**

A focus group is a group of Sun City Grand homeowners who volunteer to help the Strategic Planning Committee understand their feelings and thoughts about Grand in 5 and 10 years from now. There are usually about 10 people in a focus group.

### **What is a focus group like?**

Participants are asked a series of questions about their early impressions of Grand, what it is like today, and what they would like to keep, change, add, and delete for the future. The person conducting the focus group is a Grand resident with experience in focus groups, surveys, and interviews.

Focus groups are “a safe zone.” That is, all comments are confidential. Although the emphasis is on giving the Board direction for the future, participants may disclose their thoughts and feelings in a permissive and confidential atmosphere. Sessions are recorded but the tape is available only to the Strategic Planning Committee and no resident is ever identified.

There is no “rank in the room.” That is, only resident volunteers are allowed in the room during discussions. Board members and CAM staff give their feelings and thoughts in separate interviews from residents. No observers are permitted.

### **How do I become a member of a focus group?**

Sign up by sending an email to: [scgstratplan@cox.net](mailto:scgstratplan@cox.net). Or, for people without access to a computer, fill out the forms available at the Welcome Center or Membership Desk. Both are located in the Palm Center.

There are no other requirements. Any full-time or seasonal homeowner is eligible. If many homeowners sign up, a systematic random sample will be done. A random sample gives each volunteer an equal opportunity to be selected.

### **How many focus groups will there be?**

That will depend on the number of homeowners who volunteer. Usually, focus groups are done until the facilitator gets the same

information at each group and is pretty sure a sense of the homeowners' ideas has been achieved.

In addition to general focus groups, some homeowners may be asked to participate in specialty groups that explore a subject further. These might be groups on technology or special needs, etc. These groups are not set yet and will come out of the general focus groups as described above. An announcement will be made in *Grand Times*, via email blast and/or via the website ([www.grandinfo.com](http://www.grandinfo.com)).

**When will focus groups start?**

The homeowner focus groups will start in July.

**What if I am not part of a focus group?**

A survey of all homeowners will be done later in the fall. As the focus groups wind down, a survey will be developed of homeowner preferences for the future. All homeowners will have the opportunity to rank these preferences and to add additional comments.