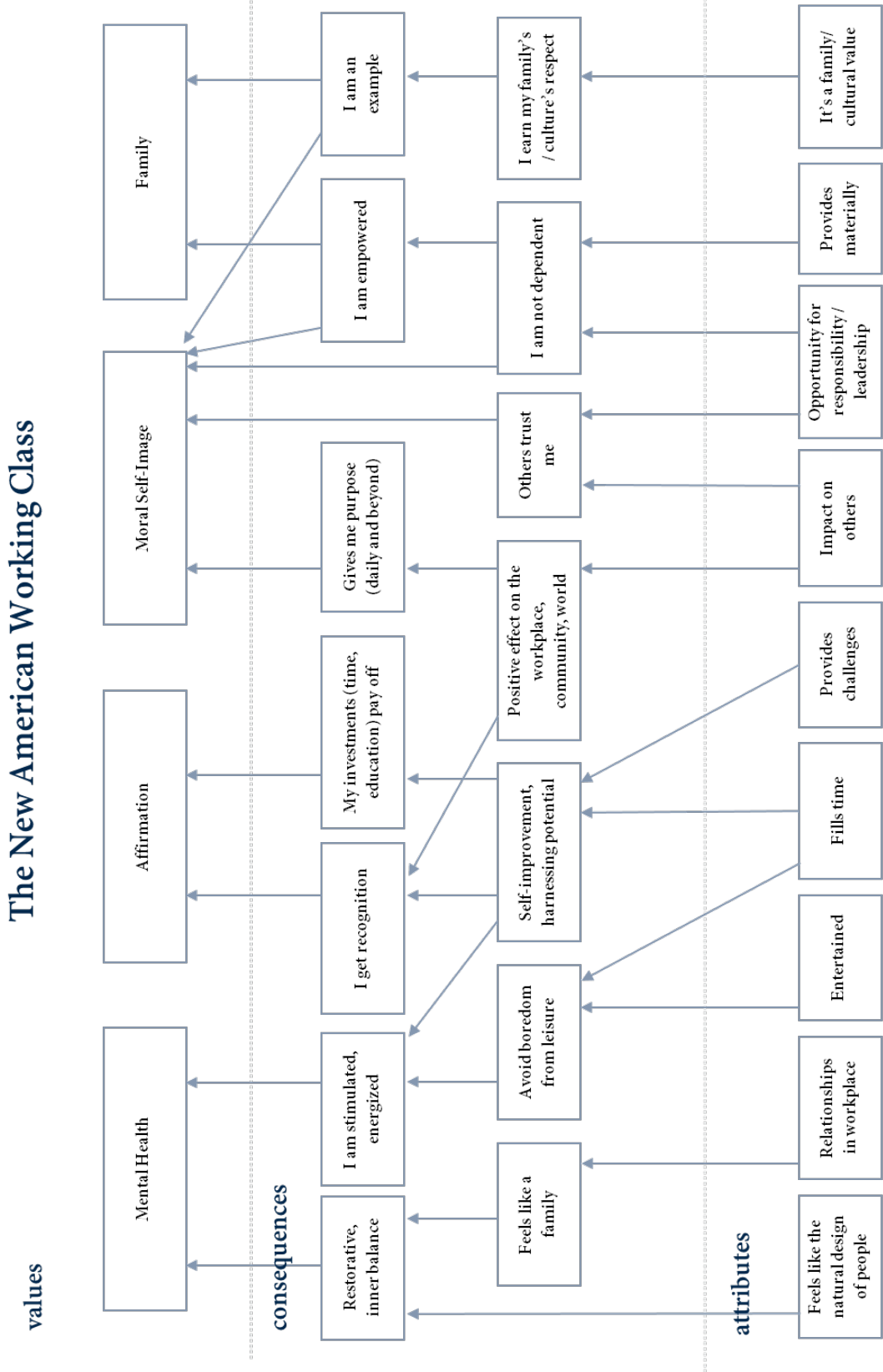


Appendix A: Qualitative Interview Hierarchical Value Map



THE FRONTIER LAB

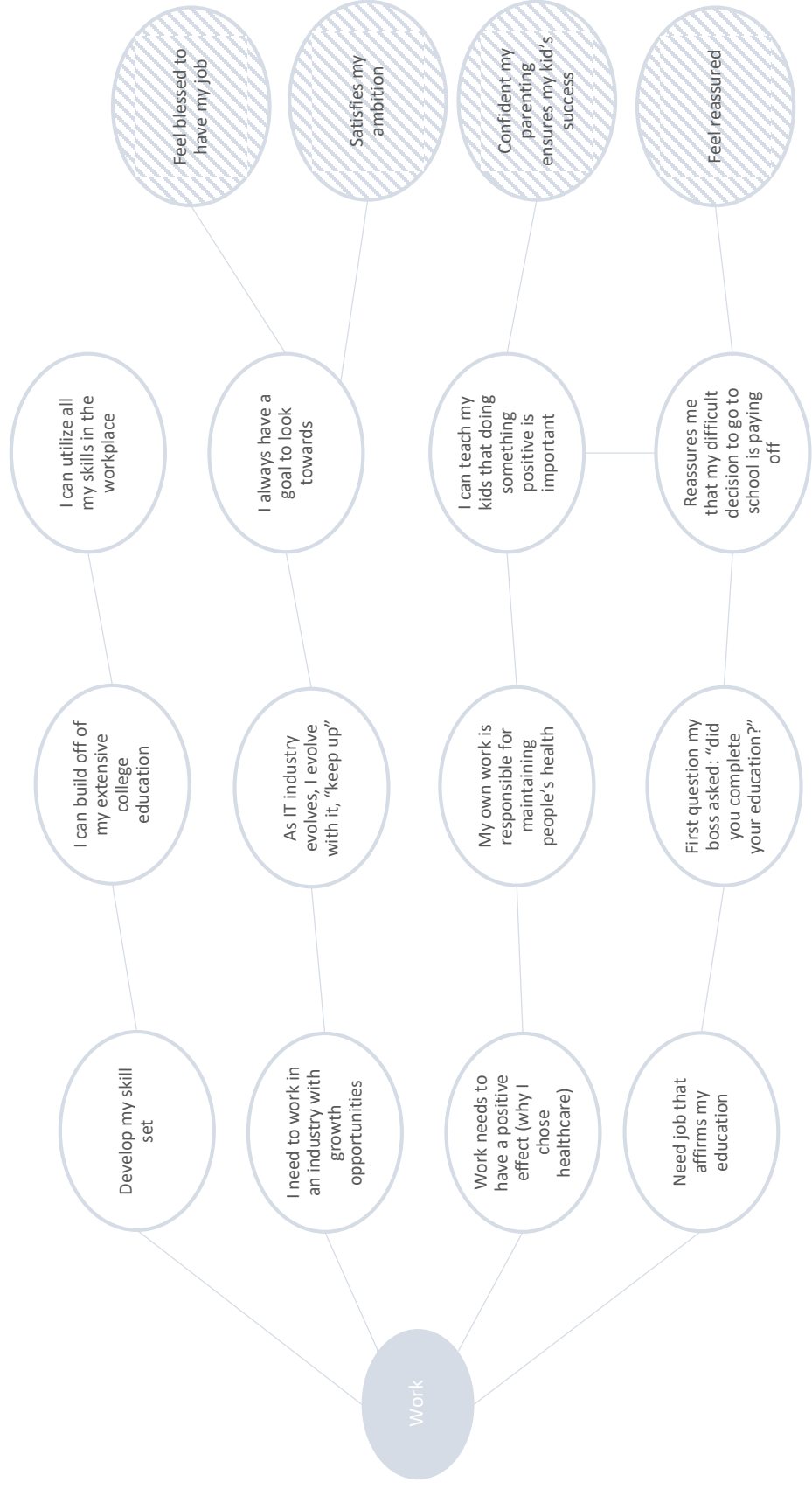
Appendix B: Qualitative Interview Individual Interview “Ladders”

[see attached]

Elias G.

Male, 45

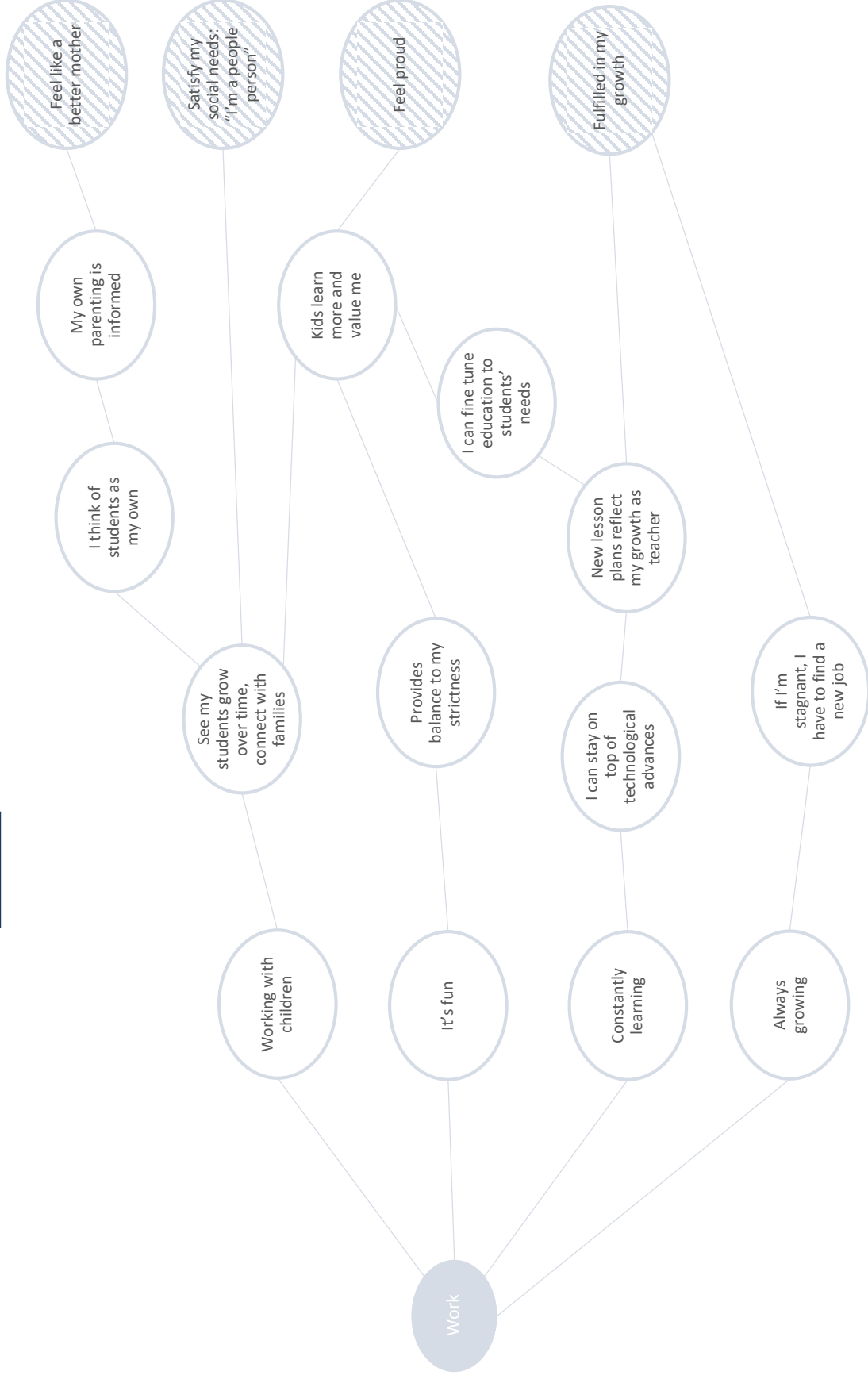
Occupation Computer & Tech
Income \$75k +
Education CG



Jennifer C.

