

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:

Out with the old, in with the new grooming routine

SAMPLE: 800 Gen Z men and 1,200 millennial men, at least 25 years old

SPLITS: Age and region

Survey Questions:

1. **D1. What is your gender? [SINGLE SELECT, MAINTAIN ORDER]**
 - a. Male [CONTINUE IF SELECTED]
 - b. Female
 - c. Non-Binary
 - d. Other
 - e. Prefer not to say

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

- i. QSEX. HIDDEN GENDER RECODE
- ii. Male
- iii. Female
- iv. If D1=1, QSEX=Male

- v. If D1=2, QSEX=Female

2. D2. What is your age in years?

- a. [NUMERICAL OPEN-END; RANGE 0-99]
- b. [TERMINATE IF UNDER 25]

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

- a. [Dropdown list of years from 2007 to 1926]
- b. [TERMINATE if age and birth year do not align +/- 1 year]

QAGE: HIDDEN AGE RECODE BY GENERATION

- i. IF D2a=1997-2007, QAGE=Generation Z
- ii. IF D2a=1981-1996, QAGE=Millennials
- iii. IF D2a=1965-1980, QAGE=Generation X
[TERMINATE]
- iv. IF D2a=1946-1964, QAGE=Baby Boomers
[TERMINATE]
- v. IF D2a=1926-1945, QAGE=Silent Generation
[TERMINATE]

4. D3. Which state do you live in?

- a. [DROP DOWN OF 50 U.S. STATES AND "I DO NOT LIVE IN A U.S. STATE".]
- b. [TERMINATE IF OUTSIDE THE U.S.]

QRGN5: HIDDEN REGION RECODE

- i. Northeast
- ii. Southeast
- iii. Southwest
- iv. Midwest
- v. West

Survey Questions:

5. How much attention do you pay to the following grooming needs?

[GRID] [RANDOMIZE]

- a. Hair
- b. Body care
- c. Facial hair
- d. Skincare
- e. Fingernails and toenails

[GRID BY]

- i. Very close attention
- ii. A significant amount of attention
- iii. A little bit of attention
- iv. No attention at all

6. Do you believe you take more or less care in your grooming than other men your age? [Select one]

- a. Much more care
- b. Somewhat more care

- c. Just as much care
- d. Somewhat less care
- e. Much less care

7. What products, if any, are a part of your grooming routine? [Select all that apply] [RANDOMIZE, ANCHOR LAST 2]

- a. 2-in-1 shampoo and conditioner
- b. Body wash
- c. Shampoo
- d. Conditioner
- e. Facial wash
- f. Body lotion
- g. Face lotion
- h. Hair styling products (i.e., pomade, gel, hair paste, putty, etc.)
- i. Nail oil
- j. Anti-aging face products (i.e., serums, retinol, creams, etc.)
- k. Hair dye
- l. Combs/brushes
- m. Nail clippers
- n. Deodorant/anti-perspirant
- o. Cologne
- p. Shaving/trimming products (i.e., razor, shaving cream, aftershave, tweezers, etc.)

- q. Other (please specify)
- r. None of the above [EXCLUSIVE]

8. What are you most concerned about when it comes to aging?

- a. [OPEN ENDED ANSWER]
- b. Not sure/prefer not to answer

9. How many steps are there in your grooming routine (i.e., showering, trimming hairs, skincare steps, etc.)? [Select one]

- a. {SLIDER SCALE 1 – 15+} [increments of 1] [LEFT LABEL 1 OR LESS | RIGHT LABEL 15 +]
- b. Can't recall/unsure

10. How often do you talk about anti-aging with friends or family? [Select one]

- a. Often (i.e., about once a week)
- b. Sometimes (i.e., about once a month)
- c. Rarely (i.e., a few times a year)
- d. Almost never (i.e., in very few instances ever)
- e. N/A: I have never discussed anti-aging with my friends or family

11. For how many years have you had your current grooming routine? [SLIDER]

- a. [SLIDER SCALE 1 – 10] [increments of 1] [left label 1 year or less | right label 10+ years]
- b. Can't recall/unsure

**12. Who, if anyone, do you believe has influenced your current grooming routine? [Select all that apply]
[RANDOMIZE, ANCHOR LAST 2]**

- a. My significant other
- b. My friends
- c. My family members
- d. My coworkers
- e. My barber/stylist
- f. Social media
- g. Pop culture figures/celebrities
- h. Other (please specify)
- i. No one at all [EXCLUSIVE]

13. Think back to what your grooming routine was 3 to 5 years ago. How has your grooming routine changed, if at all?

[GRID]

- a. 1. Time

[GRID BY:]

- i. I spend more time on grooming now
- ii. I spend less time on grooming now
- iii. N/A: My grooming routine has not changed

14. 9a. Think back to what your grooming routine was 3 to 5 years ago. How has your grooming routine changed, if at all?

[GRID]

a. 2. Money

[GRID BY:]

- i. I spend more money on grooming now
- ii. I spend less money on grooming now
- iii. N/A: My grooming routine has not changed

15. To what extent do you agree or disagree with the following statement? "I care more about my appearance now than I did 5 years ago." [Select one]

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

16. [SHOW IF Q10 = Agree] What do you believe has caused you to care more about your appearance today? [Select all that apply] [RANDOMIZE, ANCHOR LAST 2]

- a. Seeing signs of aging

- b. Following recommendations from others
- c. Wanting to improve my self-confidence
- d. To be more appealing to my significant other/potential partners
- e. Wanting to make a strong impression at work or at job interviews
- f. Other (please specify)
- g. Nothing in particular [EXCLUSIVE]

17. To what extent do you agree or disagree with the following statement? "My grooming routine has been influenced by what other people have recommended to me." [Select one]

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

18. How concerned or unconcerned are you about signs of aging, such as gray hairs or skin wrinkles? [Select one]

- a. Very concerned
- b. Somewhat concerned
- c. Neither concerned nor unconcerned
- d. Somewhat unconcerned

e. Very unconcerned

19. How much attention do you pay to the signs of aging? [Select one]

- a. Very close attention
- b. A significant amount of attention
- c. A little bit of attention
- d. No attention at all

**20. Which cosmetic factor most impacts your self-confidence/mental health? [Select one]
[RANDOMIZE, ANCHOR LAST 2]**

- a. Skincare concerns (i.e., acne, wrinkles, dark spots, etc.)
- b. Gray hair
- c. Hair loss/thinning
- d. Other (please specify)
- e. None of the above [EXCLUSIVE]

21. Have you found gray hairs before? [Select one]

- a. Yes
- b. No
- c. Unsure

22. **[SHOW IF Q16 = A] At what age do you believe you were when you found your first gray hair? [Select one]**

- a. { Drop down: 15 or younger – CURRENT AGE }
- b. Can't recall/unsure

23. **[SHOW IF Q16 = A] Which of the following emotions did you experience when you found your first gray hair? [Select all that apply] [RANDOMIZE, ANCHOR LAST 1]**

- a. Surprise
- b. Sadness
- c. Disappointment
- d. Annoyance
- e. Anger
- f. Indifference
- g. Joy
- h. None of the above [EXCLUSIVE]

24. **Which of the following statements do you agree with the most? [Select one]**

- a. "Signs of aging make me feel distinguished."
- b. "Signs of aging make me look older than I feel."
- c. "Signs of aging make it harder to feel confident."
- d. "Signs of aging have impacted my career opportunities"

- e. "Signs of aging make me wish I could go back in time."

25. To what extent do you agree or disagree with the following statement? "I wish I could slow down age-related changes." [Select one]

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

26. To what extent do you agree or disagree with the following statement? "I wish I could prevent gray hairs from occurring as I age." [Select one]

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

27. What, if anything, do you do to slow down age-related changes? [Select all that apply] [RANDOMIZE, ANCHOR LAST 2]

- a. Dye my hair to cover gray

- b. Use or take products/supplements to prevent gray hairs from appearing
- c. Use skin serums or lotions to treat wrinkles
- d. Use specialty shampoo and conditioners for hair thinning
- e. Use specialty body soaps
- f. Seek out cosmetic procedures (i.e., Botox, lasers, chemical peels, microneedling, etc.)
- g. Compensate with "younger" clothing styles
- h. Change the way I style my hair
- i. Other (please specify)
- j. Nothing in particular [EXCLUSIVE]

28. [SHOW IF Q22 = A – I] How successful or unsuccessful do you believe you have been in slowing down age-related changes? [Select one]

- a. Very successful
- b. Somewhat successful
- c. Neither successful nor unsuccessful
- d. Somewhat unsuccessful
- e. Very unsuccessful

29. [SHOW IF Q23 = A OR B] Do you believe your success in slowing down age-related changes has had a positive or negative impact on your self-confidence? [Select one]

- a. Positive
- b. Negative
- c. No impact at all

30. To what extent do you agree or disagree with the following statement? "I wish I had prioritized my current grooming and anti-aging habits earlier in life." [Select one]

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

31. [SHOW IF Q25 = A OR B] At what age do you wish you had started prioritizing your grooming and anti-aging habits? [Select one]

- a. *{Drop down: 15 or younger – CURRENT AGE MINUS 1}*
- b. Can't recall/unsure

32. What would motivate you to upgrade or change your current grooming routine? [Select all that apply] [RANDOMIZE, ANCHOR LAST 1]

- a. Noticing new signs of aging
- b. Societal/cultural pressures

- c. Partner's suggestion
- d. Friend's recommendation
- e. Professional advice
- f. Seeing results in others
- g. Job interview
- h. Important events (i.e., weddings, reunions, etc.)
- i. New product innovation
- j. Nothing would motivate me to change
[EXCLUSIVE]

**33. How often do you Google things like “get rid of gray hair” / “anti-aging” without telling anyone?
[Select one]**

- a. All the time
- b. Often
- c. Sometimes
- d. Rarely
- e. Never

**34. [SHOW IF Q16 = A] Which of the following best describes your willingness to cover your gray hair?
[Select one]**

- a. I've already used a product to color my hair and cover grays
- b. I'd be open to coloring my hair
- c. I would never color my hair

35. To what degree would reversing/preventing grays improve your confidence? [Select one]

- a. It would greatly improve my confidence
- b. It would somewhat improve my confidence
- c. I would slightly improve my confidence
- d. It wouldn't improve my confidence