

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:

December Snap Poll

SAMPLE: 2,000 general population Americans

SPLITS: Age, gender and region

Survey Questions:

D1. 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

SQL1. Which of the following best describes your current employment status? [select one]

- a. Employed full-time
- b. Employed part-time
- c. Self employed
- d. Active Military
- e. Retired
- f. Homemaker
- g. Student
- h. Other

1. Tom Brady recently announced he had cloned his dog, Lua. Would you ever consider cloning a pet? [select one]

Yes

No

Not sure

2. Which of the following are acceptable or uses of AI technology that you approve of? [select one grid]

Grid: RANDOMIZE

Reanimating old photos with movement/color/sound to bring them to life

Creating a 'digital clone' or avatar of a deceased relative so you can interact with them

Using AI to recreate a deceased actor's voice or likeness for new film/TV project
Restoring or enhancing damaged historical footage using AI
Generating AI companions or "virtual friends" to provide emotional support
Generating AI versions of musicians to release new songs
Creating AI-generated news presenters or podcast hosts
Using AI to predict how a deceased relative might look or sound today
Bringing back historical figures through AI for documentaries or educational

content

Grid by:

Strongly approve

Slightly approve

Neither approve nor disapprove

Slightly disapprove

Strongly disapprove

3. [SHOW IF SQ1 = A OR B OR C] Are you hoping you can get away with doing the bare minimum at work until the New Year? [select one]

Yes

No

4. [SHOW IF SQ1 = A OR B OR C] From when in December do you think it's acceptable to take things easier and do the bare minimum/what you can get away with at work? [dropdown box]

Select date 1-24th Dec

N/A - it's never acceptable to do this

5. Which of the below, if any, have you decided you'll now put off until 2026? (select all that apply) RANDOMIZE. ANCHOR LAST 2

Exercise/ getting healthier

Certain work tasks or big projects

Home tasks or DIY projects

Saving money

Updating my resume

Planning a big life event (i.e. a wedding)

Life admin (dealing with utilities, insurance)

Other (please specify)

N/A- I've not put anything off [EXCLUSIVE]

6. How many times have you used the phrase 'that can wait until next year' or an equivalent phrase this year? (Please consider all instances of things you've decided to hold off on or are not going to tend to until 2026) [slider]
Slider 0-50 [increments of 1] [Left label 0: Right label 50+]
7. How would you score 2025 out of 10? (With 1 being the worst year yet and 10 being the best year yet) [select one]
- 1
 - 2
 - 3
 - 4
 - 5
 - 6
 - 7
 - 8
 - 9
 - 10
8. Overall, do you feel you grew as a person in 2025? [select one]
- Yes
 - No
 - Not sure
9. [SHOW IF Q8 = A] Which of the below areas do you feel you grew in 2025? (select all that apply) RANDOMIZE. ANCHOR LAST 1
- Personal life
 - Professional life
 - Financial life
 - Mental and emotional life
 - Physical health and fitness
 - Intellectual growth
 - Social connections/ community
 - Spiritual growth
 - Creative and artistic growth
 - Life skills and practical growth
 - None of the above [EXCLUSIVE]

10. When it comes to the week between Christmas and New Year (25th December – 1st January) how many times do you lose track of what day it is? (slider)
Slider 0–14 [increments of 1] [Left label 0: Right label 14+]
11. When it comes to the week between Christmas and New Year (25th December – 1st January) which of the below are true for you? (select all that apply) RANDOMIZE.
ANCHOR LAST 1
- Losing track of what day it is repeatedly
 - Wearing ‘comfy clothes’ almost exclusively
 - Doing the absolute bare minimum when it comes to work or being productive
 - Eating leftovers on most days
 - Showering only for visitors
 - Napping during the day
 - Watching old movies and TV shows
 - Eating things for breakfast you never normally would
 - Picking at food/snacking even when not hungry
 - Playing games/board games a little too competitively
 - None of the above [EXCLUSIVE]
12. Do you ever experience feeling guilty during the week between Christmas and New Year for not being productive enough? [select one]
- Often
 - Sometimes
 - Rarely
 - Never
13. Do you ever watch holiday movies even if you think they’re bad? (Sometimes called a ‘hatewatch’) [select one]
- Yes
 - No
14. Which holiday movies do you love to hate? (select all that apply) RANDOMIZE. ANCHOR LAST 2
- Love Actually
 - The Holiday
 - Home Alone 3

How the Grinch Stole Christmas (2000)

Deck the Halls

Four Christmases

Christmas with the Kranks

Jingle All the Way

Fred Claus

The Princess Switch

The Knight Before Christmas

A Castle for Christmas

The Christmas Chronicles 2

The Polar Express

A Christmas Prince

Other (please specify)

None of the above [EXCLUSIVE]

15. Which of the below do you feel have been the best movies in 2025? (select all that apply) RANDOMIZE. ANCHOR LAST 2

Lilo & Stitch

A Minecraft Movie

Jurassic World: Rebirth

How to Train Your Dragon

F1: The Movie

Superman

Mission: Impossible – The Final Reckoning

The Fantastic Four: First Steps

The Conjuring: Last Rites

Captain America: Brave New World

Thunderbolts

Sinners

Final Destination: Bloodlines

Weapons

Wicked: For Good

The Bad Guys 2

Snow White

K-Pop Demon Hunters

One Battle After Another

Other (please specify)

None of the above [EXCLUSIVE]

16. Which of the following social media platforms do you ever use? (select all that apply)

RANDOMIZE. ANCHOR LAST 1

YouTube

TikTok

Instagram

Snapchat

Facebook

X (Twitter)

None of the above [EXCLUSIVE]

17. Do you own a car? [select one]

Yes

No

18. [SHOW IF Q17 = A] Which of the below is currently in your car somewhere? (Select all that apply) RANDOMIZE. ANCHOR LAST 1

Drinks (bottles, cans, takeout cups)

Old headphones

Take out cartons

At least one pair of shoes

Multiple pairs of shoes

Clothing items

An old map

Coins

Sunglasses

Dropped food (candy, french fries etc.)

Food wrappers

Umbrella

Blankets

None of the above [EXCLUSIVE]

19. [SHOW IF Q17 = A] How would you describe your car's interior currently? (select one)

Very tidy

Somewhat tidy

Neither tidy nor messy

Somewhat messy

Very messy

20. [SHOW IF Q17 = A] Do you have anything unusual or out of the ordinary stored in your car currently?

Free text

No, nothing / Prefer not to say

21. How strongly do you agree or disagree with the below statements

Grid:

I know the smell of the inside of my car so well I could pick my car smell out from others

The current state of my car interior is a fair reflection of my personality

I'd be embarrassed for someone new to see the inside of my car due to it being untidy

Grid by:

Strongly agree

Slightly agree

Neither agree nor disagree

Slightly disagree

Strongly disagree

22. How concerned or unconcerned are you about online retailers using your personal data (purchase history, browsing, location, etc.) to set different prices for different shoppers? [select one]

Very concerned

Somewhat concerned

Neither concerned nor unconcerned

Somewhat unconcerned

Very unconcerned

23. If you discovered you were charged more than someone else for the same product because of your purchase history or data profile, would that make you stop buying from that retailer? [select one]

Yes

No

I'm not sure

24. How fair do you consider “personalized pricing” (algorithm-based pricing) compared to fixed pricing (same price for everyone)? [select one]

Much more fair

Slightly more fair

About the same

Slightly less fair

Much less fair

25. Would you be more likely to shop from retailers who allow you to opt-out of data-based price adjustments, even if it means you might not get personalized discounts or deals? [select one]

Much more likely

Slightly more likely

No difference

Slightly less likely

Much less likely