Female, 38

Occupation Education
Income \$75k +
Education CG



Danielle S.

Female, 21

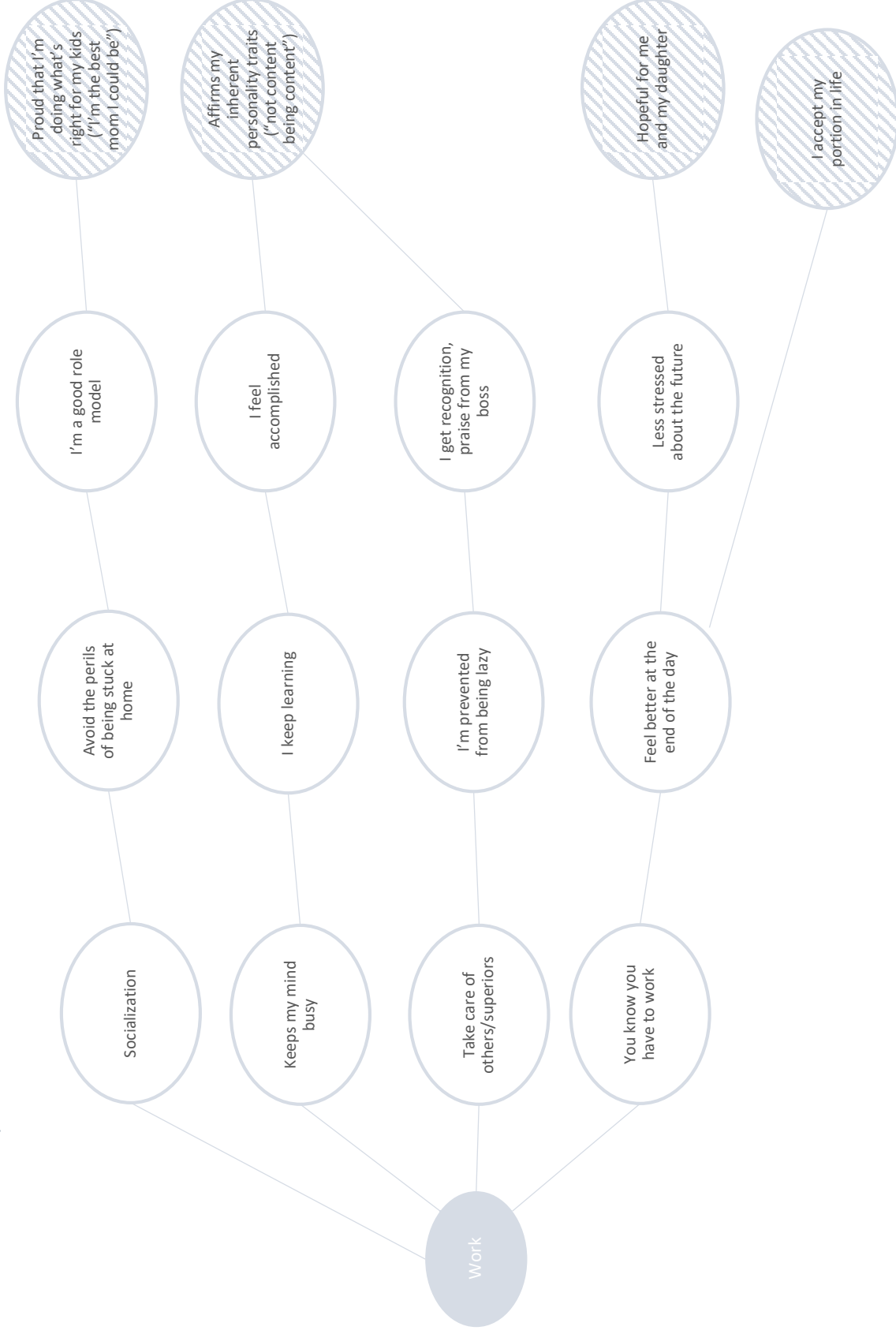
Occupation Specialty Retail
Income Less than \$25k
Education SC



Cynthia P.

Female, 36

Occupation Personal Assistant
Income Less than \$25k
Education CG



Phillip M.

Male, 55

Occupation

Management Finance & Financial Services

Income

\$75k +

Education

CG



Nikki A.

Female, 35

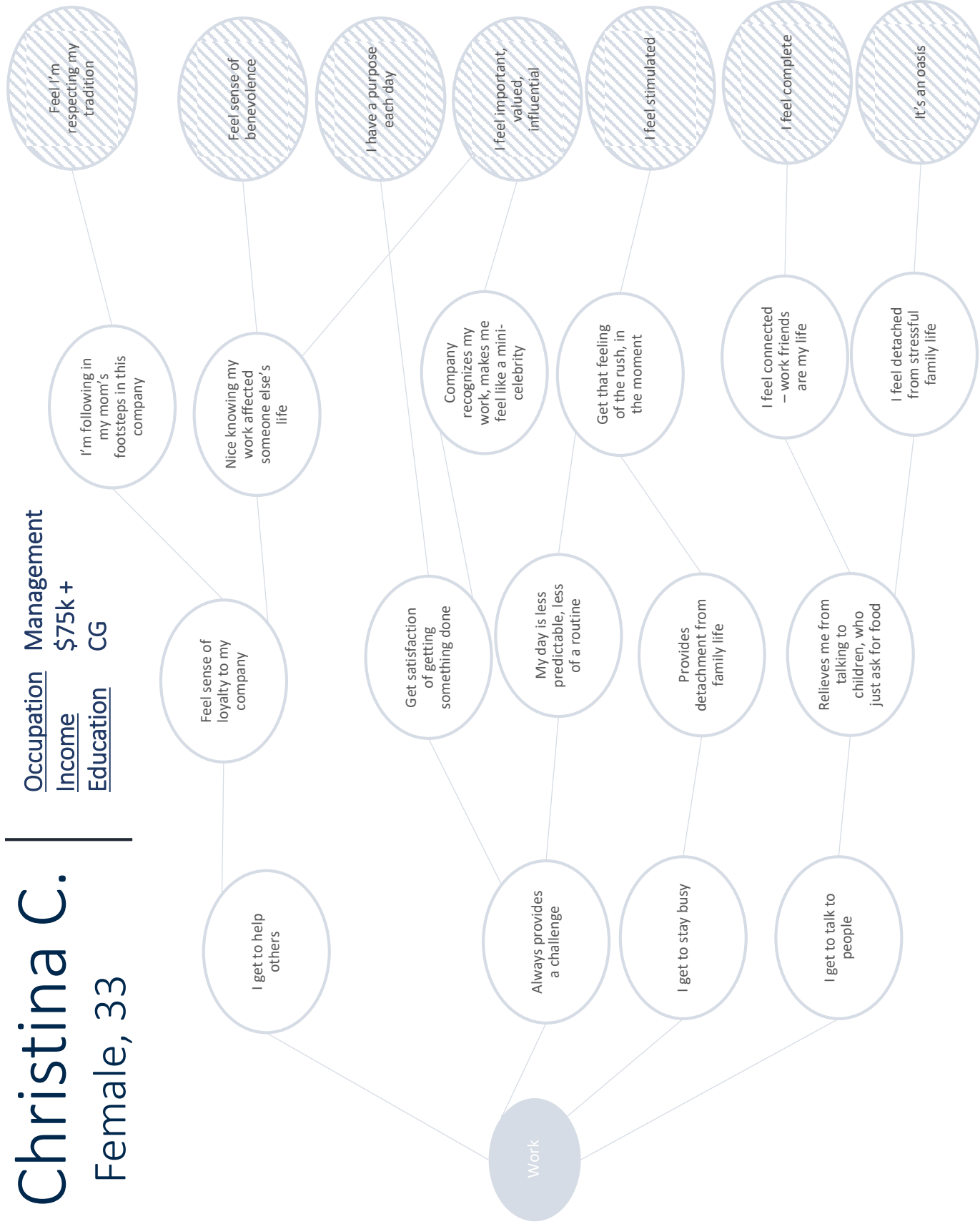
Occupation Unemployed
Income Less than \$25k
Education CG



Christina C.

