

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:

Girl's Night Essentials

SAMPLE: 2,000 Women who are 21+

SPLITS: Age, region, Q1, Q2, Q20

Survey Questions:

Survey Questions:

1. [SPLIT] Are you a parent? [select one]

- a. Yes
- b. No

2. [SPLIT] Are you.... [select one]

- a. Single
- b. Casually dating others
- c. In a situationship (e.g. a relationship that's more than friends but not clearly defined as a romantic partnership)
- d. In a committed relationship
- e. Married
- f. Divorced
- g. Widowed

3. In general, would you prefer to: [select one]

- a. Have a girls' night in with your friends
- b. Have a girls' night out with your friends
- c. Not sure

4. In general, what activities do you enjoy doing at a girls' night in? [select all that apply]

RANDOMIZE. ANCHOR LAST 1

- a. Watch a movie
- b. Confide intimate/confidential life updates to each other
- c. Play a board or card game
- d. Cook or bake together
- e. Do a craft
- f. Beauty treatments (e.g. face masks, painting nails)
- g. Take videos or photos (Tik Tok trend videos, social media posts, for memories, etc.)
- h. None of the above [EXCLUSIVE]

5. Thinking about food for a girls' night in, which of the following do you most prefer? [select one]
- Ordering takeout
 - Cooking together
 - Everyone brings a dish (potluck style)
 - Simple snacks only
 - Not sure/No preference
6. In general, what food do you enjoy eating at a girls' night in? [select all that apply]
RANDOMIZE. ANCHOR LAST 1
- Charcuterie
 - Pizza
 - Salads
 - Tacos
 - Hamburgers and hot dogs
 - Breakfast for dinner (e.g. eggs, pancakes)
 - Seafood
 - A snack spread
 - Chips and dip
 - Pasta
 - Asian cuisine (e.g. Indian food, Thai food)
 - None of the above [EXCLUSIVE]
7. In general, what themed nights would you be most interested in for a girls' night in? [Select up to 3] RANDOMIZE. ANCHOR LAST 2
- Soup night
 - Taco night
 - Girl dinner night
 - Charcuterie night
 - Dips night
 - Other (please specify)
 - Not sure [EXCLUSIVE]
8. In general, what drinks do you enjoy drinking during a girls' night in? [select all that apply]
RANDOMIZE. ANCHOR LAST 1
- Wine
 - Beer
 - Mojitos
 - Margaritas
 - Cosmopolitans
 - Piña coladas
 - Martinis
 - Mai-tais
 - Sangria
 - Sparkling water
 - Hard seltzers
 - Soda

- m. Hot chocolate
- n. Non-alcoholic versions of alcoholic beverages
- o. Hot coffee/tea
- p. Cold coffee/tea
- q. None of the above [EXCLUSIVE]

9. In your opinion, what are the best food and drink pairings for a girls' night in? [select up to three] RANDOMIZE. ANCHOR LAST 1

- a. Charcuterie and wine
- b. Seafood and white wine
- c. Tacos and margaritas
- d. Breakfast food and mimosas
- e. Fruit and dessert with espresso martinis
- f. Soup and apple cider
- g. Baked goods and coffee
- h. Cheese and mocktails
- i. Pasta and red wine
- j. None of the above [EXCLUSIVE]

10. Thinking about cheese specifically, what cheese pairings do you like to enjoy on a girls' night in? [select all that apply] RANDOMIZE. ANCHOR LAST 1

- a. Cheese and veggies
- b. Cheese and fruit
- c. Cheese and chocolate
- d. Cheese and wine
- e. Cheese and nuts
- f. Cheese and crackers
- g. Cheese and beer
- h. Cheese and bread
- i. Cheese and olives or pickles
- j. Cheese and pretzels
- k. Cheese and meats
- l. None of the above/Nothing in particular [EXCLUSIVE]

11. When attending a girls' night in, how important is it that there are non-alcoholic beverage options available as well as alcoholic beverage choices.... [select one grid]

GRID

- a. For you
- b. For others attending, who might not want to drink

GRID BY

- i. Very important
- ii. Somewhat important
- iii. A little bit important
- iv. Not important at all

12. In general, what do you prefer to wear to a girls' night in? [select one]

- a. A fancy outfit

- b. A casual outfit
- c. Pajamas or sweatpants
- d. None of the above

13. In general, how important is the cozy factor (e.g. pajamas, blankets, candles) in an ideal girls' night in? [select one]

- a. Very important
- b. Somewhat important
- c. A little bit important
- d. Not at all important

14. Which of the following factors is most important to you for a girls' night in? [select one]
RANDOMIZE. ANCHOR LAST 1

- a. Quality conversation
- b. Entertainment (movies, shows, games)
- c. Food and drinks
- d. Relaxation/self-care
- e. Creative activities
- f. None of the above

15. Fill in the blank: "Regular girls' nights with my friends are _____ ." [select all that apply] **RANDOMIZE. ANCHOR LAST 1**

- a. Essential for my mental health and well-being
- b. One of the things I look forward to the most
- c. More rejuvenating for me than almost anything else
- d. The time when I feel most like myself
- e. The ultimate bonding experience
- f. None of the above [EXCLUSIVE]

16. How often do you have a girls' night with your friends? [select one]

- a. More than once a week
- b. About once a week
- c. A few times a month
- d. About once a month
- e. A few times a year
- f. About once a year
- g. Less than once a year

17. In 2026, which of the following are you planning to do, if any? [select one]

- a. Attend a Galentine's party/celebration
- b. Host a Galentine's party/celebration
- c. Neither

18. [SHOW IF Q17 = A OR B] What events do you think, or know, you'll do at the Galentine's celebration you'll host and/or attend? [select all that apply] **RANDOMIZE. ANCHOR LAST 1**

- a. A gift exchange
- b. Flower arranging

- c. Toasts and affirmations to each other
- d. Play games
- e. Spa night
- f. Arts and crafts
- g. Watch a movie
- h. Karaoke
- i. Cheese/wine tasting
- j. Fondue
- k. Build your own charcuterie
- l. Cook or bake together
- m. Take pictures/videos
- n. None of the above [EXCLUSIVE]

19. How much do you agree or disagree with the following statement? “Galentine’s celebrations are as important as Valentine’s Day celebrations.” [select one]

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

20. [SPLIT] Do you consider yourself to be “a romantic?” [select one]

- a. Yes
- b. No

21. Do you have any special Galentine’s traditions that you like to do with your friends to celebrate each other?

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

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.

22. We’re looking to hear from women. 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

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

Name:

Email: