

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:

Balanced Beverages

SAMPLE: 1,000 21+ Gen Z and 1,000 millennials

SPLITS: Age, gender and region

Survey Questions:

1. How would you label yourself in terms of drinking? [select one]

- a. A connoisseur — I enjoy a good alcoholic drink fairly regularly and consider myself to be an expert when it comes to what's good
- b. A moderate drinker — I'll have an alcoholic drink whenever the mood hits
- c. A social drinker — I typically only drink alcohol at social events or occasions
- d. A rare/infrequent drinker — I rarely drink alcohol
- e. N/A: I don't drink alcohol at all

2. During a typical week, how many _____ beverages do you drink? [select one grid]

GRID

- a. Alcoholic [HIDE IF Q1=E]
- b. Non-alcoholic (e.g., mocktails, non-alcoholic wine, etc.)

GRID BY

- i. 0
- ii. 1 - 2
- iii. 3 - 4
- iv. 5 - 6
- v. 7 - 8
- vi. 9 - 10
- vii. 11 or more

3. [SHOW IF Q1 = A OR B OR C or D] What types of alcoholic beverages do you enjoy drinking? [select all that apply] **RANDOMIZE. ANCHOR LAST 1**

- a. Wine
- b. Beer
- c. Whiskey
- d. Cocktails and mixed drinks
- e. Tequila
- f. Vodka

- g. Gin
- h. Cider
- i. Other (please specify)
- j. Nothing in particular [EXCLUSIVE]

4. What versions of non-alcoholic beverages do you enjoy drinking? [select all that apply]

RANDOMIZE. ANCHOR LAST 2

- a. Non-alcoholic wine
- b. Non-alcoholic beer
- c. Non-alcoholic whiskey
- d. Non-alcoholic cocktails and mixed drinks
- e. Non-alcoholic tequila
- f. Non-alcoholic vodka
- g. Non-alcoholic gin
- h. Non-alcoholic cider
- i. Other (please specify)
- j. Nothing in particular [EXCLUSIVE]

5. What days of the week, if any, are you likely to have a _____ beverage? [select all that apply grid]

GRID

- a. Alcoholic [HIDE IF Q1=E]
- b. Non-alcoholic (e.g., mocktails, non-alcoholic wine, etc.)

GRID BY

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

6. Where do you enjoy _____ beverages? [select all that apply grid]

GRID

- a. Alcoholic [HIDE IF Q1=E]
- b. Non-alcoholic (e.g., mocktails, non-alcoholic wine, etc.)

GRID BY

- i. At work events/parties
- ii. At a friend's house
- iii. At my house
- iv. On a night out
- v. On vacation
- vi. At a celebration (e.g. anniversary, birthday)
- vii. None of the above [EXCLUSIVE]

7. [SHOW IF Q1 = A OR B OR C OR D] For what reasons would you/do you drink alcoholic beverages in general? [select all that apply] RANDOMIZE. ANCHOR LAST 2

- a. To enhance a meal
- b. For celebrations
- c. To ease stress
- d. As a bonding moment/occasion with others
- e. To enhance a casual night in
- f. To enhance a night out with others
- g. As an opportunity to meet up/socialize with others
- h. The taste is enjoyable
- i. It's part of my family's or social group's routine
- j. Trying new alcoholic beverages is fun
- k. Other (please specify)
- l. No reason in particular [EXCLUSIVE]

8. For what reasons would you/do you drink non-alcoholic beverages in general? [select all that apply] RANDOMIZE. ANCHOR LAST 2

- a. To have a nice drink to pair with a meal, without the side effects of alcohol
- b. To still be able to sip on a drink at a celebration, if I don't want to experience the side effects of alcohol
- c. To put a nice touch on a night in, without the side effects of alcohol
- d. To be able to still partake in a night out with others, if I don't want to drink that night
- e. The taste is enjoyable
- f. It can feel like I'm enjoying an alcoholic beverage, but without the side effects
- g. Wanting to feel fresh and bright-eyed for work the next morning
- h. Pregnancy [SHOW IF D1=2]
- i. Working to improve my sleep
- j. Working to maintain my health goals
- k. Other (please specify)
- l. No reason in particular [EXCLUSIVE]

9. In your opinion, how much, if at all, has the _____ of non-alcoholic beverages (e.g., mocktails, non-alcoholic wine, etc.) improved over the last 10 years? [select one grid]

GRID

- a. Taste
- b. Quality in general

GRID BY

- i. A lot
- ii. Somewhat
- iii. A little bit
- iv. Not at all
- v. Not sure

10. When you're at a social gathering, how important or unimportant to you is it that everyone feels included? [select one]

- a. Very important
- b. Somewhat important
- c. Neither important nor unimportant
- d. Somewhat unimportant
- e. Very unimportant

11. What things, if any, are important to you at a social gathering? [select all that apply]

RANDOMIZE. ANCHOR LAST 1

- a. Connection with the people there
- b. The group is high energy
- c. Stimulating conversation
- d. Laughter
- e. Bonding moments
- f. Fun games and/or activities
- g. Good company
- h. Good food and drinks
- i. The right “vibe”
- j. None of the above [EXCLUSIVE]

12. [SHOW IF Q1 = A OR B OR C or D] Do you tend to consume more alcohol during the holiday season than during other times of the year? [select one]

- a. Yes
- b. No
- c. Not sure

13. [SHOW IF Q1 = A OR B OR C or D] Thinking about this upcoming holiday season, do you anticipate consuming more or less alcohol than previous holidays? [select one]

- a. I anticipate that I'll consume more alcohol this holiday season
- b. I anticipate that I'll consume less alcohol this holiday season
- c. I anticipate that I'll consume the same amount of alcohol this holiday season

14. How much do you agree or disagree with the following statements? [select one grid]

[GRID:]

- a. “It’s important to me that the holiday parties I attend this year have alcoholic beverage options as well as non-alcoholic beverage options, so that there’s something for everyone to drink.”
- b. “I won’t attend a holiday party unless there’s non-alcoholic beverage options available there.”

[GRID BY:]

- i. Strongly agree
- ii. Somewhat agree
- iii. Neither agree nor disagree
- iv. Somewhat disagree
- v. Strongly disagree

15. [SHOW IF Q1 = A OR B OR C OR D] For which of the following reasons, if any, would you refrain from drinking alcohol at a holiday party specifically? [select all that apply]

RANDOMIZE. ANCHOR LAST 2

- a. To be able to have a nice drink to pair with a holiday meal, without the side effects of alcohol
- b. To still be able to sip on a drink at a celebration, if I don’t want to experience the side effects of alcohol
- c. It can feel like I'm enjoying an alcoholic beverage, but without the side effects

- d. Wanting to feel fresh and bright-eyed for work the next morning
- e. Pregnancy [SHOW IF D1=2]
- f. Working to improve my sleep
- g. Working to maintain my health goals
- h. Other (please specify)
- i. No reason in particular [EXCLUSIVE]

16. Have you ever had to remind the host of a holiday party to stock non-alcoholic beverage options, so that they're available in case someone doesn't want to drink at the party? [select one]

- a. Yes
- b. No
- c. I don't remember

17. When bringing something to eat or drink to a holiday party, are you likely to bring any of the options below? [select all that apply]

- a. An alcoholic beverage
- b. A non-alcoholic beverage (e.g., mocktails, non-alcoholic wine, etc.)
- c. Neither [EXCLUSIVE]

18. At holiday parties specifically, which beverages would you like to drink this year? [select all that apply] RANDOMIZE. ANCHOR LAST 1

- a. Wine
- b. Non-alcoholic wine
- c. Cocktails
- d. Mocktails
- e. Beer
- f. Non-alcoholic beer
- g. Hard liquor
- h. Non-alcoholic versions of hard-liquor
- i. Soda
- j. Sparkling water
- k. Eggnog
- l. Spiked eggnog
- m. Other (please specify)

19. At a typical holiday party, how many _____ beverages do you drink? [select one grid]

GRID

- a. Alcoholic [HIDE IF Q1 = E]
- b. Non-alcoholic (e.g., mocktails, non-alcoholic wine, etc.)

