



Sample Questions to Ask When Creating Buyer Personas

Start by establishing the key criteria and that will make up your persona and help you decide which questions are most relevant and will give you the most helpful insight into the persona. Avoid asking questions that collect data that you already have or can gather from an individual's existing data.

Personal Information

How old are you?

Gender?

Tell us about your family life. Are you a spouse, parent, grandparent, sibling, etc.?

What city do you live in? What city do you work in?

What is your educational background (schools you attended, highest level of education, area(s) of study, etc.)?

What do you like to do in your free time?

Where are they?

How do you get information (mobile; online; print etc.)?

How do you communicate?

What media do you consume?

What social media do you use?

How do you spend your free time?

Do you attend events? What type? How often?

Values and fears

What do you value in your personal or professional life?

What is important when considering your engagement with our 'product'?

What benefit does our product offer to you?

What are your biggest complaints about our product?

What drives your decision-making process?

Who is involved in the buying process for products like ours?

Is price important?