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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:

Who's In Your Village?

SAMPLE: 2,000 parents with 1,000 who are parents of kids ages 0 to 9 and 1,000 who are parents of kids ages 10 to 17

SPLITS: Age, gender, region and parents of kids ages 0 to 9 vs parents of kids ages 10 to 17

Survey Questions:

1. **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

SQ1. Do you have any children aged…? [Select all that apply]

a. Under 5 [Continue]
b. 5-9 [Continue]
c. 10-13 [Continue]
d. 14-17 [Continue]
e. 18 or older
f. N/A: I am not a parent [Exclusive]

Info1: The following questions will be asking you about your kid between the age of 0 – 17. The second half of this survey will be asked directly to your kid. If you have multiple kids between the age of 0 and 17, please choose the kid that is able to be present for the second half of the survey.

1a. What is the age of the kid that you will be answering this survey about and will be present to take the second half of the survey? [select one drop down]

Drop down box: 8 – 17

I don't have my kid/one of my kids present to take part of this survey [TERMINATE]

1. **How many people are part of your "village" (your support system when it comes to raising your child)? [Select one]**
    a. 0 - it's just me
    b. 1 to 2
    c. 3 to 4
    d. 5 to 6
    e. 7 to 8
    f. 9 to 10
    g. 11 to 12
    h. 13 to 14
    i. 15 to 16
    j. 17 to 18
    k. 19 to 20
    l. More than 20
    m. Not sure

2. **Compared to when you were growing up, do you have a larger or smaller village than your own parents did? [Select one]**
    a. Much larger
    b. Somewhat larger
    c. Neither larger nor smaller
    d. Somewhat smaller
    e. Much smaller

3. **[HIDE IF Q1 = A] Who is part of your village (aside from you and your child's other parent)? [Select all that apply] RANDOMIZE. ANCHOR LAST 2**
    a. My mom
    b. My dad
    c. My grandma

d. My grandpa
e. My sister
f. My brother
g. My cousin
h. My uncle
i. My aunt
j. My friends
k. My co-workers
l. Friends of friends
m. Family friends
n. Neighbors
o. Social media groups/pages
p. My child's teacher
q. My child's previous teacher(s)
r. Parents of my child's friends
s. Parents of my child's teammates
t. My child's coach
u. Babysitter(s)/nannies/caretakers
v. Other (please specify)
w. Not sure [EXCLUSIVE]

4. [HIDE IF Q1 = A] How many blood relatives are part of your village compared to chosen family members (friends that you consider your child's "aunt" or "uncle," parents of your child's friends, etc.)? [Select one for each]

GRID:

a. **Blood relative**
b. **Chosen family**

GRID BY:

i. 1 to 2
ii. 3 to 4
iii. 5 to 6
iv. 7 to 8
v. 9 to 10
vi. More than 10
vii. Not sure

5. **Compared to when you were growing up, do you feel more or less supported by your village than your parents did? [Select one]**
    a. Much more supported
    b. Somewhat more supported
    c. Neither more nor less supported
    d. Somewhat less supported
    e. Much less supported

6. **To the best of your knowledge, who was part of the village that raised you? [Select all that apply] RANDOMIZE. ANCHOR LAST 2**
    a. My mom
    b. My dad
    c. My grandma
    d. My grandpa
    e. My sister
    f. My brother
    g. My cousin
    h. My uncle
    i. My aunt
    j. My friends
    k. My co-workers
    l. My parents' friends of friends
    m. Family friends
    n. Neighbors
    o. Social media groups/pages
    p. My teacher(s)
    q. Parents of my friends
    r. Parents of my teammates
    s. My coach
    t. Babysitter(s)/nannies/caretakers
    u. Other (please specify)
    v. Not sure [EXCLUSIVE]

7. **[HIDE IF Q1 = A] How frequently does your village change (i.e. people move somewhere new, step away from being close, ending friendships or relationships, adding new members, etc.)? [Select one]**
    a. Every few weeks

b. Monthly
c. Every few months
d. Yearly
e. Every few years
f. Never
g. Not sure

8. **[HIDE IF Q1 = A] How many days per week do you typically rely on your village in one way or another? [Select one]**
   a. 0 - less often than once per week
   b. 1
   c. 2
   d. 3
   e. 4
   f. 5
   g. 6
   h. 7
   i. Not sure

9. **[HIDE IF Q1 = A] In what way(s) do you most appreciate your village showing up for you? [Free text response]**
   a. Free text
   b. Not sure/prefer not to say

10. **[HIDE IF Q1 = A] How much have the following people or their help influenced how you've adapted and grown as a parent?**
    [GRID]
    a. [SHOW OPTIONS SELECTED IN Q3]
    [GRID BY]
    i. Very much
    ii. Somewhat
    iii. A little
    iv. Not at all

11. **[HIDE IF Q1 = A] What are the top tasks you can rely on your village for regularly? [Select up to three] RANDOMIZE. ANCHOR LAST 2**
    a. Picking my child up from somewhere (School, extracurricular activities, etc.)

b. Helping with cooking or cooking preparations
c. Bringing my child somewhere (School, practice, rehearsal, etc.)
d. Watching/babysitting my child when I'm busy
e. Practicing my child's hobbies with them (cooking, sports, playing an instrument, etc.)
f. Helping my child with homework/learning activities
g. Keeping the home clean
h. Laundry
i. Meal cleanup/doing dishes
j. Other (please specify)
k. Not sure [EXCLUSIVE]

12. [HIDE IF Q1 = A] What is the most meaningful, small way your village has shown up for you? [Free text response]

a. Free text
b. Not sure/prefer not to say

13. [HIDE IF Q1 = A] When do you most need to rely on your village? [Select up to 5] RANDOMIZE. ANCHOR LAST 2

a. When my partner is traveling or working late
b. When daycare or school is unexpectedly closed
c. When my child is sick but I still have to work
d. When I'm sick and parenting anyway
e. When schedules don't align (two kids, two places, one adult)
f. During big life moments (new baby, move, job change, etc.)
g. When I need backup for mornings, bedtimes, or the witching hour
h. When I need a break (physically or mentally)
i. During holidays, school breaks, or long weekends
j. Other (please specify)
k. Not sure [EXCLUSIVE]

14. [HIDE IF Q1 = A] What does help from your village allow you to do? [Select all that apply] RANDOMIZE. ANCHOR LAST 2

a. Spend more time with my kids
b. Help with homework
c. Get chores done (laundry, cleaning, etc.)
d. Have some personal "me" time

e. Feel more present with my family
f. Plan events, trips or special occasions
g. Other (please specify)
h. Not sure [EXCLUSIVE]

15. How many days per week do you feel overwhelmed or stretched thin? [Select one]

a. 0 - less often than once per week
b. 1
c. 2
d. 3
e. 4
f. 5
g. 6
h. 7
i. Not sure

16. How many times per week do you feel stressed about finding the time to put a meal on the table? [Select one]

a. Less often than once per week
b. 1 to 2
c. 3 to 4
d. 5 to 6
e. 7 to 8
f. 9 to 10
g. 11 to 12
h. 13 to 14
i. 15 to 16
j. 17 to 18
k. 19 to 20
l. More than 20
m. Not sure

17. How many times per a week does needing to cook a full meal take you away from spending time with your family? [select one]

a. Less often than once per week
b. 1-3 times
c. 4-6 times

d. 7-10 times
e. 11-15 times
f. 16-20 times
g. 21+ times

18. How important or unimportant do you believe eating meals as a family are to your kid? [Select one]

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

19. How do you expect your support needs to change as your child grows? [Select one]

a. Increase
b. Decrease
c. Stay the same
d. Not sure

CHILD QUESTIONS

DISCLAIMER: KIDS SECTION

Info2: For the remainder of the questions, please pass the survey to your kid aged [PIPE 1a answer]. They will need to answer the remainder of the survey.

20. [SHOW IF Q1a = 10-17] How familiar or unfamiliar are you with the idea of "it takes a village to raise a kid"? [select one]

a. Very familiar
b. Somewhat familiar
c. Neither familiar nor unfamiliar
d. Somewhat unfamiliar
e. Very unfamiliar

21. **[SHOW IF Q1a = 10-17] How often do you hear your parents refer to their friends as part of your family? For example: uncle, aunt, cousin, etc. [Select one]**
    a. All the time
    b. Frequently
    c. Sometimes
    d. Rarely
    e. Never

22. **[SHOW IF Q1a = 5 – 17 AND Q1 = B - M] What is the biggest thing or most important life lesson that you've learned from a member of your parent's village (not from your parent)? [Free text response]**
    a. Free text
    b. Not sure/prefer not to say

23. **[HOW IF Q1a = 5 – 17 AND Q1 = B - M] What is your favorite thing to do with members of your parent's village (not your parent(s))? [Select all that apply] RANDOMIZE. ANCHOR LAST 2**
    a. Cooking
    b. Playing
    c. Reading
    d. Drawing/painting
    e. Writing
    f. Traveling
    g. Other (please specify)
    h. Not sure [EXCLUSIVE]

24. **[HIDE FOR PARENTS OF CHILDREN UNDER 5] What do you wish you could spend more time doing with your parent(s)? [Select all that apply]**
    a. Playing games
    b. Going to the park
    c. Being creative together (making art, painting, writing, etc.)
    d. Visiting other family members
    e. Traveling
    f. Talking about our day
    g. Cooking
    h. Other (please specify)
    i. Not sure