

FOCUS GROUP INTERVIEW

Focus Group Information:

Project: _____

Focus Group No.: _____

Date: _____

Interviewer: _____

Number of Participants: _____

Participants: _____

Notes for Focus Group introduction:

My name, role, and company is: _____

The purpose of this Focus Group is: _____

The session will probably take _____ minutes.

I will audio or video record the session because: _____

The data will be used to: _____

Additional notes: _____

Area of Interest	Question	Probe	Notes
Icebreaker	<i>How have you come in touch with topic xy?</i>		

Area of Interest	Question	Probe	Notes

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