

20 Questions You Should Always Ask

Interview Guide
for Behavior Change Research



Please answer all the questions below as honestly and completely as you can.

1. I would prefer never to [target behavior].	Strongly Agree	Somewhat Agree	Strongly Disagree	Somewhat Disagree
2. I might like to [target behavior] someday, but I have no plans to do it sometime soon.	Strongly Agree	Somewhat Agree	Strongly Disagree	Somewhat Disagree
3. I intend to start [target behavior] soon.	Strongly Agree	Somewhat Agree	Strongly Disagree	Somewhat Disagree
4. I [target behavior] now.	Strongly Agree	Somewhat Agree	Strongly Disagree	Somewhat Disagree
5. I will always [target behavior].	Strongly Agree	Somewhat Agree	Strongly Disagree	Somewhat Disagree

6. What are the good things that happen when you [target behavior]? Offer as many examples as come to mind.

7. What are the bad things that happen (or might happen) when you [target behavior]?

8. What makes it difficult to [target behavior]?

9. What would make it easier to [target behavior]?

10. Who likes it when you [target behavior] and why?

People who like it	Why they like it

11. Who would rather you not [target behavior] and why?

People who would rather you not do it	Why they would rather you not do it

12. Which two or three people you just mentioned – both those who like [target behavior] and those who don't – matter most to you? (Circle answers above.)

13. Would it be helpful to have more control over when, how, where or whether you [target behavior]? Why?

14. Are you the kind of person people would expect to [target behavior]? Why is that?

15. How do you feel when you [target behavior]? (If they've never done it, ask how they think they'd feel.)

16. Will you be worse off or about the same as you are today if you don't [target behavior]? Why?

17. Why do you think more people don't [target behavior]?

The next three questions are about you in general. So forget about [target behavior] for a moment and tell us about yourself.

18. What's most important to [key influential for this behavior] when it comes to what you do every day?

19. What do you worry about most these days?

20. Please complete the following three sentences:

a. As a person, I'd like to be more:

b. I wish I had more time to:

c. I'd be more successful if I could:

Cross-Reference For Analysis

You can never tell which of these questions will reveal what type of insight. But each question has been designed to reveal specific information. Below is a chart showing what type of insight we might expect from each question.

Question	What the Question is Designed to Reveal
1-5	Doer/non-doer status; where subject fits along the stages of change.
6	Perceived consequences, especially expected rewards.
7	Perceived consequences, especially expected penalties and risks. Also: Environmental factors.
8	Efficacy, skills, knowledge and investment/price issues. Also: Environmental factors.
9	Possible solutions for efficacy, skill, knowledge and investment issues.
10-12	Normative influences.
13	Influence of control and environmental factors.
14	Potential for using loss aversion.
15	Self-standards around behavior.
16	Environmental factors.
17	Influence of feelings and emotions.
18-20	Audience need-states.



For more resources, go to MarketingForChange.com/insights-center/resources



Behavior Change Marketing Plan by Marketing for Change Co. is licensed under a Creative Commons Attribution 4.0 International License. Based on a work at Marketingforchange.com/insights-center.