

# 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](mailto:questions@talkerresearch.com)

## PROJECT NAME:

# Where Does the Time Go?

**SAMPLE: 2,000 coffee drinkers**

**SPLITS:** Q1, Q2, age, gender and region

## Survey Questions:

### Demographic questions:

#### **D1. What is your gender? [SINGLE SELECT, MAINTAIN ORDER]**

Male

Female

Non-Binary

Other

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?**

[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 2008 to 1926]

[TERMINATE if age and birth year do not align +/- 1 year]

### QAGE: HIDDEN AGE RECODE BY GENERATION

IF D2a=1997-2008, 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=1927-1945, 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

### Screener Questions:

**SQ1. Which of the following beverages do you drink? [select all that apply] RANDOMIZE.**

**ANCHOR LAST 1.**

- a. Coffee [CONTINUE]
- b. Soda
- c. Juice
- d. Energy drinks
- e. Milk
- f. None of the above [EXCLUSIVE]

### Survey Questions:

1. [SPLIT] Do you usually make your own coffee in the morning? [Select one]
  - a. Yes
  - b. No

2. **[SPLIT] [SHOW IF Q1 = A] Which of the following describes the coffee beans you usually use at home? [Select all that apply]**

- a. I grind my own beans
- b. I buy ground coffee beans
- a. I use instant coffee
- b. I use pre-packaged K-cups and/or Nespresso pods
- c. None of the above **[Exclusive]**

3. **Generally, how much or little does having a quality cup of coffee... [Select one]**  
**[GRID] RANDOMIZE.**

- a. **Impact how successful your day is?**
- b. **Impact how easy your day is?**
- c. **Serve as motivation to get through your day?**  
[GRID BY]
  - i. Very much
  - ii. Somewhat
  - iii. A little
  - iv. Not at all

4. **How long do you spend on the following on an average morning? [Select one]**  
**[GRID] RANDOMIZE.**

- a. **Showering**
- b. **Shaving**
- c. **Brushing my teeth**
- d. **Doing my hair and/or makeup**
- e. **Making my bed**
- f. **Eating breakfast**
- g. **Making coffee [SHOW IF Q1 = A]**
- h. **Drinking coffee**
- i. **Packing lunch**
- j. **Commuting to work**  
[GRID BY]
  - i. 0 minutes – I don't do this
  - ii. 1 – 5 minutes
  - iii. 6 – 10 minutes
  - iv. 11 – 15 minutes
  - v. 16 – 20 minutes

vi. More than 20 minutes

5. **[HIDE IF Q4 = 0 FOR ALL OPTIONS]** In your opinion, which of the following is worth the amount of time you spend on it? **[select all that apply]** RANDOMIZE. ANCHOR LAST 1
- [SHOW OPTIONS THAT = ii – vi IN Q4]
  - None of the above [EXCLUSIVE]
6. **Thinking of Daylight Savings beginning in March, which of the following concerns do you have? [Select all that apply]** RANDOMIZE, ANCHOR LAST 1
- Having less energy
  - Feeling more tired during the day
  - Having a harder time staying focused
  - Not having enough time to do the things I want
  - Having to go to bed earlier
  - Having to wake up earlier
  - Difficulty falling asleep at night
  - Trouble maintaining my usual routine
  - Feeling less motivated
  - Feeling less productive
  - Having physical symptoms (e.g., headaches, sluggishness, etc.)
  - None of the above [Exclusive]
7. **To what extent do you agree or disagree with the following statement? “Even with fewer daylight hours, I’ll need to make just as much, if not more, of my day than I do now.” [Select one]**
- Strongly agree
  - Somewhat agree
  - Neither agree nor disagree
  - Somewhat disagree
  - Strongly disagree
8. **Thinking of Daylight Savings beginning in March, which of the following do you anticipate to be true about your routine as it relates to coffee? [Select all that apply]**
- I’ll need more coffee than I currently drink to make it through the day
  - I’ll shave time off of my morning routine to ensure I have enough time for coffee
  - I will keep my coffee routine the same, even though I have ‘less’ time during the day

- d. I plan on savoring my coffee more than usual, thinking about the time I have to give up
- e. None of the above [Exclusive]

**9. [HIDE IF Q4 = 0 FOR ALL OPTIONS] If you woke up later than intended after Daylight Savings began and needed to cut time off of your routine, which of the following would you be willing to skip? [Select all that apply] RANDOMIZE. ANCHOR LAST 1**

- a. [SHOW OPTIONS THAT = ii – vi IN Q4]
- b. None of the above/I'd rather be late [Exclusive]

**10. [HIDE IF Q4 = 0 FOR ALL OPTIONS] How much time would you be willing to cut off the following parts of your morning routine in order to ensure you have enough time to make/drink coffee?**

**[GRID]**

a. [SHOW OPTIONS SELECTED IN Q4 EXCEPT G AND H]

- i. [GRID BY]
- ii. 0 - None
- iii. Less than 1 minute
- iv. 1 – 2 minutes
- v. 3 – 4 minutes
- vi. 5 – 6 minutes
- vii. 7 – 8 minutes
- viii. 9 – 10 minutes
- ix. 11 – 12 minutes
- x. 13 – 14 minutes
- xi. 15 minutes or more

**11. Does the desire to have enough time to make/drink a cup of coffee in the morning ever encourage you to go to sleep earlier? [Select one]**

- a. Yes
- b. No

**12. What is the most amount of time you'd be willing to be late for work if it meant you got to make and/or enjoy your perfect cup of coffee?**

- i. Less than 5 minutes
- ii. 5 – 10 minutes
- iii. 11 – 15 minutes

- iv. 16 – 20 minutes
- v. 21 – 25 minutes
- vi. 26 – 30 minutes
- vii. 31 – 35 minutes
- viii. 36 – 40 minutes
- ix. 41 – 45 minutes
- x. More than 45 minutes

**13. In your opinion, what is the ideal time for a first cup of coffee? [Select one]**

- a. Drop down box: Before 5am range to 6pm or later (1 hour increments)
- b. Any time of the day

**14. At what time of day do you tend to feel like you need a re-up after your first cup of coffee?**

- a. [DROP DOWN BOX OF TIME RANGES AFTER AND INCLUDING OPTION IN Q13]
- b. N/A: I don't usually need a re-up

**15. How many cups of coffee do you have on an average day? [Select one]**

- a. Less than 1
- b. 1
- c. 2
- d. 3
- e. 4
- f. 5+
- g. Not sure/Prefer not to say

**16. On an average day, how many cups of coffee do you have during the following time periods?**

**[GRID]**

- a. **Before 8:00 AM**
- b. **8:00 AM – 12:00 PM**
- c. **12:01 PM – 4:00 PM**
- d. **4:01 PM – 8:00 PM**
- e. **After 8:00 PM**

[GRID BY]

- i. 0 - None during this time period
- ii. 1

- iii. 2
- iv. 3+

17. **To what extent do you agree or disagree with the following statement? "Good coffee doesn't need to break the bank." [Select one]**

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

18. **What is the maximum you would be willing to pay for the perfect cup of coffee?**

- a. Less than \$5
- b. \$5 - \$6
- c. \$7 - \$8
- d. \$9 - \$10
- e. More than \$10
- f. Not sure/Prefer not to say

19. **What notes do you most enjoy in a cup of coffee? [Select up to five] [RANDOMIZE](#), [ANCHOR LAST 1](#)**

- a. Fruity
- b. Bold
- c. Nutty
- d. Chocolatey
- e. Bright
- f. Tart
- g. Mellow
- h. Smooth
- i. Heavy
- j. Citrusy
- k. Spicy
- l. Earthy
- m. Floral
- n. Sharp
- o. Vibrant
- p. Crisp
- q. Thin

- r. Buttery
- s. Full
- t. Sweet
- u. Bitter
- v. None of the above [EXCLUSIVE]

**20. Which of the following looks most closely to your perfect cup of coffee? [Select one]**



Answer options:

- 1
- 2
- 3
- 4
- 5
- 6
- 7

21. [SHOW IF Q1 = A] What day of the week do you usually... [Select one]

[GRID] RANDOMIZE

- a. Have the easiest time going through your coffee routine?
- b. Do you indulge the most on your coffee routine (e.g., syrups, creamers, flavors, etc.)?
- c. Need the most coffee?

[GRID BY]

- i. Sunday
- ii. Monday
- iii. Tuesday
- iv. Wednesday
- v. Thursday
- vi. Friday
- vii. Saturday
- viii. No day in particular

22. [SHOW IF Q1 = A] What day of the week do you usually have the hardest time going through your coffee routine? [Select one]

- a. [SHOW OPTIONS NOT SELECTED FOR "A" IN PREVIOUS QUESTION]
- b. No day in particular

23. [SHOW IF Q1 = A] What methods of brewing coffee do you usually use? [Select all that apply] RANDOMIZE, ANCHOR LAST 1

- a. Automatic drip (water drips through grounds in a filter into a pot)
- b. French press (grounds steep in hot water, then a mesh plunger separates them)
- c. Pour-over (a manual method where hot water is slowly poured over grounds in a cone filter)
- d. Espresso (hot water is forced through finely-ground coffee at high pressure)
- e. AeroPress (a handheld device that uses air pressure to brew quickly)
- f. Cold brew (grounds steep in cold water for 12-24 hours)
- g. Moka pot (a stovetop brewer that uses steam pressure to force water up through grounds)
- h. Single-serve pods
- i. Instant coffee

j. None of the above [EXCLUSIVE]

**24. [SHOW IF Q23 = A – H AND Q4G = 2-6] You previously indicated that you spend [show answer option for Q4 G] making coffee in the morning. Please describe the time you spend on the following steps. [GRID]**

- a. Grinding beans [show option if Q2 = A]
- b. Blooming (pouring a little hot water over grounds and letting it sit) [SHOW IF Q23 = A]
- c. Brewing (adding most of the hot water, allowing it to pass through or steep with grounds) [SHOW IF Q23 = A-G]
- d. Brewing via single-serve coffee brewers [SHOW IF Q23 = H]
  - i. 0 minutes – I don't do this
  - ii. 1 – 5 minutes [SHOW if Q4G = ii - vi]
  - iii. 6 – 10 minutes [SHOW if Q4G = iii - vi]
  - iv. 11 – 15 minutes [SHOW if Q4G = iv - vi]
  - v. 16 – 20 minutes [SHOW if Q4G = v-vi]
  - vi. More than 20 minutes [SHOW if Q4G = vi]

**25. How much time do you typically spend sipping/enjoying a perfect cup of coffee? [Select one]**

- a. Less than 1 minute
- b. 1 – 5 minutes
- c. 6 – 10 minutes
- d. 11 – 15 minutes
- e. 16 – 20 minutes
- f. More than 20 minutes

*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.*

**26. We're looking to hear from people who drink coffee. 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

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

Name:

Email: