

Marketing for Rural Communities

Initial Focus Groups

Study Participant Information

The study participants were new movers to the Panhandle region during 2001 to 2007. Initially, the new residents were contacted through the household mail survey (part of the larger NRI study) conducted in May and June of 2007. Individuals self-selected if they wanted to participate by returning a postcard. Using Krueger's (1994) widely accepted focus group guidelines, individuals were contacted by phone to establish interview dates, a confirmation letter was sent, and a follow-up reminder phone call was made (1998). Attendees received a \$50 honorarium to defray transportation costs and to encourage a diverse representation of movers.