

GOVERNMENT DECISION-MAKERS

(EXECUTIVE INTERVIEWS)

- o STRATIFIED SAMPLE DESIGN AND APPOINTMENT-MAKING
 - 15-20 INDIVIDUALS
 - FEDERAL/PROVINCIAL
 - POLITICIANS/BUREAUCRATS
 - CENTRAL AGENCIES (PCO, PMO)
 - MINISTRIES:
 - ECONOMIC/FINANCE
 - REGIONAL DEVELOPMENT
 - CONSUMER AFFAIRS
 - INDUSTRY-SPECIFIC
- o RESEARCH AND DEVELOPMENT TO DEVELOP EXPECTATIONS/ATTRIBUTES LIST
- o DISCUSSION WITH 2-3 INDIVIDUALS TO AUTHENTICATE LIST
- o QUESTIONNAIRE/INTERVIEW OUTLINE DESIGN