



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:

INTERNATIONAL WOMEN'S DAY

SAMPLE: 2,000 women

SPLITS: Age, region, Q1 (hair type), Q2 (length of hair)

Survey Questions:

Screenener Questions:

1. What is your gender? [SINGLE SELECT, MAINTAIN ORDER]

1. Male
2. Female [CONTINUE IF SELECTED]
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 [TERMINATE]
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

Survey Questions:

1. [SPLIT] What is your hair type? [Select one]
 1. Straight (Type 1)
 2. Wavy (Type 2)
 3. Curly (Type 3)
 4. Coily (Type 4)
 5. Not sure

2. [SPLIT] How long is your hair? [Select one]
 1. Extra short (pixie, buzzcut, etc.)

2. Short (chin length, bob, etc.)
3. Medium (shoulder length to armpits)
4. Long (midback to above the waist)
5. Extra long (waist length or longer)
6. Not sure

3. How many times per week do you take...[Select one for each] [RANDOMIZE]

1. An everything shower (wash your hair, body, shave, moisturize, etc.)
2. A hair wash shower (washing your hair and body, but excluding shaving, moisturizing, etc.)
3. A body shower (no hair washing or shaving, just washing your body)
 1. [GRID BY]
 2. Less than once per week
 3. 1
 4. 2
 5. 3
 6. 4
 7. 5
 8. 6
 9. 7
 10. Not sure

4. [GRID] How many minutes do you spend in the shower when...[Select one for each] [RANDOMIZE]

1. Washing your hair
2. Taking an everything shower
3. Taking just a body shower
 1. [GRID BY]
 2. Less than 5 min
 3. 5 to 10 min
 4. 11 to 15 min
 5. 16 to 20 min
 6. 21 to 25 min
 7. 26 to 30 min
 8. 31 to 35 min
 9. 36 to 40 min
 10. 41 to 45 min

11. 46 to 50 min
12. 51 to 55 min
13. 56 to 60 min
14. More than 60 min
15. Not sure

5. How often do you wash your hair? [Select one]

- a. Once a week or less
- b. 2 –3 times per week
- c. Every other day
- d. Every day
- e. Prefer not to say

6. What day(s) are ideal for washing your hair? [Select all that apply]

1. Monday
2. Tuesday
3. Wednesday
4. Thursday
5. Friday
6. Saturday
7. Sunday
8. Not sure [EXCLUSIVE]

7. How do you go about choosing your hair washing schedule (i.e. you do it every week on the same day(s) no matter what, if you have an event within X days, if you had a really long/bad day and need to wash it away, etc.)? [Free text]

1. Free text response
2. No way in particular [EXCLUSIVE]

8. After washing your hair, when does it look the best? [Select one]

1. The same day I wash it
2. Within 24 hours of washing it (day 1 hair)
3. Within 48 hours of washing it (day 2 hair)
4. Within 72 hours of washing it (day 3 hair)
5. More than three days after
6. Not sure

9. What are your favorite compliments to receive from another woman? [Select up to 5]
[RANDOMIZE, ANCHOR LAST 2]
1. Compliments my outfit
 2. Compliments my hair
 3. Compliments my “vibe”
 4. Says I’m intelligent/smart
 5. Says I’m attractive
 6. Says I’m good at my job
 7. Says I’m good with other people
 8. Says I’m funny
 9. Says I’m caring/empathetic
 10. Says I’m a good mom
 11. Says I’m a good friend
 12. Other (please specify)
 13. Not sure [EXCLUSIVE]
10. What women do you look up to? [Select all that apply] [RANDOMIZE, ANCHOR LAST 2]
1. Michele Obama
 2. Malala Yousafzai
 3. Greta Thunberg
 4. Marie Curie
 5. Ruth Bader Ginsburg
 6. Viola Davis
 7. Zendaya
 8. Kamala Harris
 9. Simone Biles
 10. Frida Kahlo
 11. Rosa Parks
 12. Amelia Earhart
 13. Sara Blakely
 14. Taylor Swift
 15. Jane Goodall
 16. Alexandria Ocasio-Cortez
 17. Melania Trump
 18. Erica Kirk
 19. Nikki Haley

20. My mom
21. My grandma
22. My aunt
23. My sister
24. My female friends
25. Other (please specify)
26. No one in particular [EXCLUSIVE]

11. What do you love most about the other women in your life? [Free text]

1. Free text response
2. Not sure/ Prefer not to say

12. What do you give to the other women in your life? [Select all that apply] [RANDOMIZE, ANCHOR LAST 2]

1. Respect
2. Support
3. Time
4. Knowledge
5. Mentorship
6. Protection/safety
7. Celebration
8. Friendship
9. Other (please specify)
10. Nothing in particular [EXCLUSIVE]

13. What do you get from the other women in your life? [Select all that apply] [RANDOMIZE, ANCHOR LAST 2]

1. Respect
2. Support
3. Time
4. Knowledge
5. Mentorship
6. Protection/safety
7. Celebration
8. Friendship
9. Other (please specify)
10. Nothing in particular [EXCLUSIVE]

14. [GRID] How likely or unlikely do you think it is that you will see the following gaps between men and women close in your lifetime? [Select one for each] [RANDOMIZE]
1. Pay gaps (men making more than their female counterparts)
 2. Health care gaps (lack of access for women, lack of knowledge about female-specific issues, etc.)
 3. Leadership gaps (disparity between male and female C-Suite members, government positions, etc.)
 1. [GRID BY]
 2. Very likely
 3. Somewhat likely
 4. Neither likely nor unlikely
 5. Somewhat unlikely
 6. Very unlikely
15. Do you feel like you've been held back in life specifically because you're a woman?
[Select one]
1. Yes
 2. No
 3. Prefer not to say
16. [SHOW IF Q15 = YES] How/why do you feel like you've been held back in life because you're a woman? [Select all that apply] [RANDOMIZE, ANCHOR LAST 2]
1. I've been passed over for promotions
 2. I am paid less than my male colleagues
 3. I was expected to be a parent
 4. I was expected to be a stay-at-home parent/give up my career as a parent
 5. I get fewer responses to applications than my male counterparts
 6. I am unable to get health issues or concerns addressed quickly/accurately
 7. I am underestimated by my peers
 8. I'm not taken as seriously (at work, at a mechanic, etc.)
 9. My ideas are more likely to be dismissed
 10. My parents had limited careers that they approved of me pursuing
 11. There are things that are considered "unsafe" for me to do
 12. Other (please specify)
 13. Not sure/prefer not to say [EXCLUSIVE]

17. What is the biggest piece of advice you have for young girls growing up today? [Free text]

1. Free text response
2. Prefer not to say

18. How does seeing the success of women during the last Olympics make you feel?

[Select all that apply] [RANDOMIZE, ANCHOR LAST 2]

1. Inspired
2. Motivated
3. Proud
4. More likely to strive for my dreams
5. Like I'm capable of anything
6. Overwhelmed with joy
7. Seen/represented
8. Admiration
9. Increased desire to support young women/girls
10. Other (please specify)
11. No way in particular [EXCLUSIVE]