

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

PROJECT NAME:

Youth, Wasted

SAMPLE: 2,000 gen pop

SPLITS: Age, gender and region

Survey Questions:

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

1. Male
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

Survey Questions:

1. **Which of the following activities do you feel you don't have enough energy to do as often as you'd like? (Select all that apply) RANDOMIZE. ANCHOR LAST 1**
 - a. Exercise regularly
 - b. Play with my children and/or pets
 - c. Cook elaborate meals
 - d. Socialize with friends or family
 - e. Work on creative hobbies (painting, writing, etc.)
 - f. Organize my home or work space
 - g. Complete home improvement projects
 - h. Travel or take spontaneous trips

- i. Spend time outdoors
- j. None of the above [EXCLUSIVE]

2. How frequently, if ever, do you feel too drained to do things you enjoy? (select one)

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

3. If you had unlimited energy, which activity would you tackle first? (select one)

RANDOMIZE. ANCHOR LAST 1

- a. Run/train for a marathon
- b. Reorganize my entire home
- c. Take on a big creative project
- d. Travel to a new place
- e. Cook a gourmet meal
- f. Spend more time with friends or family
- g. Start a fitness routine I've been putting off
- h. Volunteer for a cause I care about
- i. Catch up on hobbies I've neglected
- j. Learn a new skill (e.g., language, instrument, course, etc.)
- k. None of the above [EXCLUSIVE]

4. If you had more energy, do you think you'd earn more money than you currently do? (select one)

- a. Yes
- b. No

5. Which day of the week would you choose to feel like you had unlimited energy? (select one)

- a. Monday
- b. Tuesday
- c. Wednesday
- d. Thursday
- e. Friday
- f. Saturday

g. Sunday

6. At what time do you feel your energy levels are at their lowest? (Select one)

- a. Before 8am (7.5)
- b. 8am – 11:59am (9.5)
- c. 12pm – 2:59pm (13.5)
- d. 3pm – 5:59pm (15.5)
- e. 6pm – 8:59pm (17.5)
- f. 9pm – 12am (midnight) (20.5)

7. If you had the energy to be more physically active, which of the following would you most want to do? (select up to three) RANDOMIZE. ANCHOR LAST 1

- a. Run more miles
- b. Go for longer bike rides
- c. Try a new fitness class or activity
- d. Play a sport (e.g., tennis, basketball)
- e. Take up yoga or Pilates
- f. Hike in nature
- g. Dance
- h. Swim
- i. Walk more often
- j. Work out with a personal trainer
- k. None of the above [EXCLUSIVE]

8. How often, if ever, do you find yourself saying you wish you had more energy to do something fun or productive? (select one)

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

9. How do you typically feel after a full day of work? (select one)

- a. Energized and ready for more
- b. Tired, but still able to do other things
- c. Drained and need to rest
- d. Completely exhausted

- e. Like I need a break for the rest of the week

10. How do you typically feel after a full day of parenting? (select one)

- a. Energized and ready for more
- b. Tired, but still able to do other things
- c. Drained and need to rest
- d. Completely exhausted
- e. Like I need a break for the rest of the week
- f. N/A; I am not a parent

11. Which activity do you feel the most guilty about neglecting due to lack of energy? (select all that apply) RANDOMIZE. ANCHOR LAST 1

- a. Spending quality time with my kids [hide if Q10 = f]
- b. Progressing career goals
- c. Exercising or being physically active
- d. Socializing with friends or family
- e. Working on creative projects
- f. Keeping up with hobbies
- g. Taking care of myself (e.g., skincare, relaxation)
- h. Organizing or cleaning my home
- i. Cooking healthy meals
- j. Learning new skills or hobbies
- k. Traveling or exploring new places
- l. None of the above [EXCLUSIVE]

12. If you could have one type of energy boost every day, which would you choose? (select one) RANDOMIZE

- a. Physical energy (to exercise and be active)
- b. Mental energy (to focus and be productive)
- c. Emotional energy (to stay positive and motivated)
- d. Creative energy (to work on projects or hobbies)
- e. Social energy (to engage and connect with others)
- f. Restorative energy (to feel refreshed and well-rested)

13. How often, if ever, do you wish you could engage in a hobby or passion project but feel too tired to do so? (select one)

- a. Always

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

14. If you could instantly master a new skill, which would it be? (select one) RANDOMIZE.

ANCHOR LAST 1

- a. Playing a musical instrument
- b. Cooking or baking
- c. Speaking a new language
- d. Painting or drawing
- e. Writing (books, blogs, etc.)
- f. Fitness training or weightlifting
- g. Photography
- h. Coding or tech skills
- i. Public speaking
- j. Gardening

- k. None of the above [EXCLUSIVE]

15. During a typical moment when you feel low on energy, what do you consider the primary cause? (select one) RANDOMIZE. ANCHOR LAST 1

- a. Lack of sleep
- b. Stress at work
- c. Parenting demands
- d. Poor diet or nutrition
- e. Not enough physical activity
- f. Emotional stress or burnout
- g. Busy schedule
- h. Financial stress
- i. Lack of motivation or purpose
- j. Health issues
- k. Not sure/Prefer not to say

16. How often, if ever, do you experience a mid-afternoon energy slump? (select one)

- a. Always
- b. Often

- c. Sometimes
- d. Rarely
- e. Never

17. How long does it typically take for you to recover from a physically demanding task (e.g., exercising or doing home chores)? [select one]

- a. Less than 30 minutes
- b. 30 minutes to 1 hour
- c. 1 to 2 hours
- d. 2 to 3 hours
- e. More than 3 hours
- f. I never fully recover
- g. I don't need to recover from physically demanding tasks
- h. I feel energized after doing them

18. Which of the following would you most like to have the energy for? (select up to three) RANDOMIZE. ANCHOR LAST 1

- a. Playing sports or working out regularly
- b. Keeping my home perfectly organized
- c. Cooking and meal prepping every day
- d. Completing home improvement projects
- e. Taking vacations more often
- f. Learning something new every month
- g. Spending more time with loved ones
- h. Starting a side business or personal project
- i. Completing tasks on my personal to-do list
- j. Being more spontaneous and adventurous
- k. None of the above [EXCLUSIVE]

19. How do you feel your energy levels have changed as you've gotten older?(select one)

- a. They've increased
- b. They've stayed the same
- c. They've decreased

20. Which of these activities would bring you joy if you suddenly had unlimited energy? (select all that apply) RANDOMIZE. ANCHOR LAST 1

- a. Going on an adventurous trip
- b. Organizing my whole house
- c. Running a marathon
- d. Starting a creative project
- e. Spending more time outdoors
- f. Hosting social gatherings or parties
- g. Reconnecting with old friends
- h. Taking better care of my health
- i. Taking care of my mental well-being
- j. Learning a new hobby or skill
- k. None of the above [EXCLUSIVE]

21. When do you, if ever, experience a burst of energy? (select all that apply)

RANDOMIZE. ANCHOR LAST 1

- a. Early in the morning
- b. After a nap or rest
- c. After exercising or being active
- d. After a healthy meal
- e. After spending time with loved ones
- f. During an exciting project or activity
- g. After accomplishing a task
- h. In the middle of the day
- i. At night, when everyone else is asleep
- j. During moments of inspiration or creativity
- k. None of the above [EXCLUSIVE]

22. How much extra energy would you say you need, based on your typical energy levels? [select one]

0.5 times more

- a. 1 times more**
- b. 1.5 times more**
- c. 2 times more**
- d. 2.5 times more**
- e. 3 times more**
- f. More than 3 times more**
- g. Not sure**

23. To what extent do you agree or disagree with the following statement? “Youth is wasted on the young.” (select one)

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

24. To what extent do you agree or disagree with the following statement? “I would be happier if I had more energy to get through the day.” (select one)

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

Occasionally, the media may contact us wanting to interview respondents in the survey for further information to boost the article with qualitative data. These experiential quotes are used to add something unique to their reporting and boost the authority of the story which can then aid SEO performance.

To facilitate this, we sometimes ask respondents if they’re open to being contacted by the media for further interview. This consent must be gained prior to running the survey. This enables us to share certain respondents with the media in adherence with our data protection protocols. Please note, a respondents’ answer to this question does not impact their eligibility for the survey in any way.

25. We’re looking to hear from people who miss doing some of their favorite activities because they lack the level of energy needed. If you consent, you may be contacted for a short interview by phone or email from a journalist for further comment. There is no financial incentive for taking part, but your name and responses may be cited in a national publication.

I’m interested in participating

I’m not interested in participating

26. [SHOW IF "I'm interested in participating" in PREVIOUS QUESTION] Please enter your details below.

Name:

Email: