talkerresearch.com

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:

Media Muses

SAMPLE: 2,000 sexually active Americans

SPLITS: Q1, Q2, Q3, age, gender and region

Survey Questions:

Info1: The following survey questions will be related to sexual activity and sexual content. If you are not comfortable with answering questions related to these topics you may exit the survey now. If you are comfortable with answering questions related to these topics, please click "Continue"

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

- Northeast
- Southeast
- Southwest
- Midwest
- West

Screener Questions:

SQ1. Are you sexually active? [select one]

a. **Yes [CONTINUE]**
b. **No**

Survey Questions:

1. **[SPLIT]**

Which of the following best describes your current relationship status? [select one]

a. Single
b. Dating / In a casual relationship
c. In a serious relationship
d. Engaged
e. Married
f. Divorced / Separated / Widowed
g. None of the above

2. **[SPLIT] How many days/nights in an average week are you intimate with a partner? [Select one]**
    a. Less often than once a week
    b. 1
    c. 2
    d. 3
    e. 4
    f. 5
    g. 6
    h. 7

3. **[SPLIT] How satisfied or unsatisfied are you with your sex life? [Select one]**
    a. Very satisfied
    b. Somewhat satisfied
    c. Neither satisfied nor unsatisfied
    d. Somewhat unsatisfied
    e. Very unsatisfied

4. **What "intimate" TV shows do you most enjoy watching? [Select up to 10]**
    RANDOMIZE, ANCHOR LAST 2
    a. Heated Rivalry
    b. Bridgerton
    c. True Blood
    d. Game of Thrones
    e. Satisfaction
    f. Dark Desire
    g. Girls

h. The L Word
i. Outlander
j. Sex and the City
k. Skins
l. Weeds
m. Euphoria
n. The Borgias
o. Normal People
p. Dickinson
q. Dangerous Liaisons
r. Californication
s. Easy
t. Elite
u. Dynasty
v. Gossip Girl
w. Killing Eve
x. Masters of Sex
y. Orange is the New Black
z. The Originals
aa. Emily in Paris
bb. The Vampire Diaries
cc. Queer as Folk
dd. Scandal
ee. You
ff. One Tree Hill
gg. The Summer I Turned Pretty
hh. Gilmore Girls
ii. Downton Abbey
jj. Teen Wolf
kk. House of the Dragon
ll. 90210
mm. Other (please specify)
nn. None of the above [Exclusive]

5. **What "intimate" movies do you most enjoy watching? [Select up to 10]** **RANDOMIZE, ANCHOR LAST 2**
   a. Fifty Shades of Grey

b. Magic Mike
c. Sinners
d. Spring Breakers
e. 365 Days
f. Anyone But You
g. Friends With Benefits
h. Cruel Intentions
i. No Strings Attached
j. Nine ½ Weeks
k. Dirty Dancing
l. Black Swan
m. Titanic
n. Love
o. Thelma & Louise
p. Moonlight
q. The Paper Boy
r. Call Me By Your Name
s. Challengers
t. Pride and Prejudice
u. Mr. and Mrs. Smith
v. How Stella Got Her Groove Back
w. Romeo and Juliet
x. Ghost
y. Pretty Woman
z. Flashdance
aa. Blue is the Warmest Color
bb. Other (please specify)
cc. None of the above [Exclusive]

6. **[HIDE IF Q4 AND Q5 = NONE OF THE ABOVE] Which of the following, if any, do you wish you could live through in real life? [Select all that apply]** **RANDOMIZE, ANCHOR LAST 1**
   a. [SHOW OPTIONS SELECTED IN Q4+Q5]
   b. None of the above [Exclusive]

7. **When encountering an intimate scene on TV or in a movie, which of the following best describes your reaction when you are… [Select one]**

   GRID:

a. **Alone?**
b. **With a partner?**

[GRID BY:

i. Watch through the scene comfortably
ii. Watch through the scene, but feel shy/embarrassed
iii. Skip through the scene
iv. Not sure/Prefer not to say

8. **How likely or unlikely are you to be "in the mood" after watching an intimate scene or hearing an intimate song? [Select one]**
   a. Very likely
   b. Somewhat likely
   c. Neither likely nor unlikely
   d. Somewhat unlikely
   e. Very unlikely

9. **How likely or unlikely are you to blush at the following? [Select one]**

GRID:

a. **Hearing an intimate song?**
b. **Watching an intimate scene in a TV show/movie?**

GRID BY:

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

10. **Do you have a playlist of songs specifically to listen to in the bedroom/to set the mood? [Select one]**
    a. Yes
    b. No
    c. Prefer not to say

11. **How frequently do you have music playing in the bedroom while being intimate? [Select one]**
    a. Always
    b. Often

c. Sometimes
d. Rarely
e. Never

12. Please name your favorite "bedroom song."

a. [Free text]
b. I don't have one/Prefer not to say

13. [SHOW IF Q1 = C OR D OR E] How likely or unlikely are you and your partner to be intimate after… [Select one]

GRID:

a. Watching an intimate TV show/movie?
b. Listening to intimate songs?

GRID BY:

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

14. In your opinion, do the following forms of media realistically portray what being intimate is like? [Select one]

GRID: RANDOMIZE

a. Music
b. Movies
c. TV shows

GRID BY:

i. Yes
ii. No
iii. Not sure

15. In your opinion, which of the following "tropes" from intimate media, if any, is realistic? [Select all that apply] **RANDOMIZE, ANCHOR LAST 1**

a. Enemies to lovers (intense hatred turns into burning passion)
b. Forced proximity (characters are stuck together, forcing intimacy)
c. Forbidden romance/taboo relationships (relationships that are forbidden by society or rules)

d. Friends to lovers (long-term friends finally acting on mutual attraction)
e. Secret relationships (the couple keeps their intense passion hidden)
f. Second chance love (former lovers reuniting to rekindle their romance)
g. Fake relationship/dating (a fake relationship that becomes real)
h. Workplace romances (romances between colleagues)
i. Slow seduction/slow burn (a prolonged, tension-filled relationship)
j. The "bet" (a relationship initiated by a wager that turns into true affection)
k. Soulmates/destiny (a fated, inescapable romantic connection)
l. Love triangles (two people competing for the affection of a third)
m. Mutual attraction with bad timing (right person, wrong moment)
n. “No strings attached” (casual relationship that unexpectedly deepens)
o. One-sided attraction that eventually becomes mutual
p. Long-distance relationships
q. Reconnecting after years apart
r. “Almost relationships” that never become official
s. Infidelity/multiple partners
t. Opposites attract
u. Meet cutes
v. None of the above [Exclusive]

16. Which of the following tropes, if any, have you experienced in real life? [Select all that apply] RANDOMIZE. ANCHOR LAST 1

a. Enemies to lovers (intense hatred turns into burning passion)
b. Forced proximity (characters are stuck together, forcing intimacy)
c. Forbidden romance/taboo relationships (relationships that are forbidden by society or rules)
d. Friends to lovers (long-term friends finally acting on mutual attraction)
e. Secret relationships (the couple keeps their intense passion hidden)
f. Second chance love (former lovers reuniting to rekindle their romance)
g. Fake relationship/dating (a fake relationship that becomes real)
h. Workplace romances (romances between colleagues)
i. Slow seduction/slow burn (a prolonged, tension-filled relationship)
j. The "bet" (a relationship initiated by a wager that turns into true affection)
k. Soulmates/destiny (a fated, inescapable romantic connection)
l. Love triangles (two people competing for the affection of a third)
m. Mutual attraction with bad timing (right person, wrong moment)
n. “No strings attached” (casual relationship that unexpectedly deepens)

o. One-sided attraction that eventually becomes mutual
p. Long-distance relationships
q. Reconnecting after years apart
r. "Almost relationships" that never become official
s. Infidelity/multiple partners
t. Opposites attract
u. Meet cutes
v. None of the above [Exclusive]

17. **Which of the following intimate setups do you enjoy watching/listening to in media? [Select all that apply]** **RANDOMIZE, ANCHOR LAST 1**
    a. Power play (e.g., pinning against a wall, dominant/submissive moments)
    b. Shower scenes
    c. Playful banter
    d. Elevator scenes
    e. Playing hard to get
    f. "Almost" scenes (scenes that get interrupted)
    g. Eye contact across a room
    h. Almost getting caught
    i. Fireplace scenes
    j. Being quiet to avoid getting caught
    k. Rainstorm scenes
    l. Confession dialogue
    m. Candle-lit room scenes
    n. Forbidden/risky dialogue
    o. Office/workplace scenes
    p. Accidental touches
    q. Backseat/car scenes
    r. Bathroom scenes
    s. Dirty dancing
    t. Party/bar scenes
    u. Table-clearing moments
    v. Mirror scenes
    w. None of the above [Exclusive]

18. **Which of the following intimate setups have you engaged in in real life? [Select all that apply]** **RANDOMIZE, ANCHOR LAST 1**

a. Power play (e.g., pinning against a wall, dominant/submissive moments)
b. Shower scenes
c. Playful banter
d. Elevator scenes
e. Playing hard to get
f. "Almost" scenes (scenes that get interrupted)
g. Eye contact across a room
h. Almost getting caught
i. Fireplace scenes
j. Being quiet to avoid getting caught
k. Rainstorm scenes
l. Confession dialogue
m. Candle-lit room scenes
n. Forbidden/risky dialogue
o. Office/workplace scenes
p. Accidental touches
q. Backseat/car scenes
r. Bathroom scenes
s. Dirty dancing
t. Party/bar scenes
u. Table-clearing moments
v. Mirror scenes
w. None of the above [Exclusive]

19. Have you ever gained enough confidence from an intimate TV show, movie or song to make a move on someone in real life? [Select one]

a. Yes
b. No
c. 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.

20. **We're looking to hear from people about the romantic/sexual content they watch. 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

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