Determine what data, information, and knowledge you will gain from each question.

**Demographic Questions**

1. Gender:
2. Age:
3. Major:
4. When did you get your dog?
5. Where did you get your dog?

**Open-Ended Questions**

* Have you had other pets before?
  + Have you had a dog before?
  + Do you have previous experience with dogs?
  + How has that informed you experience raising your dog?
* What sort of housing do you live in?
  + What restrictions are there about pets in your housing situation?
  + Do you need to pay a fee to own a pet in your housing situation?
* What is your biggest concern about your dog?
* Where do you usually go to find information about your dog?
* What is the most confusing thing about your dog?
* What is the first thing you learned about your dog?
* What has been the most challenging thing thus far about your dog?
* Why did you decide to choose your dog?
* Is there anything you don't know, that you wished you did about your dog?
* How clear was the cost of your dog to you before you got them?
* Where does your dog stay while you are gone?

**How we find participants:**

* Surveys distributed through tech comm professors.
* Surveys distributed through writing lab
* Posters put up around the Auditorium building

**Knowledge Areas:**

* Use here to determine the info we need to provide to users of our KB

**What are we looking for**

* How knowledgeable are new dog owners about owning and caring for a dog?
* What can people who have owned a dog for a longer amount of time help new dog owners understand about dog ownership?
* Do people who have owned a dog for a long time know everything they need to know about their pet?
* What did long-time dog owners struggle with the most at first?

**Audience / Persona**

* 18-25 year-olds
* College student
* Bought a dog in the last 6 months / year