

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: NOT ALL WATER IS CREATED EQUAL

SAMPLE: 2,000 general population Americans

SPLITS: Age, gender, region and Q10

Survey Questions:

Screening 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 2008 to 1927]

[**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

1. **How picky are you about what type of water you drink?**

[Select one]

- a. Very picky
- b. Somewhat picky
- c. Not very picky
- d. Not picky at all

2. **Can you tell what type of water (tap, filtered, spring, etc.) you're drinking without knowing where it came from? [Select one]**

- a. Yes
- b. No

3. **[SHOW IF Q2 = A] How quickly can you tell what type of water you're drinking? [Select one]**

- a. Just by seeing it/the cup
- b. Just by smelling it
- c. While taking the first sip
- d. After taking a first sip
- e. After a few sips

- f. Once I've finished most of it
- g. After I've finished the whole cup
- h. Not sure

4. **Which of the following, if any, are true for you? [Select all that apply] RANDOMIZE. ANCHOR LAST 1**

- a. I can't finish a full glass of tap water
- b. I can tell when the water I'm drinking is heavily filtered
- c. I can taste the difference between filtered and spring water
- d. I will go out of my way to ensure I'm able to drink my preferred type of water
- e. I will bring my own water (bottle, reusable bottle, etc.) from home whenever I go out
- f. I won't drink tap water from certain places
- g. I can tell the taste difference between certain bottled brands of water
- h. I can tell the difference in quality between two different bottled water brands
- i. None of the above [EXCLUSIVE]

5. **Do you tend to prefer bottled water or tap water? [Select one]**

- a. Bottled
- b. Tap
- c. No preference

6. **[SHOW IF Q5 = A] What factors impact what bottled water brand(s) you purchase? [Select all that apply] RNANDOMIZE. ANCHOR LAST 2**
- a. The imagery/branding on the bottle
 - b. Where the water is sourced
 - c. Mineral/electrolyte content
 - d. What is available/easily accessible
 - e. Family/household habits
 - f. The taste
 - g. Other (please specify)
 - h. Nothing in particular [EXCLUSIVE]
7. **Do you tend to prefer filtered/purified water or spring water? [Select one]**
- a. Filtered/purified
 - b. Spring
 - c. Other (please specify)
 - d. Not sure
8. **To what extent do you agree or disagree with the following statement? “I would sooner be thirsty than drink my least favorite type of water.” [Select one]**
- a. Strongly agree
 - b. Somewhat agree
 - c. Neither agree nor disagree
 - d. Somewhat disagree

e. Strongly disagree

9. **How frequently do you read the labels of the bottled water you drink? [Select one]**

a. Always

b. Often

c. Sometimes

d. Rarely

e. Never

10. **[SPLIT] Do you have a preferred/favorite brand of bottled water? [Select one]**

a. Yes

b. No

11. **[SHOW IF Q10 = A] To what extent do you agree or disagree with the following statement? "I have a mental list of the best and worst brands of bottled water." [Select one]**

a. Strongly agree

b. Somewhat agree

c. Neither agree nor disagree

d. Somewhat disagree

e. Strongly disagree

12. **[SHOW IF Q10 = A] In your opinion, what makes your preferred/favorite brand of bottled water the best? [Select all that apply] RANDOMIZE. ANCHOR LAST 2**

- a. It tastes neutral and flat
- b. It's sourced naturally/from a spring
- c. It's ethically sourced
- d. It has the right vitamins and minerals
- e. It's cost effective
- f. It's easily accessible/available near me
- g. It comes from a specific region I'm attached to
- h. Other (please specify)
- i. No reason in particular [EXCLUSIVE]

13. **[SHOW IF Q10 = A] Have you ever read the label of your preferred/favorite brand of bottled water? [Select one]**

- a. Yes
- b. No

14. **[GRID] [SHOW IF Q10 = A] How aware or unaware are you about...[Select one]**

GRID:

- a. **Where your preferred/favorite bottled water is sourced?**
- b. **The composition of your bottled water (electrolyte, etc.)?**

GRID BY:

- i. Very aware
- ii. Somewhat aware
- iii. Neither aware nor unaware
- iv. Somewhat unaware
- v. Very unaware

15. **In general, how important or unimportant is it to you that you know where your water comes from/is sourced? [Select one]**

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

16. **True or false: All bottled water is heavily treated. [Select one]**

- a. True
- b. **False**
- c. Not sure

17. **To the best of your knowledge, why can bottled water be heavily treated? [Select up to 2] RANDOMIZE. ANCHOR LAST 2**

- a. For a better taste

- b. To remove man-made contaminants
- c. To get rid of naturally harmful contaminants/chemicals
- d. So that it's healthier to drink
- e. To add vitamins and minerals
- f. Other (please specify)
- g. Not sure [EXCLUSIVE]

18. **To the best of your knowledge, which of the following is true about spring water? [Select up to 3]**
RANDOMIZE. ANCHOR LAST 1

- a. Spring water contains natural electrolytes
- b. Spring water is easy to monitor and maintain quality controls
- c. Spring water has a distinct, crisp taste
- d. Spring water is not purified/heavily treated
- e. Spring water can be dangerous for consumption from the source
- f. Spring water is safe to drink without being heavily filtered
- g. Spring water needs to be sourced from a new spring every few years
- h. None of the above [EXCLUSIVE]

19. **To the best of your knowledge, what qualities are associated with spring water? [Select all that apply]**
RANDOMIZE. ANCHOR LAST 1

- a. It contains naturally occurring minerals

- b. It does not contain added chemicals
- c. It has a distinct, clean taste
- d. Its natural composition is preserved without chemical treatments
- e. It comes from a spring source untouched by humans
- f. None of the above [EXCLUSIVE]

20. **True or false: Natural spring water means it originates from an underground aquifer and is collected as it naturally flows to the earth's surface.**
[Select one]

- a. True
- b. False
- c. Not sure

21. **How important or unimportant is it to you that your water comes from a natural source within a certain range rather than shipped across the country/world?**
[Select one]

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

22. **[SHOW IF Q10 = A] How likely or unlikely would you be to change your preferred/favorite brand of bottled**

water if you were more aware of where it's sourced from? [Select one]

- a. Very likely
- b. Somewhat likely
- c. Neither likely nor unlikely
- d. Somewhat unlikely
- e. Very unlikely

23. True or false: Crystal Geyser Alpine Spring Water is always bottled at the spring source. [Select one]

- a. True
- b. False
- c. Not sure

24. True or false: Crystal Geyser Alpine Spring Water is never transported by tanker truck. [Select one]

- a. True
- b. False
- c. Not sure

25. What is the minimum percentage of recycled PET plastic that Crystal Geyser Alpine Spring Water bottles are made from? [Select one]

- a. Less than 10%
- b. 10 to 20%

- c. 21 to 30%
- d. 31 to 40%
- e. 41 to 50%
- f. 51 to 60%
- g. 61 to 70%
- h. 71 to 80%
- i. More than 80%
- j. Not sure

26. [GRID] To the best of your knowledge, how frequently are the contents of Crystal Geyser Alpine Spring Water...[Select one for each]

GRID:

- a. Blended from multiple sources?**
- b. Purified from the tap?**

GRID BY:

- i. Always
- ii. Often
- iii. Sometimes
- iv. Rarely
- v. Never

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.

27. **We're looking to hear from people about their water preferences and knowledge. 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

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

Name:

Email: