

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: **Disconnected**

SAMPLE: 2,000 general population Americans

SPLITS: Age, gender, region, Q10

Survey Questions:

- 1. How much do you agree or disagree with the following statement? “Recently, I’ve made a point to be more digitally disconnected for my overall wellbeing (e.g. spending less time on screens and less time online in general).” [select one]**
 - Strongly agree
 - Somewhat agree
 - Neither agree nor disagree
 - Somewhat disagree
 - Strongly disagree
- 2. [SHOW IF Q1 = A OR B] In general, how does being digitally disconnected make you feel? [select all that apply] RANDOMIZE. ANCHOR LAST 2**
 - More aware of what’s going on in my day-to-day life
 - More present for my loved ones
 - Less anxious in general
 - More confident in myself
 - More productive
 - More appreciative of everything I have in my life
 - Other (please specify)
 - No way in particular [EXCLUSIVE]
- 3. In general, when you notice that you’re spending too much time online/on screens, how does it make you feel? [select all that apply] RANDOMIZE. ANCHOR LAST 2**
 - Anxious
 - Overwhelmed
 - Irritable
 - Unsatisfied with my life in general
 - Jealous of other people’s lives
 - Insecure about myself
 - Unproductive
 - Other (please specify)
 - No way in particular/I never spend too much time online/on screens [EXCLUSIVE]
- 4. An “analogue life” refers to a lifestyle that emphasizes non-digital experiences and tools in favor of slower, more mindful and tangible ways of living. Which of the following analogue**

lifestyle choices, if any, have you included in your day-to-day? [select all that apply]

RANDOMIZE. ANCHOR LAST 2

- a. Using an alarm clock
- b. Reading printed books
- c. Using a paper calendar
- d. Using a non-smart phone
- e. Using a paper planner
- f. Writing paper letters/notes
- g. Writing notes in a notebook
- h. Having a landline in my home
- i. Using a camera device, instead of the camera on my phone
- j. Listening to records or CDs
- k. Wearing a wristwatch
- l. Playing physical games, like board games or puzzles
- m. Other (please specify)
- n. N/A: I have not included any analogue lifestyle choices in my day-to-day [EXCLUSIVE]

5. Fill in the blank: “I feel like society is _____ in general.” [select all that apply]

- a. Too digital
- b. Too online
- c. Too “smart”
- d. Too technology-dependent
- e. None of the above [EXCLUSIVE]

6. In your experience, how much of the time that you spend online leads to authentic feelings of connection with others (e.g. from time spent on social media, texting, reading blogs, etc.) and how much of it leads to feelings of disconnection and loneliness? [slider]

- a. Sliding scale between “100% of the time leads to authentic feelings of connection with others” and “100% of the time leads to feelings of disconnection and loneliness”

Middle point label: Evenly split

For SP Use Only:

0 – 10 hide slider values and only show labels

7. Fill in the blank: “When I spend less time online/on screens, I feel more connected to _____.” [select all that apply] RANDOMIZE. ANCHOR LAST 1

- a. Myself
- b. My family
- c. My friends
- d. My work
- e. My community
- f. My favorite hobbies/activities
- g. None of the above [EXCLUSIVE]

8. How much do you agree or disagree with the following statement? “The older I get, the more I realize how important it is to spend more time in the ‘real world’ (as opposed to the online world).” [select one]

- a. Strongly agree
- b. Somewhat agree

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

9. During the hours you're awake, how many hours do you estimate you spend offline (e.g. not using a smart phone or using a screen in any way)? [select one]

- a. Less than 1 hour
- b. 1 hour
- c. 2 hours
- d. 3 hours
- e. 4 hours
- f. 5 hours
- g. 6 hours
- h. 7 hours
- i. 8 or more hours
- j. Not sure

10. [SPLIT] Do you have a designated screen-free time slot in your day? [select one]

- a. Yes
- b. No

11. [SHOW IF Q10 = A] When does your designated screen-free time slot begin on a typical day? [select one]

- a.
 - Before 6am (5)
 - 6:00am - 7:59am (7)
 - 8:00am - 9:59am (9)
 - 10:00am - 11:59pm (11)
 - 12:00pm - 1:59pm (13)
 - 2:00pm - 3:59pm (15)
 - 4:00pm - 5:59pm (17)
 - 6:00pm - 7:59pm (19)
 - 8:00pm - 9:59pm (21)
 - 10:00pm - 11:59pm (23)

