

## **DIR Women in Construction**

### **In-depth Interview Discussion Guide**

**[Segment: Interested women & nonbinary individuals in construction]**

August 21<sup>st</sup>, 2025

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#### **PURPOSE:**

To gain a deeper understanding of target audience; including their values, perceptions on women/nonbinary individuals in construction, their attitudes and needs. Interviews will help uncover cultural stigmas around women in construction and how culture plays a part in retention. The findings from this interview will inform future marketing strategies to better reach and engage target audiences.

#### **RESEARCH DESIGN:**

- **Overall:** 30 IDIs
- **Runtime:** 60 minutes

#### **TARGET AUDIENCE:**

- Interested Women & Nonbinary individuals in construction (N=10-15)

#### **DISCUSSION FLOW:**

The discussion is meant to flow as a natural conversation that pivots naturally to reach the next topic. The goal is to cover each section, but it is up to the moderator to probe or skip certain questions.

#### **INTRODUCTION [5 minutes]:**

Hi there. Thanks so much for speaking with me today. Let me go ahead and introduce myself and tell you a little bit about what we'll be talking about today. My name is \_\_\_\_\_ and I work with Sensis, an independent research agency, that's been hired to learn about careers in construction.

My job is simply to listen, to encourage conversation, and to hear the opinions and perspectives this group has to offer. So, whether you love or hate something we talk about, it is all the same to me. I'm here to learn from you.

Our discussion will last about 60 minutes today. Everything we discuss is completely confidential, so we encourage you to be as open and honest as you would like. I also want to mention that we will be recording this session: that is just so we can look back at it in case there is something we cannot remember when we are preparing our report. We may use some of your quotes in our report, but we are not interested in who said

what, so anything you say will be completely anonymous, or not assigned to your name. Our report will mostly be a summary of what we talked about today, and it will only be seen by our client and the researchers who prepare it.

Any questions before we get started?

### **RESPONDENT INTRO [5 minutes]**

Now I'd love to get to know you a little bit better. Can you introduce yourself? You can tell me your name, what city you live in, and what you do for a living.

### **PATHWAY INTO CAREERS [15 minutes]**

Let's talk about careers. What sparked your interest in your current career or a career you'd be interested in exploring? Tell me about the development of that interest. Where did it start and what did you do to follow it?

How familiar are you with career options in construction? What comes to mind when you think of careers in construction?

What have you heard about careers in construction? Is it something that sparks your interest?

- If so: why?
- If not: why not?
- Do you see any benefits in pursuing that type of career?
- What would be the drawbacks?

What kinds of difficulties or barriers do you feel you would have to overcome to pursue a career in construction?

(If needed, can add): Any training requirements, financial, cultural, or informational barriers?

### **RECRUITMENT & HIRING EXPERIENCE [15 minutes]**

Have you ever felt discouraged from applying to roles in construction or pursuing them in any way?

Do you think there are some challenges that might be barriers for other women or nonbinary folks to apply to roles in construction?

Did you have any mentors or career guides to help you throughout this process?

- If so, how was that helpful?

A big goal for this research is to understand how people can better recruit more women and nonbinary individuals to careers in construction. Have you seen any opportunities recruiting women and nonbinary individuals into construction?

Have you ever seen a campaign to recruit women toward careers in construction? If so, what was the campaign like? Do you remember where you saw it? What did you think about it? Do you think it was successful in getting more women or nonbinary individuals into construction?

What message do you think needs to be out there to get more women interested in construction careers?

### **WOMEN/NONBINARY IN CONSTRUCTION [15 minutes]**

Typically speaking, women and nonbinary individuals are not as well represented in careers in construction, especially in certain trades. Is that something you've heard when you think of women working in construction?

- Do types of construction jobs do you think women or nonbinary individuals are more likely to have than others?

How would you summarize the experience of being a women/nonbinary individual in construction?

What kind of obstacles or challenges do you think are unique to women/nonbinary individuals working in construction?

What do you think women considering careers in construction want to know when they're still considering it?

What kinds of resources would be beneficial to these folks considering it? What would be most helpful for learning more information about it?

What it be helpful to hear from other women or nonbinary individuals already in these jobs?

### **MENTORSHIP [5 minutes]**

Say someone wanted to switch into a career in construction. Would a mentorship program be helpful? Would it make it any more compelling to pursue that career?

How could a mentorship program help make a construction career be more appealing or welcoming?