

# Interview Overview

## Directions

- *Do market research & develop hypothetical personas*
- *Below are basic demographic questions to help validate your hypothetical personas. You should add different sections of the survey to help answer specific questions around your product.*
- *Try and see if you can quantify your qualitative questions from the persona interview to do some cross-validation*
- *Make sure all answers can be quantified (no open-ended questions)*

## Basic Demographics

1. *Find out if your assumptions about your hypothetical personas are correct.*
  - a. What is your sex?
    - a) Male
    - b) Female
    - c) Other
  - b. How old are you?
    - a) < 12
    - b) 12 - 18
    - c) 18 - 22
    - d) 22 - 25
    - e) 26 - 32
    - f) 33 - 37
    - g) 38 - 45
    - h) 46 - 52
    - i) 53 - 60
    - j) 60 >
  - c. What is the highest level of school you have completed or the highest degree you have received?
    - a) Less than high school degree
    - b) High school graduate (or GED)
    - c) Some college but no degree
    - d) Associate degree
    - e) Bachelor's degree
    - f) Master's degree
    - g) Doctoral degree
    - h) Professional degree
  - d. Choose one or more races that you consider yourself to be

- a) White
- b) Asian
- c) Black or African American
- d) Native Hawaiian or Pacific Islander
- e) American Indian or Alaska Native

E. Please indicate the answer that includes your entire household income in (previous year) before taxes

- a) Less than \$10,000
- b) \$10,000 to \$19,999
- c) \$20,000 to \$29,999
- d) \$30,000 to \$39,999
- e) \$40,000 to \$49,999
- f) \$50,000 to \$59,999
- g) Etc...

F. What country do you reside in over 60% of the year?

- a) List out all countries.

G. Are you now married, widowed, divorced, separated or never married?

- a) Married
- b) Widowed
- c) Divorced
- d) Separated
- e) Never married

E. How many people are living or staying at this address? INCLUDE everyone who is living or staying here for more than 2 months. INCLUDE yourself if you are living here for more than 2 months. DO NOT INCLUDE anyone else who is living somewhere else for more than 2 months such as a college student living away or Armed Forces on deployment.

- a) 1
- b) 2
- c) 3
- d) Etc..
- e) More than 6

F. Which statement best describes your current employment status?

- a) Working (paid employee)
- b) Working (self-employed)
- c) Not working (temporary layoff from a job)
- d) Not working (looking for work)
- e) Not working (retired)

- f) Not working (disabled)
- g) Not working (other)
- h) Prefer not to answer

G. Which of the following industries most closely matches the one in which you are employed?

- a) Agriculture
- b) Real estate
- c) Mining
- d) Professional (scientific, technology)
- e) Utilities
- f) Management of companies
- g) Construction
- h) Admin or support
- i) Manufacturing
- j) Education
- k) Wholesale trade
- l) Healthcare or Social Services
- m) Retail trade
- n) Arts, entertainment
- o) Transportation or warehousing
- p) Accommodation of food services
- q) Information
- r) Finance or insurance
- s) Other

**Thank participants**