

INTEREST GROUPS

(EXECUTIVE INTERVIEWS)

- o SAMPLE DESIGN AND APPOINTMENT-MAKING
 - 15-20 INDIVIDUALS
 - INCLUDING CONSUMER ASSOCIATIONS, INDUSTRY ASSOCIATIONS, ENVIRONMENTAL GROUPS, IF APPROPRIATE
- o RESEARCH AND DEVELOPMENT TO DEVELOP EXPECTATIONS/ATTRIBUTES LIST
- o DISCUSSION WITH 2-3 INDIVIDUALS TO AUTHENTICATE LIST
- o QUESTIONNAIRE/INTERVIEW OUTLINE DESIGN