



# SURVEY QUESTIONS:

**Talker Research** team members are members of the Market Research Society (MRS) and the European Society for Opinion and Marketing Research (ESOMAR).

**Talker Research** is also part of the Transparency Initiative through the American Association for Public Opinion Research (AAPOR) – to view the complete methodology as part of this initiative, please visit the [Talker Research Process and Methodology page](#).

For more information on the survey or any additional questions, please contact: [questions@talkerresearch.com](mailto:questions@talkerresearch.com)



## PROJECT NAME:

# State of Dates

**SAMPLE: 2,000 gay and queer men who are single, casually dating or in a relationship less than 3 years**

**SPLITS:** Age, gender and region

## Survey Questions:

### 1. What is your gender? [SINGLE SELECT, MAINTAIN ORDER]

1. Male [TERMINATE IF NOT SELECTED]
2. Female
3. Non-Binary
4. Other
5. Prefer not to say

KEEP NON-BINARY/OTHER/PNTS IN TOTAL, REMOVE FROM GENDER SPLIT

### QSEX. HIDDEN GENDER RECODE

1. Male
2. Female

If D1=1, QSEX=Male

If D1=2, QSEX=Female

### D2. What is your age in years?

[NUMERICAL OPEN-END; RANGE 0-99]

[TERMINATE IF UNDER 18]

**D2a. Please select the year in which you were born.**

[Dropdown list of years from 2007 to 1926]

[TERMINATE if age and birth year do not align +/- 1 year]

**QAGE: HIDDEN AGE RECODE BY GENERATION**

IF D2a=1997-2007, QAGE=Generation Z

IF D2a=1981-1996, QAGE=Millennials

IF D2a=1965-1980, QAGE=Generation X

IF D2a=1946-1964, QAGE=Baby Boomers

IF D2a=1926-1945, QAGE=Silent Generation

**D3. Which state do you live in?**

[DROP DOWN OF 50 U.S. STATES AND "I DO NOT LIVE IN A U.S. STATE".

TERMINATE IF OUTSIDE THE U.S.]

**QRGN5: HIDDEN REGION RECODE**

1. Northeast
2. Southeast
3. Southwest
4. Midwest
5. West

**SQ1. Which of the following best describes your sexual orientation? [select one]**

a. Gay [TERM IF NOT SELECTED]

b. Queer [TERM IF NOT SELECTED]

c. Lesbian

d. Bisexual

e. Straight / Heterosexual

f. Asexual

g. Prefer not to say

**SQ2. Which of the following best describes your current relationship status? [select one]**

a. Single [TERM IF NOT SELECTED]

b. Dating / In a casual relationship [TERM IF NOT SELECTED]

c. In a serious relationship [TERM IF NOT SELECTED]

- d. Engaged
- e. Married
- f. Divorced / Separated / Widowed
- g. None of the above

**SQ2a. [SHOW IF SQ2 = B OR C] How long have you been with your current partner? [select one]**

- a. Less than 6 months
- b. 6 months – 1 year
- c. 1 year – 2 years
- d. 2 years – 3 years
- e. More than 3 years [TERM IF SELECTED]

**Info!** The following survey questions will be related to sexual activity and sexual content. If you are not comfortable with answering questions related to these topics, you may exit the survey now. If you are comfortable with answering questions related to these topics, please click “Continue”

**Continue**

**Exit**

**Survey Questions:**

- 1. When meeting someone for the first time, how many minutes into that encounter can you typically tell their intentions (a hookup, a potential husband, etc.)? Please give your best estimate.**

**[Slider scale 1 to 120] [INCRIMENTS OF 1] [LEFT LABEL, 1 MINUTE or less | RIGHT LABEL, 120 MINUTES or more]**

- a. I make sure I know their intentions before we ever meet
- b.

**DP USE ONLY:**

10 minutes or less

11 – 20 minutes

21 – 30 minutes

31 – 40 minutes

41 – 50 minutes

51 – 60 minutes

61 – 70 minutes

71 – 80 minutes

81 – 90 minutes

91 – 100 minutes

More than 100 minutes

**2. What is your typical reaction when meeting someone for the first time and realizing that your intentions don't align? [RANDOMIZE, ANCHOR LAST 2] [Select up to 2]**

- a. I try to find a way to end the date early
- b. I get up and leave
- c. I try to have an open conversation about our intentions
- d. I give them a chance anyway
- e. I get upset/discouraged
- f. I finish the date and end all conversation afterwards
- g. Other (please specify)
- h. Not sure [EXCLUSIVE]

**3. Have your dating/relationship goals changed in the past 12 months? [Select one]**

- a. Yes
- b. No
- c. Not sure

**4. [SHOW IF Q3 = YES] How have your dating/relationship goals changed in the past 12 months? [RANDOMIZE, ANCHOR LAST 2] [Select all that apply]**

- a. I am looking to get away from hookups
- b. I am trying to be more intentional about my date choices
- c. I am aiming to be more clear about what I want from a partner
- d. I am seeking someone who aligns with my long-term goals
- e. I am trying to be less serious about it all
- f. I am trying to break traditional stereotypes
- g. I am looking for something more casual
- h. Other (please specify)
- i. Not sure [EXCLUSIVE]

**5. What are you currently looking for most in your dating life? [RANDOMIZE, ANCHOR LAST 2] [Select up to 2]**

- a. Hookups
- b. Serious relationships
- c. Something casual/friends with benefits
- d. Companionship
- e. To discover what I do and do not want out of a partner
- f. Other (please specify)
- g. Not sure [EXCLUSIVE]

6. **To what extent do you agree or disagree with the following statement? “It’s time to redefine the norm when it comes to dating as a gay or queer man.”** [Select one]
- a. Strongly agree
  - b. Somewhat agree
  - c. Neither agree nor disagree
  - d. Somewhat disagree
  - e. Strongly disagree
7. **What is the biggest change you’d like to see in terms of the culture surrounding gay and queer men?** [Free text]
- a. Free text response
  - b. Not sure/prefer not to say
8. **[GRID] How accurately do you believe gay and queer men are represented in the following categories?** [Select one for each] [RANDOMIZE GRID]
- a. **On TV**
  - b. **In movies**
  - c. **On social media**
    - i. GRID BY
    - ii. Very accurately
    - iii. Somewhat accurately
    - iv. Not very accurately
    - v. Not accurately at all
9. **To what extent do you agree or disagree with the following statement? “There is too much focus on hookups over relationships when it comes to gay and queer men.”** [SELECT ONE]
- a. Strongly agree
  - b. Somewhat agree
  - c. Neither agree nor disagree
  - d. Somewhat disagree
  - e. Strongly disagree
10. **How would you describe your role?** [Select one]
- a. Top
  - b. Bottom
  - c. Vers / Switch
  - d. Not sure/prefer not to say
11. **[HIDE IF Q10 = D] How confident or unconfident do you feel in your sexual role?** [Select one]
- a. Very confident

- b. Somewhat confident
- c. Neither confident nor unconfident
- d. Somewhat unconfident
- e. Very unconfident

**12. [HIDE IF Q10 = D] Is your role part of your identity? [Select one]**

- a. Definitely, it's who I am
- b. Somewhat, it's a part of me
- c. Not really, it's just what I do
- d. Not sure/prefer not to say

**13. [HIDE IF Q10 = D] How frequently, if ever, do you switch roles? [Select one]**

- a. Always
- b. Often
- c. Sometimes
- d. Rarely
- e. Never

**14. [HIDE IF Q10 = D] Do you feel boxed in by your role? [Select one]**

- a. Yes
- b. No
- c. Not sure/prefer not to say

**15. [HIDE IF Q10 = D] How do you feel gay culture portrays your role? [Select one]**

- a. Positively
- b. Neutrally
- c. Negatively
- d. Not sure

**16. [HIDE IF Q10 = D] To what extent do you agree or disagree with the following statement? "I am trying to break traditional stereotypes associated with my role." [Select one]**

- a. Strongly agree
- b. Somewhat agree
- c. Neither agree nor disagree
- d. Somewhat disagree
- e. Strongly disagree

**17. [SHOW IF Q10 = A] What celebrity gives off "major top energy"? [Free text]**

- a. Free text response
- b. Not sure/prefer not to say

18. **[SHOW IF Q10 = B]** What celebrity gives off “major bottom energy”? **[Free text]**

- a. Free text response
- b. Not sure/prefer not to say

19. **[HIDE IF Q10 = C OR D]** To what extent do you agree or disagree with the following statement? “There is a shortage of TOPS/BOTTOMS **[PIPE BASED ON RESPONSE TO Q10. Q10 = A, SHOW BOTTOM LANGUAGE, Q10 = B, SHOW TOP LANGUAGE]** in my city.”

**[Select one]**

- a. Strongly agree
- b. Somewhat agree
- c. Neither agree nor disagree
- d. Somewhat disagree
- e. Strongly disagree

SHOW TO ALL

20. How frequently do you talk about your sex life with friends or online? **[Select one]**

- a. Always
- b. Often
- c. Sometimes
- d. Rarely
- e. Never

21. What’s your biggest turn-on in a partner? **[RANDOMIZE, ANCHOR LAST 2]** **[Select up to 2]**

- a. Confidence
- b. Humor
- c. Physical connection
- d. Emotional connection
- e. Sexual connection
- f. Independence
- g. Financial stability
- h. Career alignment
- i. Other (please specify)
- j. Not sure **[EXCLUSIVE]**

22. **[GRID]** How many dates did you go on in 2025 compared to how many you want to go on in 2026?

- a. How many dates I went on in 2025
- b. How many dates I want to go on in 2026
  - i. **[SLIDER SCALE 0 to 50, INCRIMENTS OF 1]** **[LEFT LABEL 0 | RIGHT LABEL 50+]**

ii. Not sure/ Prefer not to answer

DP USE ONLY:

0 dates

1 – 10 dates

11 – 20 dates

21 – 30 dates

31 – 40 dates

More than 40 dates

**23. To what extent do you agree or disagree with the following statement? “It is my duty to pave the way for the next generation of gay/queer men.” [SELECT ONE]**

- a. Strongly agree
- b. Somewhat agree
- c. Neither agree nor disagree
- d. Somewhat disagree
- e. Strongly disagree