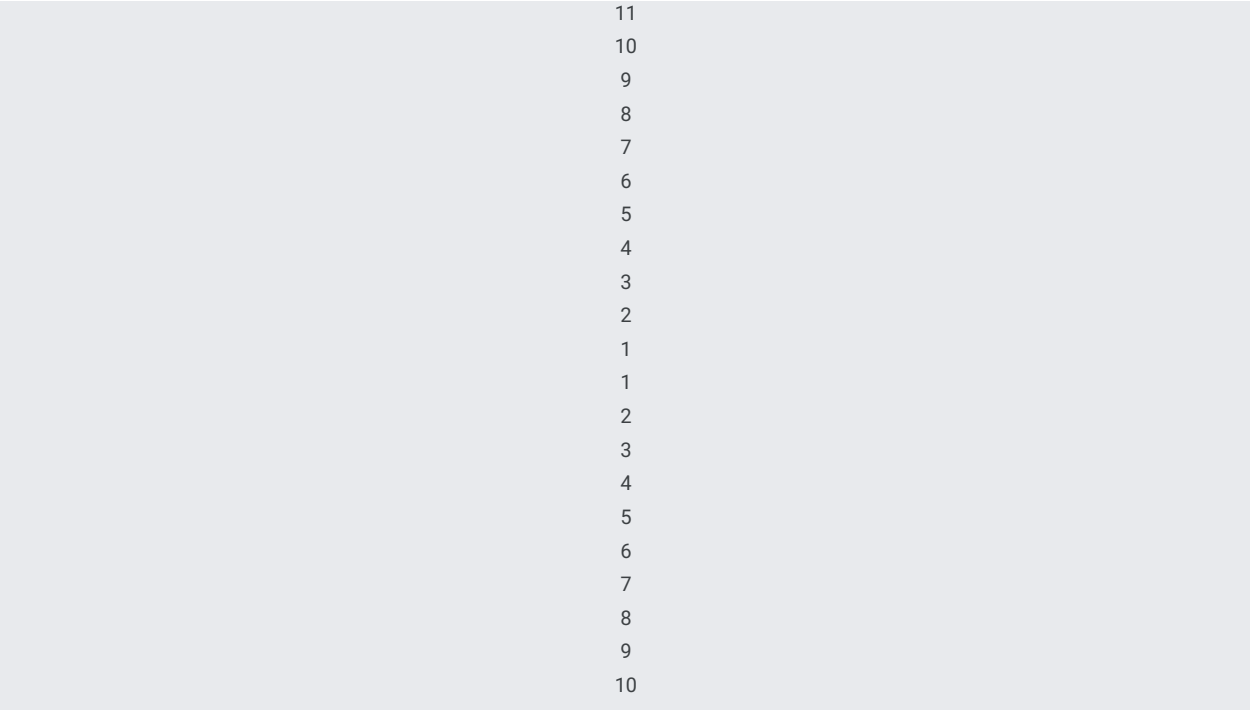
B2C persona questions

We've got a B2C persona template here an example here, but if you need a bit of here, an example



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B2C buyer persona example

inspiration when it comes to asking the right questions you're in the right place. Of course, not all of these will be appropriate or relevant, so it's up to you to pick, choose and gauge which are suitable for your market.

Remember: *persona interviews are most effective when done over the phone or in-person and this will give you a chance to probe and explore areas outside of your predetermined set of questions.*

Category	Sample questions

Personal	• How old are you? • To which gender do you identify? • Where do you live? • Are you religious? If so, are you comfortable sharing your faith? • What's your ethnicity? • What are your hobbies? • What's your relationship status? • What's your living situation? • What are your goals in life? • What's your occupation? • What's your income? • What's your household income? • Are you the main breadwinner in your household? • Do you have any children? • Do you have any siblings? • What level of education do you have? • What do you do in your spare time? • What's your professional five-year plan? • What's your personal five-year plan? • What's your dream job? • Do you have any pets? • What does a day in your life look like? • What's your most common mode of transport? Car? Train? Bus? Other?

	• How often do you go on vacation? • What's your preferred type of vacation? • Do you have any debt to your name? • Which political party do you support? • Are you environmentally conscious? • Are you physically active? If so, how often? And what type of exercise do you do? • What do you like watching on TV? • What do you like listening to on the radio? • Would you say you're adept at using the internet? • Which internet browser do you use? • How would you describe your relationship with technology? Affluent? Mediocre? Does it go over your head? Other?
Professional	• What's your job title? • How senior are you in your current role? • How long have you held your current position? • Do you think your pay is fair for what you do? • Do you get on with your colleagues? • Do you enjoy your job? If yes, what do you enjoy? If not, what don't you enjoy? • What's your dream job? • Do you see yourself in your current profession long-term? • Are you considering a career change anytime in the near future?

	• How long do you spend commuting to work? • What's the worst part of your working day? • What's the best part of your working day? • Would you describe yourself as 'work to live or 'live to work?
Product-specific	• Which areas of [insert relevant theme] do you struggle with most? • What problems does our product solve? • How were you coping with problem X before you bought our product? • What thought process did you go through before buying our product? • What do you use our product for? • How often do you use our product? • How much did price factor into your decision-making process? • Are you the sole user of our product?

Personality	• How do you cope under pressure?
	• Would you describe yourself as an optimist or pessimist? Or realist?
	• Out of 10, what would you rate yourself for the following:
	  ○ Sporty
	  ○ Creative
	  ○ Analytical
	  ○ Introvert
	  ○ Extrovert

	○ Worrier ○ Organised ○ Risk-taking ○ Spontaneous ○ Thrifty, etc, etc. • How passionate are you about progressing in your career? • How do you cope with change? • How would your friends and family describe you? • How would you describe yourself? • Would you say you're a follower or a leader? • Do you worry about what others think about you often, sometimes, or never? • Would you say you're proactive in terms of looking for newer, more forward-thinking ways of doing things? Or do you usually wait for them to come to you?
Marketing preferences	• What's your preferred method of marketing communication, i.e. email, phone, in-person, or social media? • Which social media channels are you active on? • When are you most active on social media? • How often do you check your emails? • What's your process for discovering new brands? • Do you do a lot of online reading/research? If so, how often?

	• Do you have a preference for articles, webinars, videos, podcasts, etc? If so, please can you rank your preferred three from best to worst. • When brands are contacting you, how do you prefer to be spoken to? Formally or informally? To the point or with plenty of detail? • Do you attend any/many events? If so, which ones? • Is there a time of the year, week, or day you prefer being approached by companies? If so, when and why?
Buying criteria	• Do you do most of your shopping online or in-store? • When making in-store purchases, do you do online research first? • When shopping online, which websites do you usually use? • What are your main criteria when making personal purchases? • Do you rely on third-party validation when reviewing companies? If so, what type? I.e. online or peer reviews, awards, etc. • What are the main things that would deter you from making a purchase? • Do you have to consult with anyone else before making personal purchases? • Are you responsible for most household buying decisions? • Would you be more likely to buy something if someone you know already has one? • Do you make impulsive or drawn-out buying decisions? • When making purchases, which payment method do you prefer?

P.s. *We've got a whole course on Personas, too. Don't forget to use your members' exclusive discount code for 10% off.*