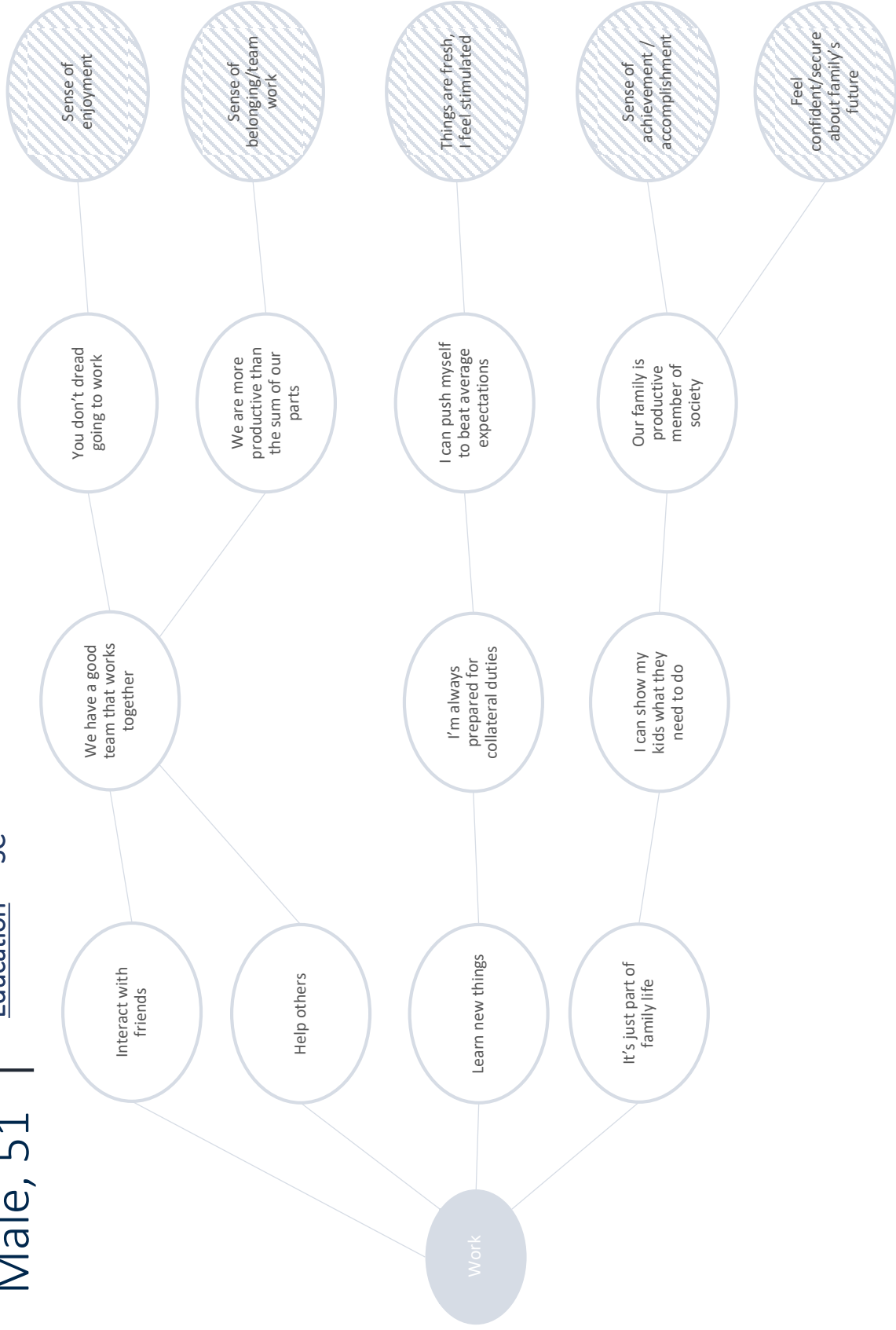
Female, 33

Occupation Management
Income \$75k +
Education CG



Tim T.
Male, 51

Occupation Legal
Income \$75k +
Education SC



Christine L.

Female, 40

Occupation Office & Admin Support

Income \$25-74,999k

Education SC



Lakshanth S.

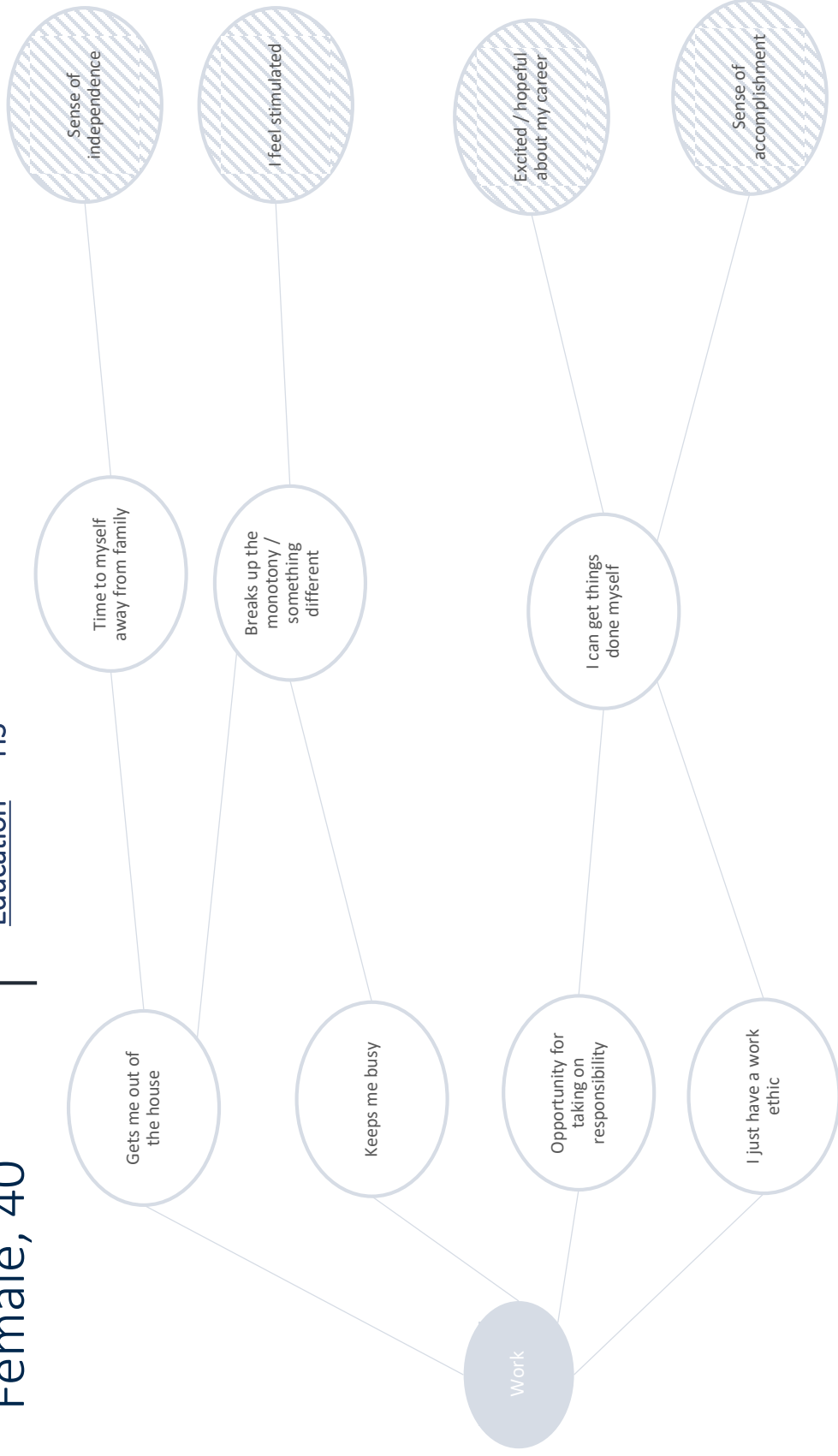
Male, 32

Occupation Computer & Tech
Income \$75k +
Education CG



Jennifer M.
Female, 40

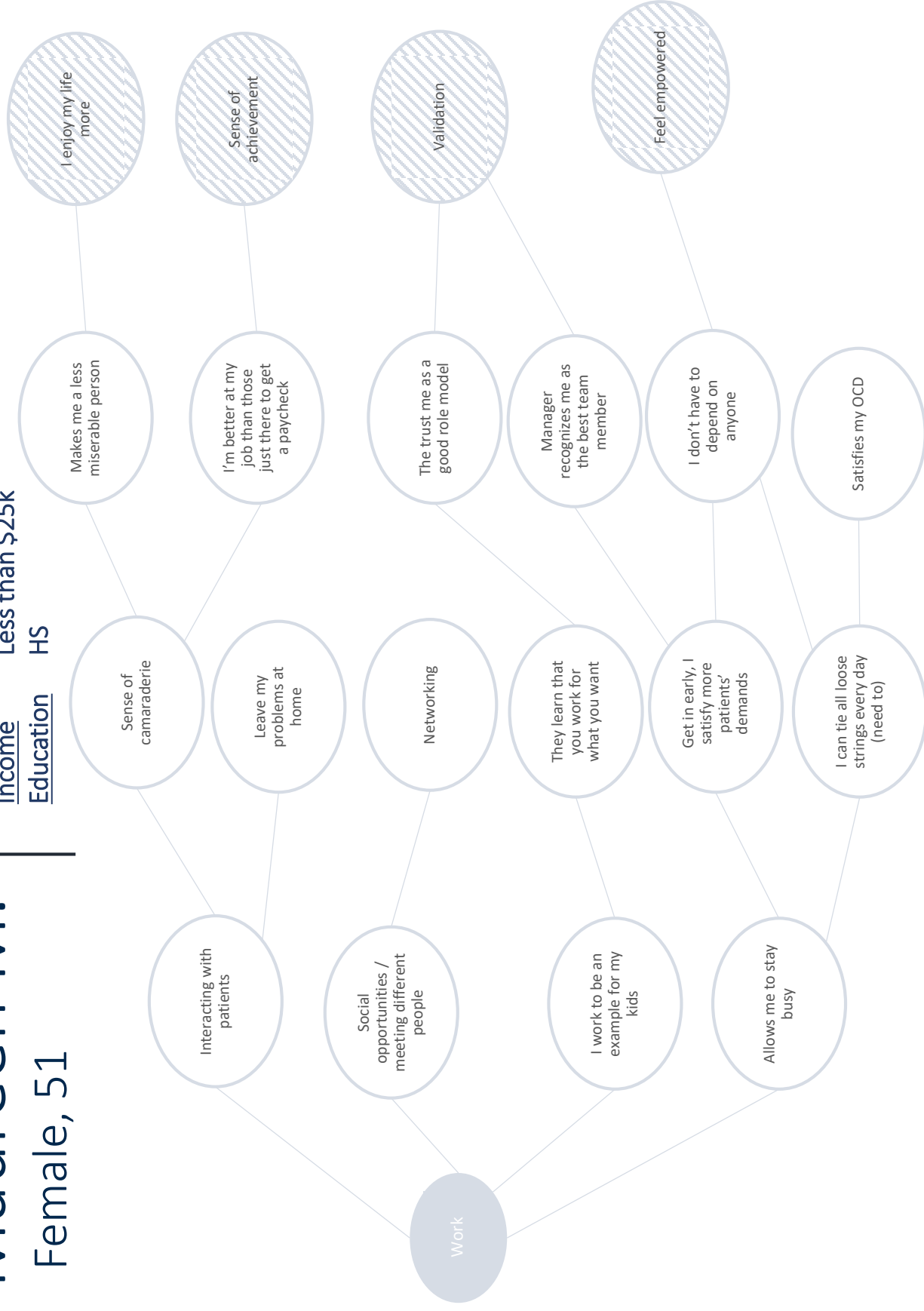
Occupation Construction
Income \$25-74,999k
Education HS



Maureen M.

Female, 51

Occupation Unemployed
Income Less than \$25k
Education HS



Annemarie M.

Female, 40

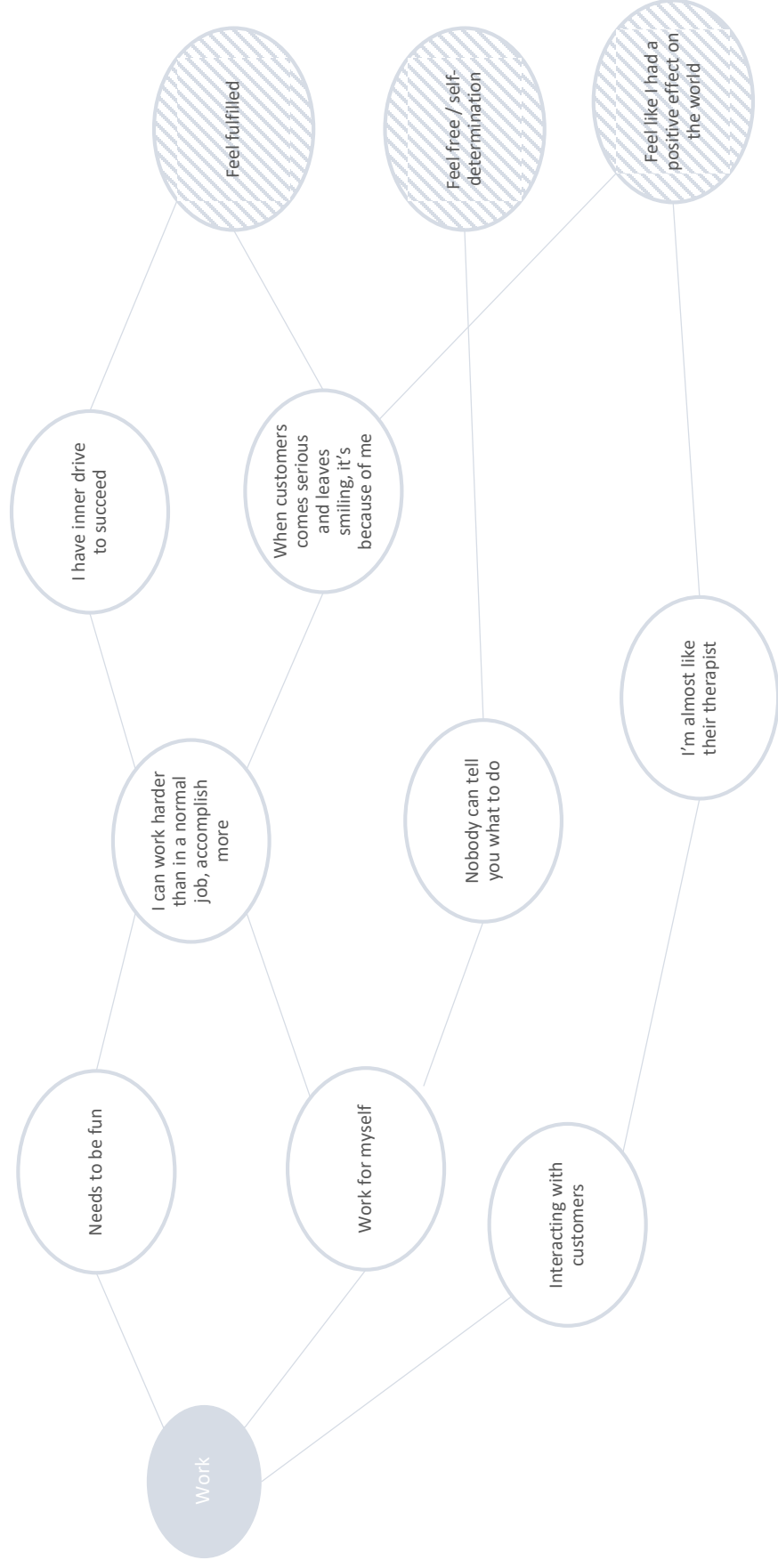
Occupation Healthcare & Pharmaceuticals
Income \$25-74,999k
Education SC



Jose A.

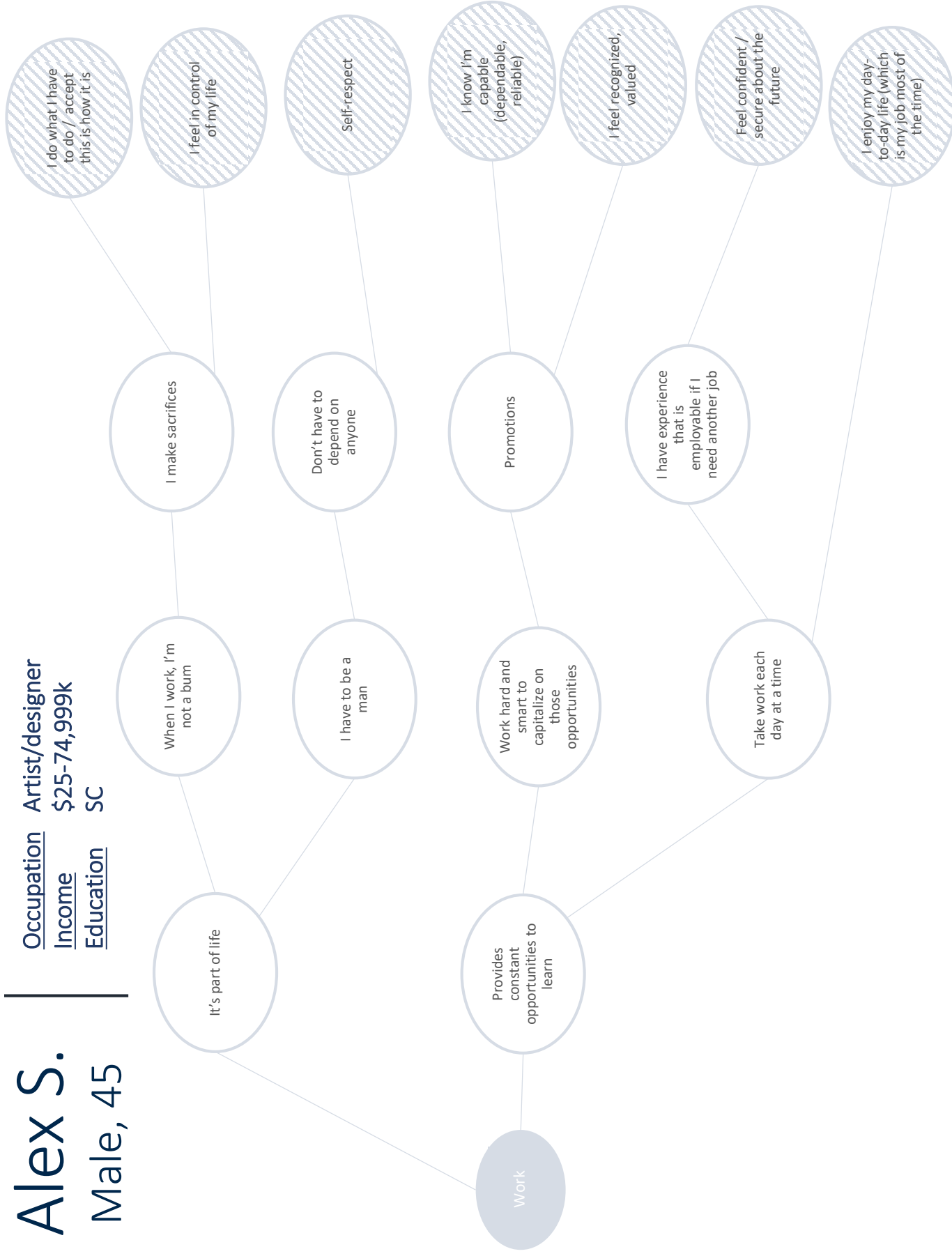
Male, 62

Occupation Food Service
Income \$25-74,999k
Education SC



Alex S.
Male, 45

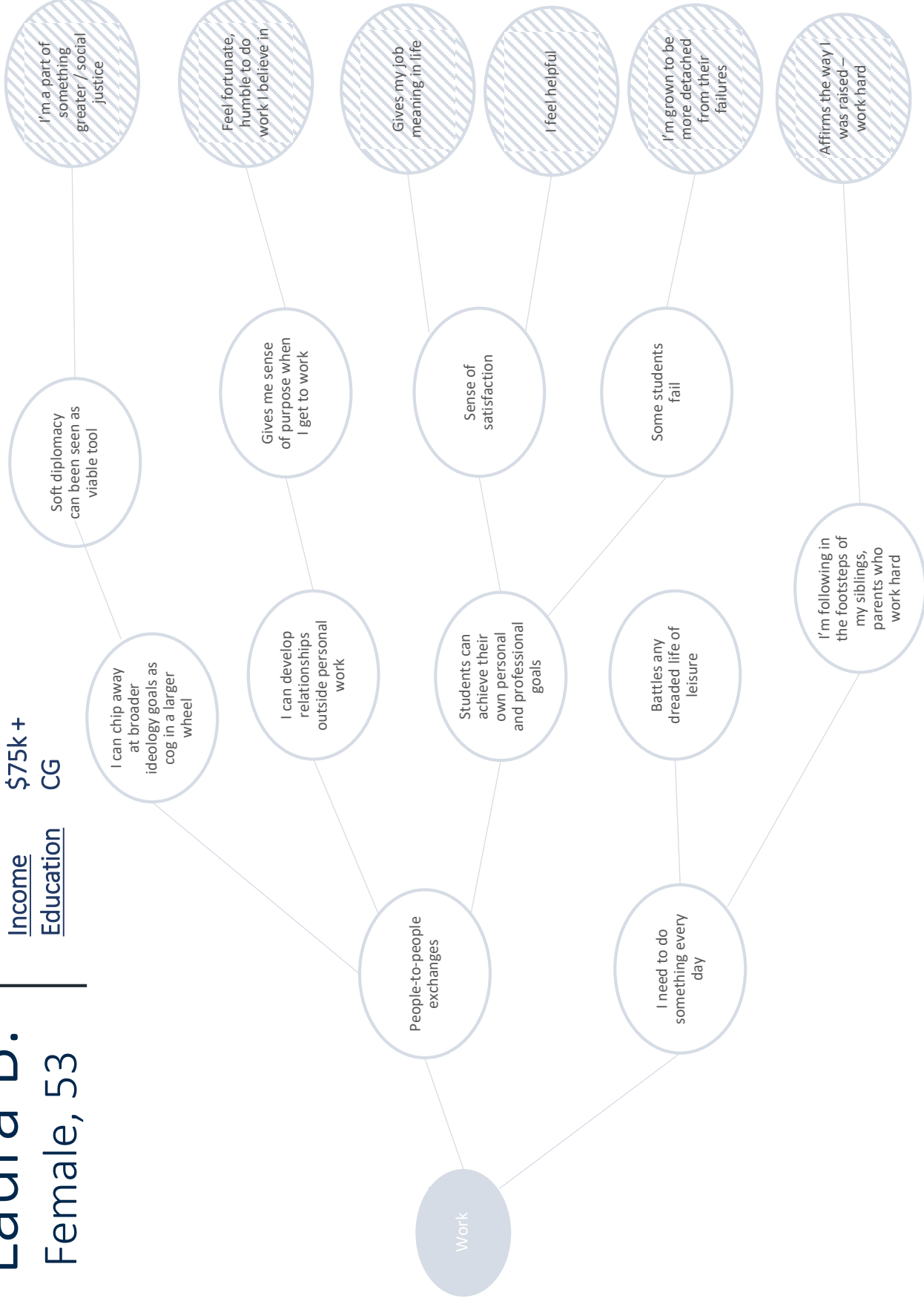
Occupation Artist/designer
Income \$25-74,999k
Education SC



Laura B.

Female, 53

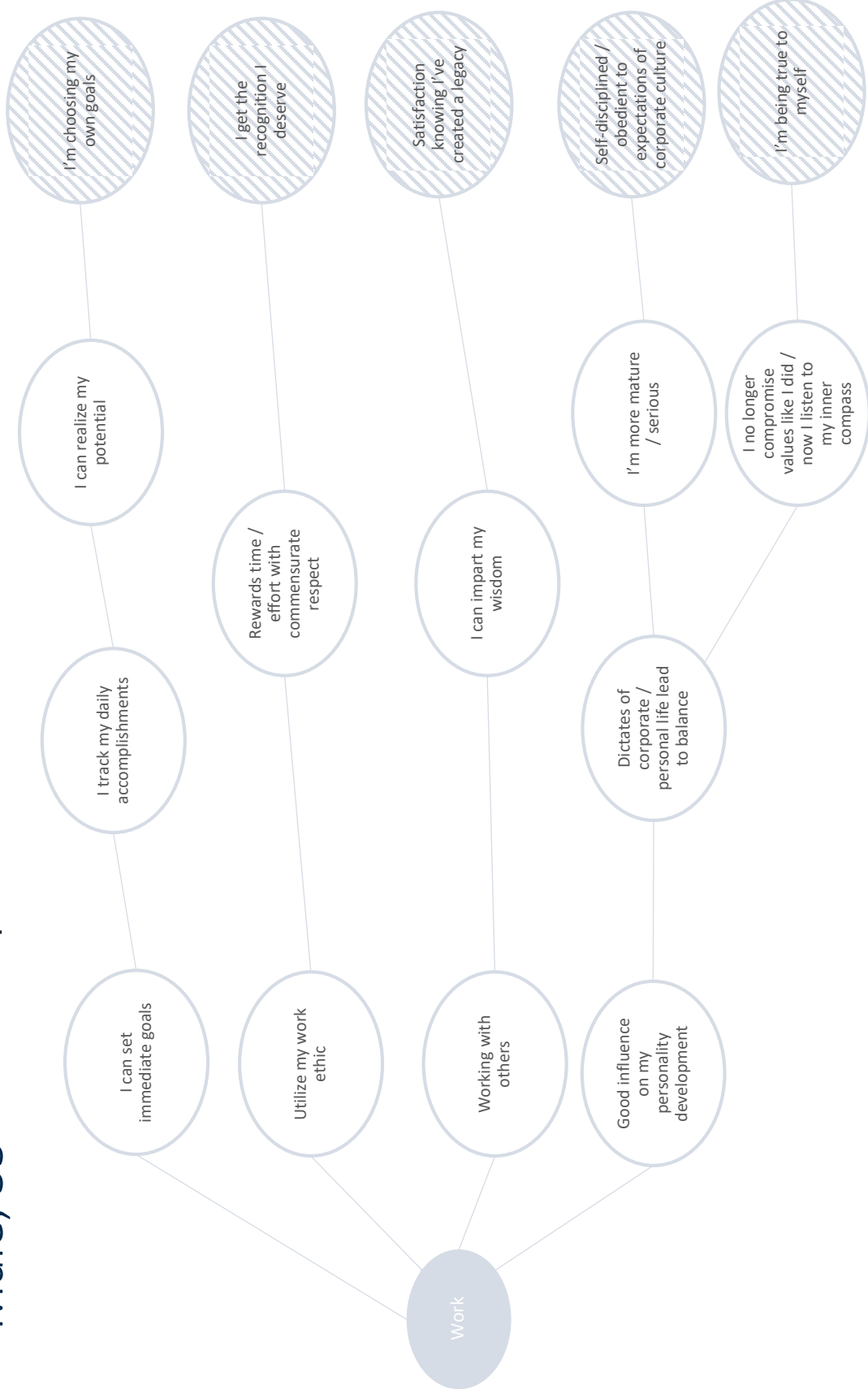
Occupation Education
Income \$75k +
Education CG



Matthew B.

Male, 55

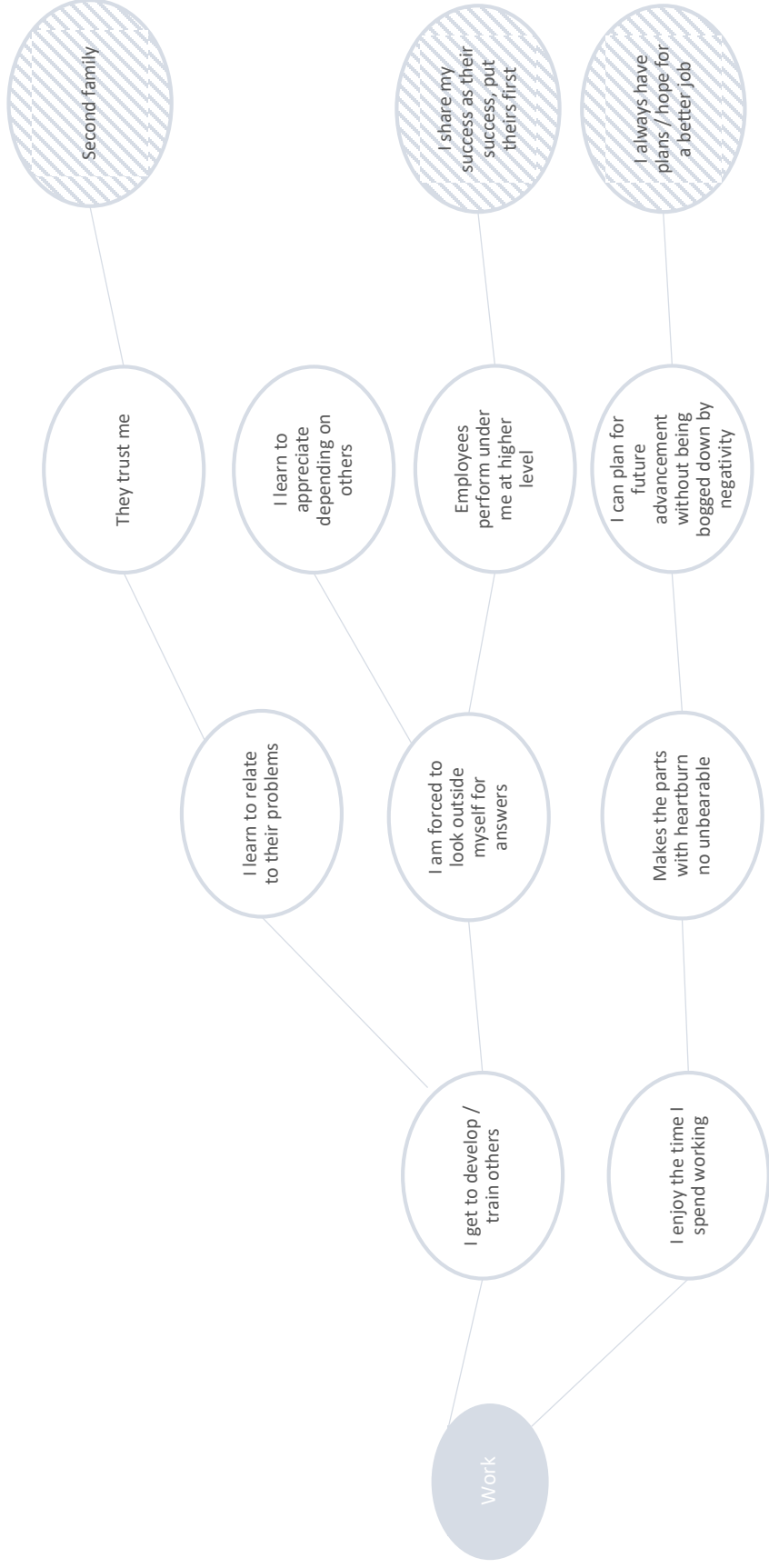
Occupation Business & Finance
Income \$75k +
Education CG



Charles O.

Male, 30

Occupation Computer & Tech
Income \$25-74,999k
Education CG



Steve C.

Male, 66

Occupation

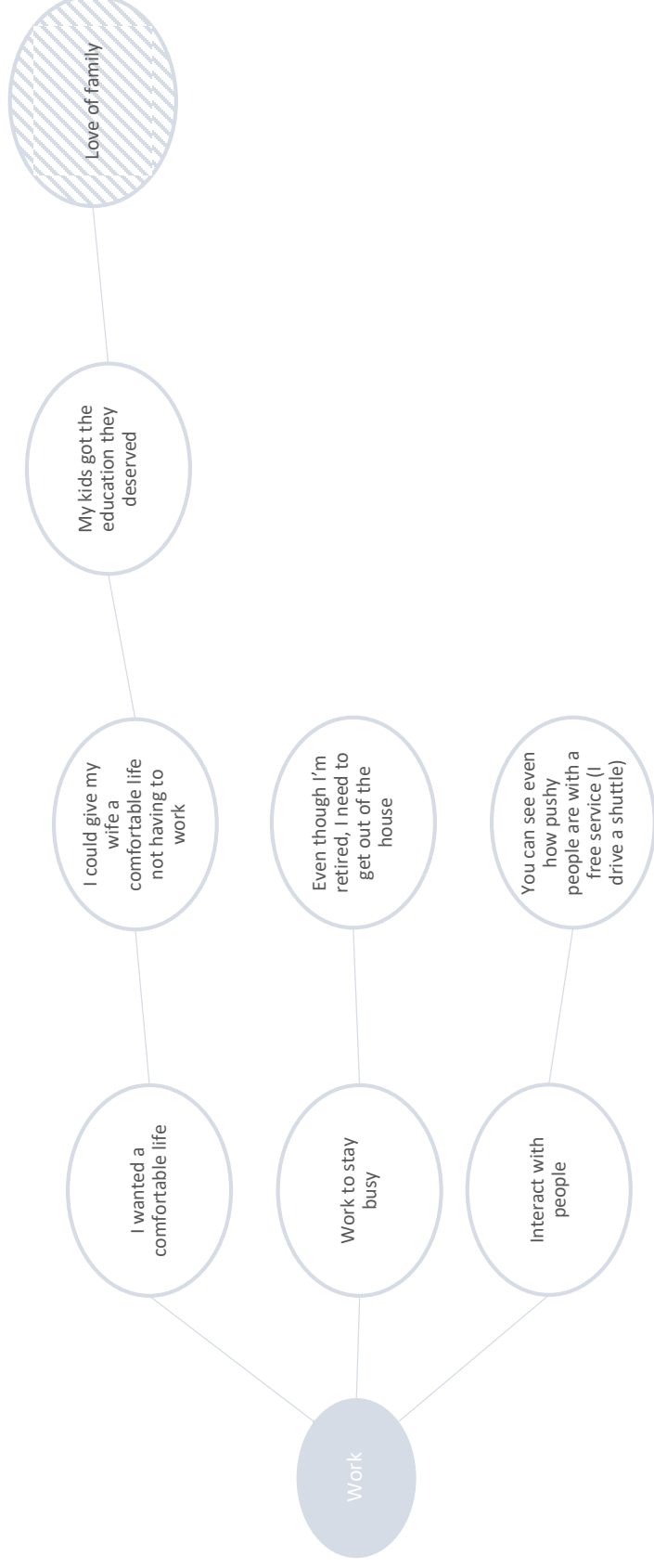
Transportation & Shipping

Income

\$75k +

Education

CG



Stacey C.

