

## Focus groups

## Interviews

Interaction of respondents may stimulate a richer response, or new and valuable thoughts

Being in a group is likely to limit conversation

Group peer pressure would be valuable in challenging the thinking of respondents and illuminating conflicting opinions

Group peer pressure would inhibit responses and cloud the meaning of results

Subject matter is not so sensitive that respondents will temper responses or withhold information

Subject matter is so sensitive that respondents may be unwilling to talk openly in a group

The topic is such that most respondents can say all that is relevant or all that they know in less than 10 minutes

The topic is so complex that a greater depth of response per person is desirable.

Quick turnaround is critical, and funds are limited.

Respondents are experts in the subject matter

Need a lot of respondents in a short amount of time

Respondents are spread far apart from each other, and it would be difficult to bring them all together.