Introduction:

Hello \_\_(participant)\_\_! My name is \_\_(speaker)\_\_ and these are my associates \_\_\_\_ and \_\_\_\_.

Today I’ll be interviewing you while they listen in, take down a few notes, and observe. They may chime in briefly, but for the most part it will just be you and me talking.

Currently, our company is working on solutions to improve the way we travel. Including public and private transportation.

During this interview, I will be asking some questions about you and your experience with transportation in general. There are no right or wrong answers. We just want to learn more about your perspective on transportation.

Warm-up:

So first, we want to learn a little more about you as a person.

Demographic:

* What field are you currently working in?
* How do you get to work?
* What kind of training does your job require you to have?
* What goals do you have regarding your work?
* What motivates you?
* What do you see when you think of your future?

Now, we’ll get more specific regarding travel and what transportation means to you.

Topic Specific:

* What does a typical week of travel look like for you?
* What mode (or modes) of transportation do you prefer to use?
* If private, would you consider switching to public transportation? If not, what factors would compel you to switch to public transportation?
* If public, why do you choose to use public transportation?
* How do you feel transportation could be improved upon?
* Do you ever use unconventional methods of transportation? (if elaboration is needed, unconventional means aside from car, bus, train, or plane)
  + If not, how do you feel about unconventional methods of transportation? (give examples)
* How do you feel when you think about climate change?
* How much of a factor do you think climate change will be with your goals and the future you have in mind?
* Are there any steps you take on a personal level to improve your impact on climate change?
* How do you think the mode of transportation you use plays into climate change?
* If someone offered you a greener alternative to your current commute would you be interested? Why or why not?
* Do you think we need to have more awareness about climate change? Why or why not?
* Do you think people in general care about climate change and how do you think we should raise awareness?