Male, 49

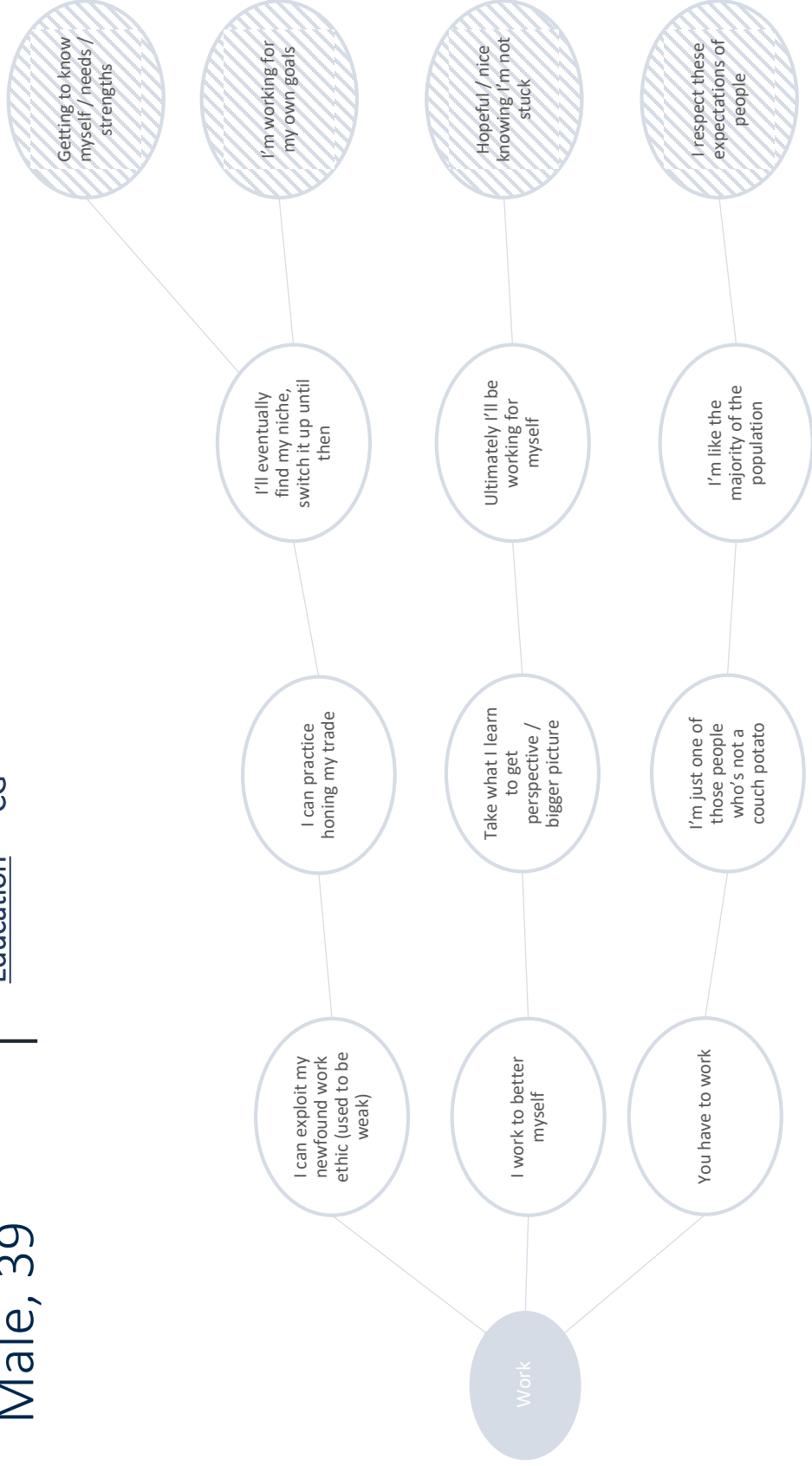
Occupation Computer & Tech
Income \$75k +
Education CG



Joseph S.

Male, 39

Occupation Healthcare & Pharmaceuticals
Income \$25-74,999k
Education CG



Christopher H.

Male, 31

Occupation

Consumer Durables

Income

\$25-74,999k

Education

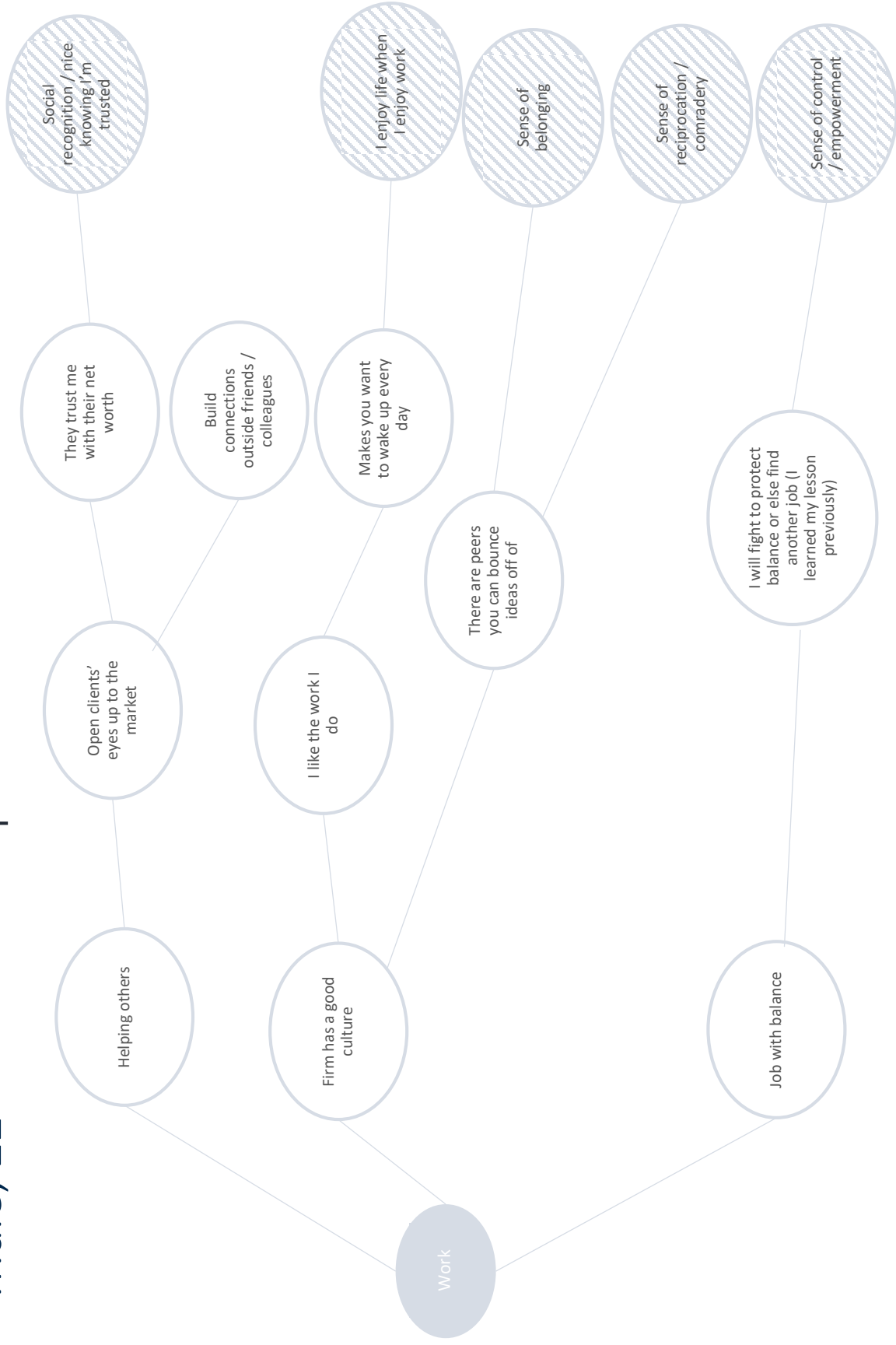
SC



Christopher P.