GRID

- i. 0
- ii. 1 - 2
- iii. 3 - 4
- iv. 5 - 6
- v. 7 or more

20. When enjoying a night out, how much do you like to “go with the flow” and see where the night takes you, instead of sticking to a strict plan? [select one]
- a. A lot
 - b. Somewhat
 - c. A little bit
 - d. Not at all

21. [SHOW IF Q1 = A OR B OR C OR D] During a typical night out, do you usually begin the night with a set plan for whether you’ll drink alcohol or not? [select one]
- a. Yes
 - b. No
 - c. It changes from time to time

22. [SHOW IF Q21 = A OR C]How often will you change your mind mid-evening about whether or not you’ll drink alcohol or not on a night out? [SLIDER]
- a. [Sliding scale 0-100] [increments of 1] [left label “0% of the time” right label “100% of the time”]

For DP Use Only:

- 0
- 1 – 10
- 11 – 20
- 21 – 30 x
- 31 – 40
- 41 – 50
- 51 – 60
- 61 – 70
- 71 – 80
- 81 – 90
- 91 - 100

23. Which of the following things, if any, do you like to be flexible about on a night out? [select all that apply] RANDOMIZE. ANCHOR LAST 1
- a. Start time
 - b. Transportation
 - c. Venue
 - d. Drinking alcohol
 - e. Curfews
 - f. Ambiance/vibe of the night
 - g. Group size
 - h. None of the above [EXCLUSIVE]

24. During a typical night out, how many _____ beverages will you usually have? [select one grid]
- GRID
- a. Alcoholic [HIDE IF Q1 = E]
 - b. Non-alcoholic (e.g., mocktails, non-alcoholic wine, etc.)

GRID BY

- i. 0
- ii. 1 - 2
- iii. 3 - 4
- iv. 5 - 6
- v. 7 or more

25. For what reasons would you choose to drink non-alcoholic beverages on a night out?

[select all that apply] RANDOMIZE. ANCHOR LAST 2

- a. To be able to have a nice drink to pair with a meal, without the side effects of alcohol
- b. To still be able to sip on a drink while out, if I don't want to experience the side effects of alcohol
- c. It can feel like I'm enjoying an alcoholic beverage, but without the side effects
- d. Wanting to feel fresh and bright-eyed for work the next morning
- e. Pregnancy [SHOW IF D1=2]
- f. Working to improve my sleep
- g. Working to maintain my health goals
- h. Other (please specify)
- i. No reason in particular [EXCLUSIVE]

26. How much do you agree or disagree with the following statement? "Having a good night out shouldn't depend on how much or little you consume alcohol." [select one]

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

27. [SHOW IF Q1 = A OR B OR C OR D] Which of the following people, if any, do you tend to consume the most amount of alcohol around/with? [select all that apply] RANDOMIZE. ANCHOR LAST 2

- a. Parents
- b. Siblings
- c. Extended family members
- d. Friends
- e. Coworkers
- f. Partner/date
- g. Bosses
- h. Acquaintances/strangers
- i. Children
- j. Other (please specify)
- k. No one in particular [EXCLUSIVE]

28. In your opinion, can an event still feel special without celebratory alcohol (e.g., popping a bottle of champagne, having a fancy wine, cocktails, etc.)? [select one]

- a. Yes
- b. No
- c. Not sure

29. [SHOW IF Q1 = A OR B OR C OR D] The “zebra striping” trend is a drinking strategy where people alternate between alcoholic and non-alcoholic beverages which moderates overall alcohol consumption. How likely or unlikely are you to use the zebra striping trend...
[select one grid]

[GRID:]

- a. This holiday season
- b. On a night out

[GRID BY:]

- i. Very likely
- ii. Somewhat likely
- iii. Neither likely nor unlikely
- iv. Somewhat unlikely
- v. Very unlikely

30. [SHOW IF Q29 = i OR ii]At what age did “zebra striping” start to sound appealing to you?

- a. [DROP DOWN of ages 21-44] [single select][If AGE = X, show only values 21 through X. Hide ages greater than respondent’s age.]

31. In which of the following settings or situations do you enjoy consuming the following kinds of beverages? [select all that apply grid]

[GRID:]

- a. Alcoholic beverages [HIDE IF Q1= E]
- b. Non-alcoholic beverages (e.g., mocktails, non-alcoholic wine, etc.)

[GRID BY:]

- i. Casual nights in alone / with others
- ii. Casual nights out with friends, family or a date
- iii. Formal events or holidays
- iv. Work events
- v. Night out where I am the designated driver [hide for row A]
- vi. When I am being mindful of my health [hide for row A]
- vii. Situations that require mental clarity [hide for row A]
- viii. Entertainment venues (e.g., club, theater, sports, etc.)
- ix. None of the above [EXCLUSIVE]