12. [SHOW IF Q10 = A] How long is your designated screen-free time slot? [select one]

- a. Less than 30 minutes (20)
- b. 30 minutes to 59 minutes (45)
- c. 60 minutes – 90 minutes (1.5 hours) (75)
- d. 91 minutes – 120 minutes (2 hours) (105)
- e. 121 minutes – 150 minutes (2.5 hours) (135)
- f. 151 minutes – 180 minutes (3 hours) (165)
- g. More than 3 hours (190)

13. [SHOW IF Q10 = A] What things do you like to do in your screen-free time slot? [select all that apply] RANDOMIZE. ANCHOR LAST 2

- a. Read
- b. Go on walks

- c. Cook
- d. Exercise
- e. Clean/organize
- f. Spend time with my family
- g. Spend time with friends
- h. Meditate
- i. Arts and crafts
- j. Write
- k. Puzzles and games
- l. Play/practice an instrument
- m. Play a sport
- n. Garden
- o. Learn a new skill
- p. DIY home updates and maintenance
- q. Other (please specify)
- r. Prefer not to say [EXCLUSIVE]

14. Do you have a screen time limit on your phone that's password-protected (e.g. you have to input a password to extend your screen time, or someone you've given the password to must extend your screen time for you)? [select one]

- a. Yes
- b. No
- c. Prefer not to say

15. In the new year (2026), do you plan to make an extra intentional effort to carve out offline time for rest and rejuvenation as a habit going forward? [select one]

- a. Yes
- b. No

16. How much do you agree or disagree with the following statement? "In the new year (2026), slow living (e.g. a lifestyle and mindset centered on a slower, more mindful approach to daily life, prioritizing intention, quality and well-being over speed and constant productivity) will be more important than ever for me." [select one]

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

17. Do you plan to/hope to read more than you currently do in the new year (2026)? [select one]

- a. Yes
- b. No
- c.

18. What's one book that you plan to/hope to read for the first time in the new year (2026)?

- a. Free text
- b. No book in particular/Prefer not to say

19. In the new year (2026), do you anticipate you'll read more fiction, non-fiction or equal amounts of both? [select one]

- a. More fiction
- b. More non-fiction
- c. Equal amounts of fiction and non-fiction
- d. Not sure/None of the above

20. Do you have a book that's a "comfort read," that makes you feel grounded and "more like yourself" after reading it? [select one]

- a. Yes
- b. No

21. [SHOW IF Q20 = A] What book is your "comfort read"?

- a. Free text
- b. Prefer not to say

22. When you're seeking a break from the online world, which activities do you often turn to? [select all that apply] RANDOMIZE. ANCHOR LAST 2

- a. Spending time outdoors
- b. Reading books or magazines
- c. Engaging in hands-on hobbies
- d. Spending time with family or friends
- e. Resting or napping
- f. Running errands or household tasks
- g. Consuming non-digital media
- h. Other (please specify)
- i. Nothing in particular [EXCLUSIVE]

23. Fill in the blank: "Offline habits I'd like to build or strengthen in 2026 include _____." [select all that apply] RANDOMIZE. ANCHOR LAST 2

- a. Reading more
- b. Spending more time outdoors
- c. Practicing mindfulness or meditation
- d. Creative hobbies
- e. Connecting more with others
- f. Improving home environment
- g. Exercising regularly
- h. Other (please specify)
- i. Nothing in particular [EXCLUSIVE]

24. How often do you choose reading as an intentional alternative to spending time online? [select one]

- a. Daily
- b. A few times a week
- c. A few times a month
- d. Rarely

e. Never

25. Which of the following describes how reading makes you feel compared to time spent online? [select all that apply] RANDOMIZE. ANCHOR LAST 2

- a. More relaxed
- b. More mentally stimulated
- c. More grounded
- d. De-stressed
- e. Other (please specify)
- f. No feeling in particular [EXCLUSIVE]

26. When you think about your reading goals for 2026, which statement best fits you? [select one]

- a. I want to read significantly more
- b. I want to read a little more
- c. I want to maintain my current reading habits
- d. I expect to read less
- e. N/A: I don't have any reading goals for 2026

27. What formats do you plan to read more of in 2026? [select all that apply]

- a. Physical books
- b. E-books
- c. Audiobooks
- d. A mix of all formats equally [EXCLUSIVE]
- e. Not sure/None of the above [EXCLUSIVE]

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.

28. We're looking to hear from everyday Americans. 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

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

Name:

Email:

30.