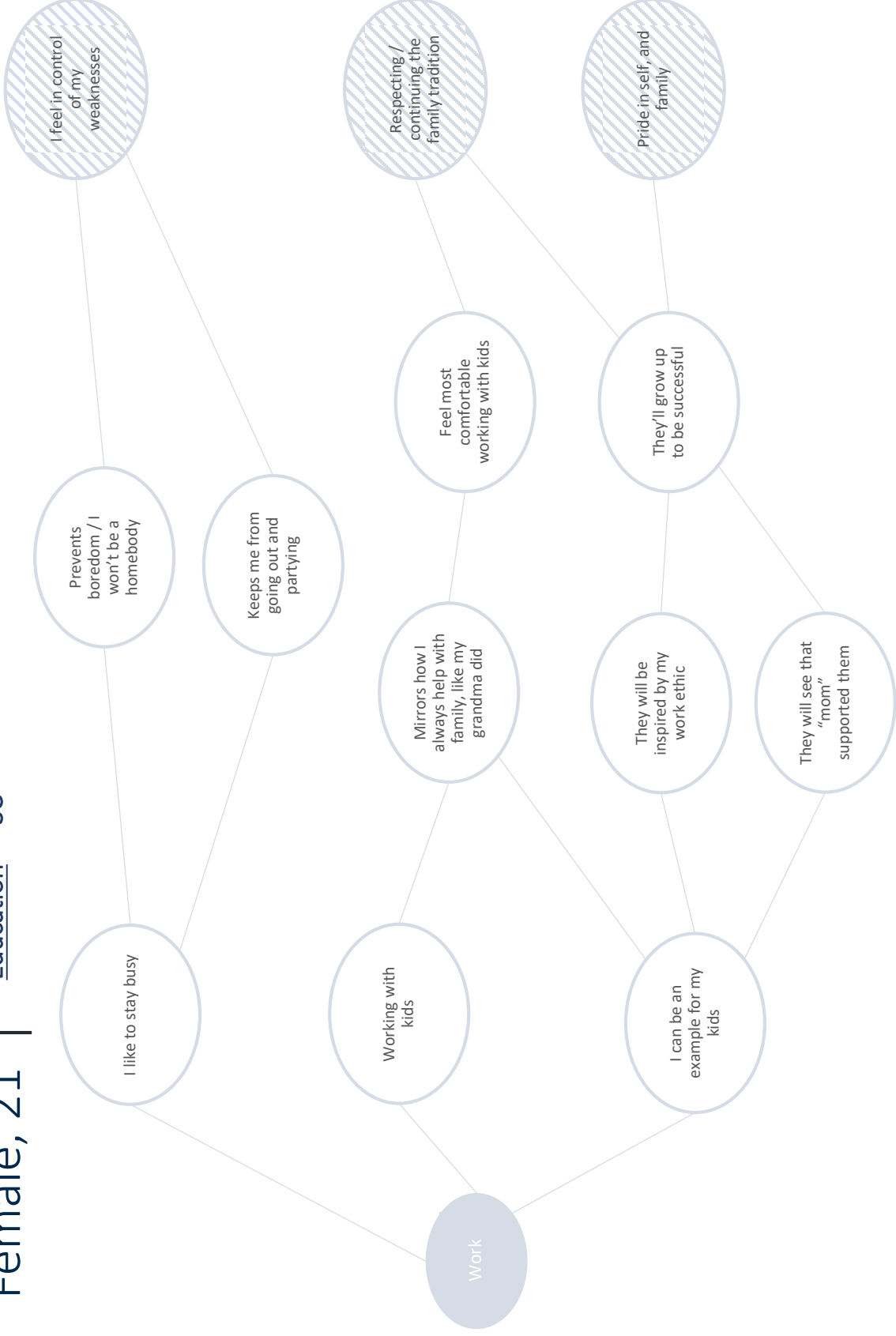
Male, 22

Occupation Financial Services
Income \$25-74,999k
Education CG



Emily F.
Female, 21

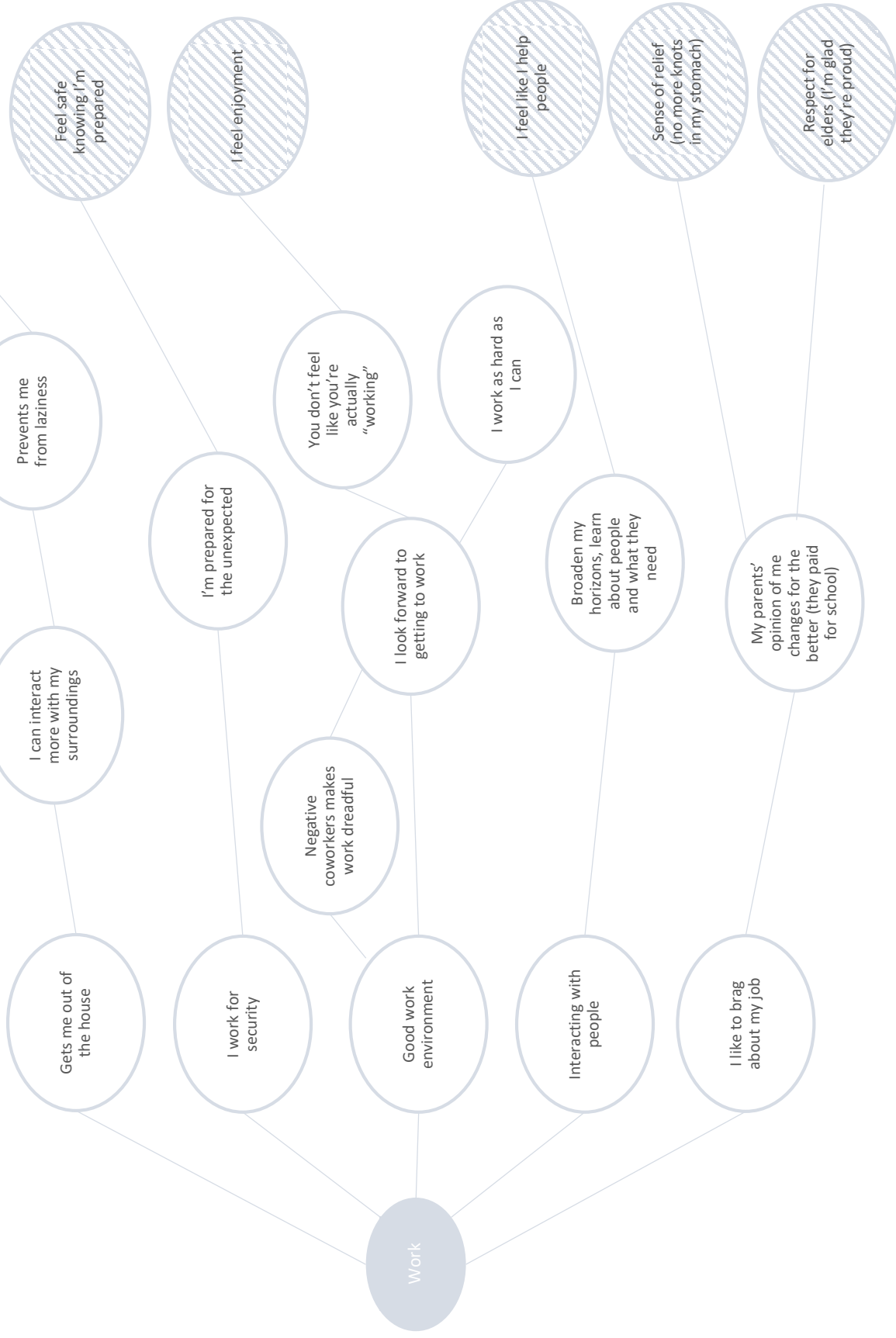
Occupation Education
Income Less than \$25k
Education SC



Max B.

Male, 19

Occupation Business & Finance
Income Less than \$25k
Education SC



Nicole N.

Female, 24

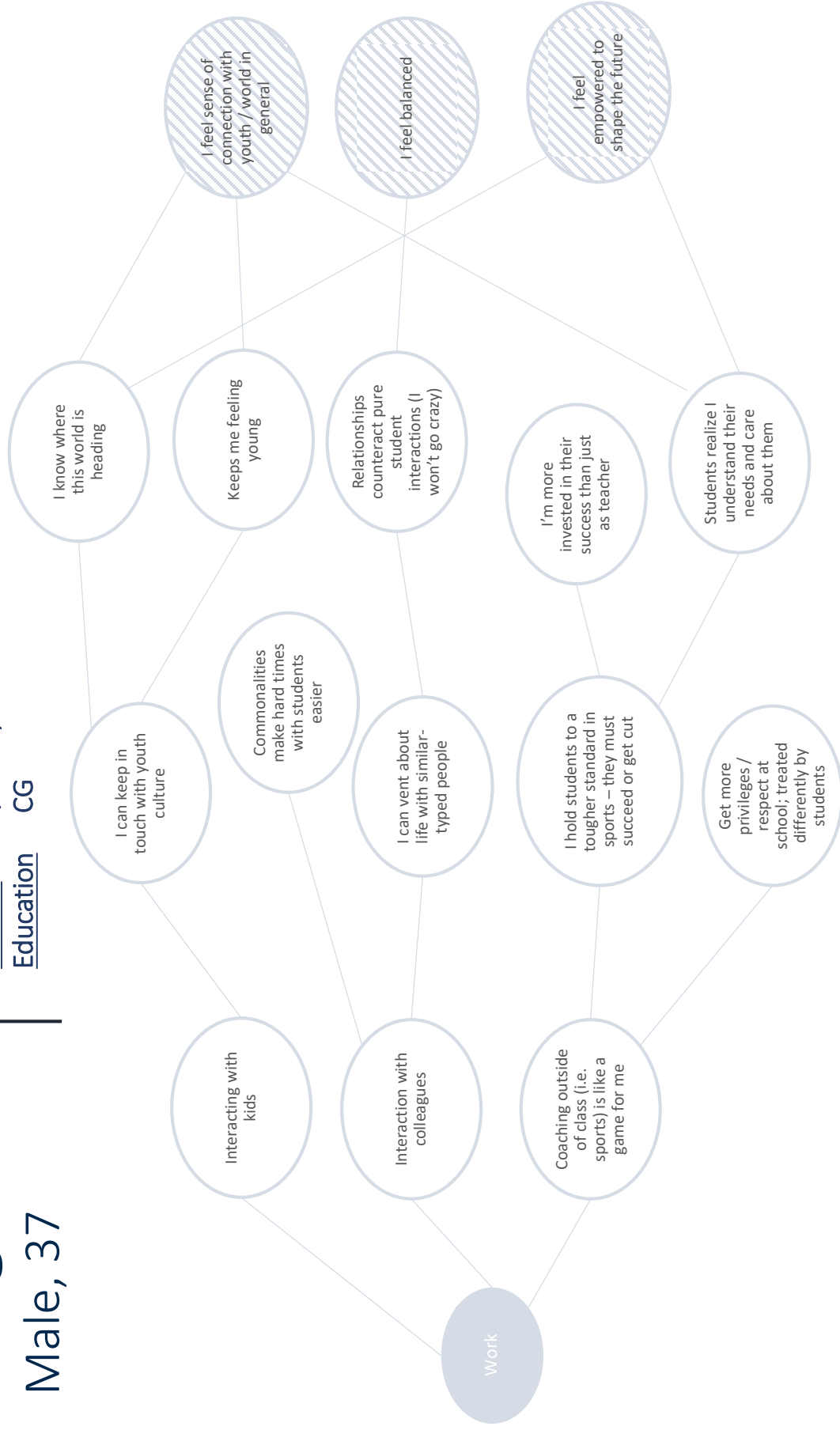
Occupation Insurance
Income \$25-74,999k
Education SC



Wingate S.

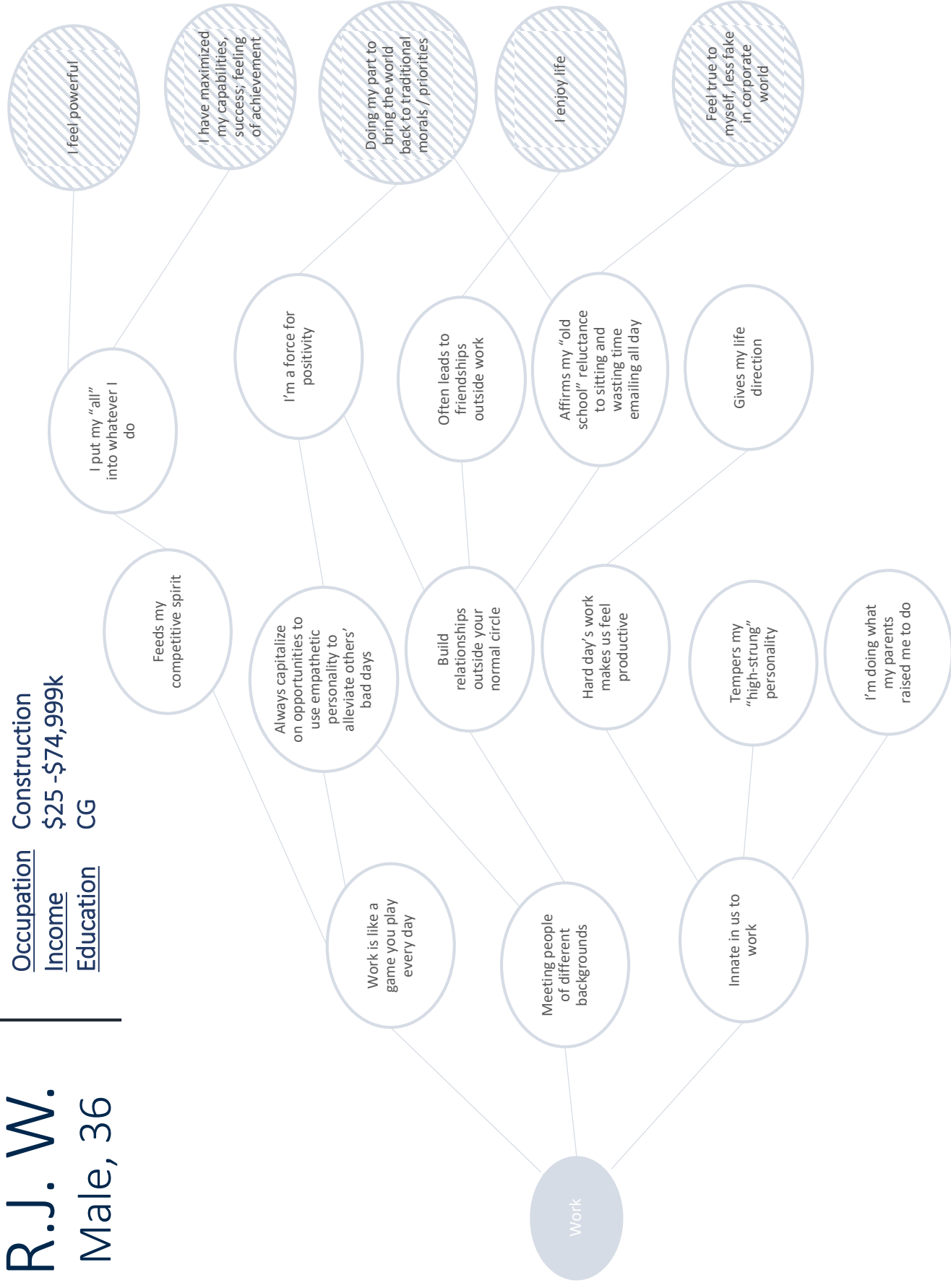
Male, 37

Occupation Education
Income \$25-74,999k
Education CG



R.J. W.
Male, 36

Occupation Construction
Income \$25 - \$74,999k
Education CG



Dale M.

Male, 35

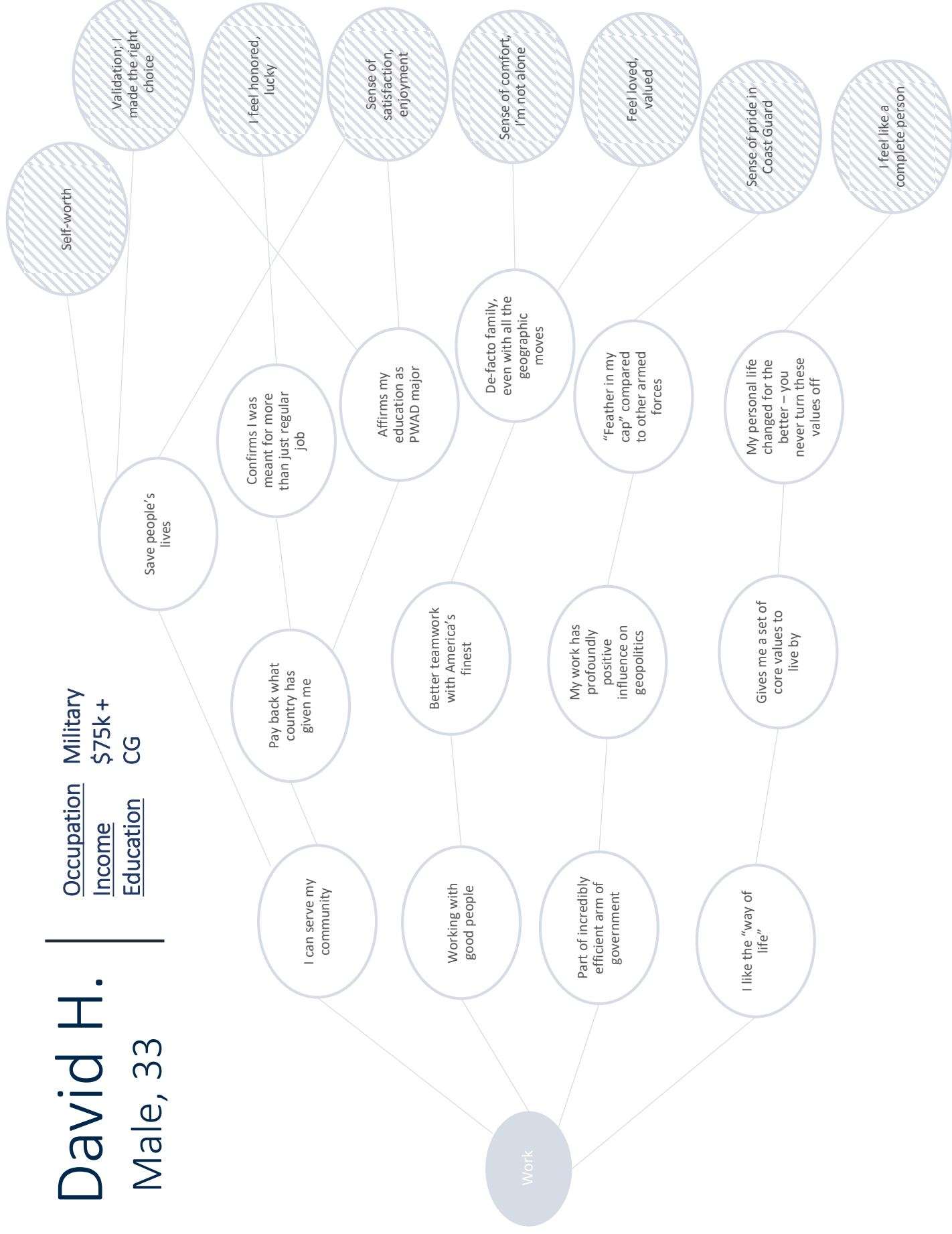
Occupation Education
Income \$75k +
Education CG



David H.

Male, 33

Occupation Military
Income \$75k +
Education CG



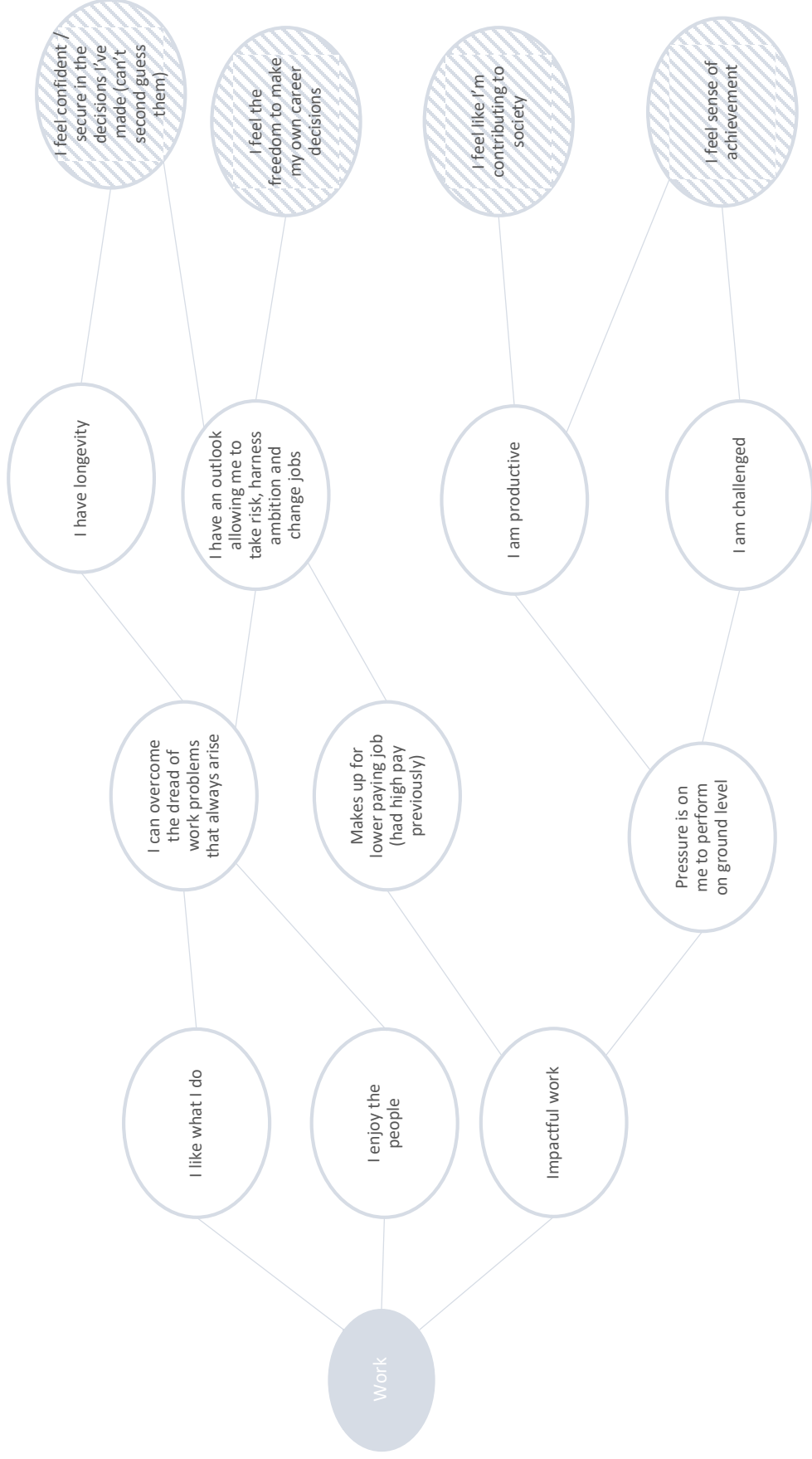
Tom R.

Male, 57

Occupation Business & Finance

Income \$75k +

Education CG



Roger H.

Male, 56

Occupation Real Estate
Income \$75k +
Education SC

