



Survey questions



While reviewing the survey questions document, please keep the following notes in mind:

- The questions reflect the already approved story angle and sample copy; revisions to the story angle and/or sample copy will need to be vetted by the We are Talker editorial account manager for news credibility before the survey questions are modified
- This draft of the survey questions is considered the strongest version possible, based on the shared information between the client and We are Talker
 - Any significant changes will need to be approved by the Talker editors to ensure we still have a strong, newsworthy story that complies with market research standards and best practices
- Once approved, our market research division, [Talker Research](#), will review the survey
 - Their team members are members of the Market Research Society ([MRS](#)) and the European Society for Opinion and Marketing Research ([ESOMAR](#)); they will ensure the questions are written in a way that is fair, unbiased and not leading
 - This includes adding routing, N/A options, etc. as they deem necessary to ensure respondents are best able to answer the survey
- Talker Research's changes will be shared with the client for a final review, but client edits that go against market research standards will not be allowed; the survey must adhere to the MRS code of conduct to be sent to our panel of respondents
- If a specific, niche sample is needed for the survey, screener questions will be added to the top of the document — these do not add to the question total and are not editable; they are added to ensure we target the right group of respondents



GEN Z TREND REPORT

Sample: 2,000 Gen Z Americans

Splits: Gender, region, age (older (born 97-06), younger (born 07-12))

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=1997-2008, QAGE=Generation Z - **CONTINUE**

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

This survey will ask you questions about various different topics.

Survey Questions:

- 1. When it comes to romantic relationships, which of the following best describes you? (Select one)**
 - a. I have never been in a serious, committed relationship
 - b. I have been in a serious, committed relationship
 - c. I'm not sure if I've ever been in a serious, committed relationship

- 2. [Show if Q1 = b] Are you currently single? (Select one)**
 - a. Yes
 - b. No
 - c. Not sure

- 3. How many times do you have sex in a typical month? [Select one]**
 - a. I am not sexually active
 - b. 1 time or less
 - c. 2
 - d. 3
 - e. 4
 - f. 5+

- 4. Which of the following once commonplace life milestones do you think you will never reach? (Select all that apply) [RANDOMIZE, ANCHOR LAST 1](#)**
 - a. Moving away from home/hometown



- b. Having a legitimate career
- c. Getting a driver's license
- d. Buying a car
- e. Getting married
- f. Having kids
- g. Buying a house
- h. Achieving financial independence
- i. None of the above **EXCLUSIVE**

5. How much hope do you have for the future? (Select one)

- a. A lot of hope
- b. Some hope
- c. Almost no hope
- d. No hope

6. How frequently do you consume alcohol? [Select one]

- a.
- b.
- c. Very frequently
- d. Somewhat frequently
- e. Not very frequently
- f. Not frequently at all

7. [Show if Q6 does not = a] Which of the following best describes why you do not drink alcohol more frequently? [Select all that apply]

- a. It's too expensive
- b. I don't like how it tastes
- c. I don't like how it makes me feel
- d. It's unhealthy
- e. None of the above **EXCLUSIVE**

8. [Show if Q6 = a, b, c] On an average night out/social event, how much money do you spend on alcohol?

- a.
- b. \$0 – I do not spend money on alcohol during a night out/social event
- c. \$1 - \$10
- d. \$11 - \$20
- e. \$21 - \$30
- f. \$31 - \$40
- g. \$41 - \$50



h. \$51 - \$60\$61 or more

9. Do you prefer to spend your free time alone or interacting with others in person? (select one)

- a. I prefer to spend my free time alone
- b. I prefer to spend my free time interacting with others in person
- c. Not sure

10. Do you think your smartphone/the amount of screen time you log has a positive or negative effect on your life? (Select one)

- a. Very positive
- b. Somewhat positive
- c. Neither positive nor negative
- d. Somewhat negative
- e. Very negative

11. When choosing a product to buy, what matters most to you? [Select up to two]

RANDOMIZE, ANCHOR LAST 1

- a. The price
- b. The quality
- c. The brand's values
- d. Whether it was sustainably made or not
- e. None of the above EXCLUSIVE

12. If you had the choice to text, call, or FaceTime/video call someone, which would you most prefer to do? (Select one)

- a. Text
- b. Call
- c. FaceTime/video call

13. To what extent do you agree or disagree with the following statement? "I am opting out of the concept of 'adulthood' entirely." (Select one)

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

14. Which of the following online spaces do you spend most of your time? (Select all that apply) RANDOMIZE, ANCHOR LAST 1



- a. Instagram
- b. TikTok
- c. Facebook
- d. YouTube
- e. X
- f. Bluesky
- g. Cable TV
- h. Netflix
- i. Hulu
- j. HBO Max
- k. Apple TV
- l. Snapchat
- m. Spotify/Apple Music
- n. Podcasts
- o. Influencer content
- p. Reddit
- q. Brand-owned websites (landing pages, quizzes, etc.)
- r. News stories
- s. Mobile games
- t. Twitch
- u. Search engines
- v. ChatGPT/other AI services
- w. None of the above EXCLUSIVE

15. Which of the following online spaces are you most likely to see/hear a product or advertisement for a product/brand that makes you think “that is something I actually want.” (Select all that apply) RANDOMIZE, ANCHOR LAST 1

- a. Instagram
- b. TikTok
- c. Facebook
- d. YouTube
- e. X
- f. Cable TV
- g. Netflix
- h. Hulu
- i. HBO Max
- j. Apple TV
- k. Snapchat
- l. Spotify/Apple Music
- m. Podcasts
- n. Influencer content



- o. Reddit
- p. Brand-owned websites (landing pages, quizzes, etc.)
- q. News stories
- r. Mobile games
- s. Twitch
- t. Search engines
- u. ChatGPT/other AI services
- v. None of the above EXCLUSIVE

16. Which of the following sources do you trust the most when it comes to learning about a brand or product? (select top 5) RANDOMIZE, ANCHOR LAST 1

- a. Recommendations from friends or people you know
- b. Influencers or creators you follow
- c. User reviews or ratings
- d. TikTok videos
- e. YouTube videos
- f. Podcast ads or host recommendations
- g. Traditional search results
- h. AI search results
- i. Brand websites or guides
- j. Streaming TV ads
- k. Traditional TV commercials
- l. News stories with brand integration (e.g. campaign announcements, press releases)
- m. None of the above EXCLUSIVE

17. When you search for something online, which of the following are you most likely to use? (Select one)

- a. Traditional search engines (Google, Yahoo, etc.)
- b. AI (ChatGPT, Gemini, etc.)
- c. Social media (e.g. TikTok, Reddit threads, YouTube, etc.)
- d. None of the above EXCLUSIVE

18. When you search for something online and see an AI-generated overview or summary at the top of the results, how much do you trust or distrust the information provided? (Select one)

- I very much trust the information provided
- I somewhat trust the information provided
- I neither trust nor distrust the information provided
- I somewhat distrust the information provided
- I very much distrust the information provided



19. Which of the following would make you more likely to engage with a brand (e.g. follow, sign up, purchase)? (Select up to three)

- Seeing real people talk about it
- Feeling the brand “gets” people like me
- Clear, useful information
- Entertaining, interesting or humorous content
- Transparent communication
- Social or cultural relevance
- Discounts or incentives
- Celebrity endorsement
- None of the above **EXCLUSIVE**

20. How much influence does each of the following have on whether you try, buy from, or engage with a brand? (Select one)

- [GRID]
- Data or statistics about people like me
- Independent reviews or ratings
- News coverage mentioning the brand
- Recommendations from people I know
- Influencer or creator content
- Advertising
 - [GRID BY]
 - A lot of influence
 - Some influence
 - A little influence
 - No influence at all

21. How credible or uncredible do you find information about a brand or product from the following sources? (Select one)

- [GRID]
- Customer reviews
- Independent research, surveys
- News or editorial articles
- Expert opinions or analysis



Influencer or creator content
Stunts, events or PR campaigns
Brand advertising
Brand social media posts
[GRID BY]
Very credible
Somewhat credible
Neither credible nor uncredible
Somewhat uncredible
Very uncredible

22. Do you find brands that share good content, insights or information more or less credible than brands that share promotions? (Select one)

- a. I find brands that share good content, insights or information much more credible than brands that share promotions
- b. I find brands that share good content, insights or information somewhat more credible than brands that share promotions
- c. I find brands that share good content, insights or information neither more nor less credible than brands that share promotions
- d. I find brands that share good content, insights or information somewhat less credible than brands that share promotions

I find brands that share good content, insights or information much less credible than brands that share promotions

23. To what extent do you agree or disagree with the following statements? (Select one)

GRID
Seeing data or statistics helps me feel more confident in a brand
I trust brands more when they explain trends or consumer behavior
I'm more likely to pay attention to brands that share insights rather than promotions
Numbers and facts feel more believable than brand claims alone
Grid by
Strongly agree
Somewhat agree
Neither agree nor disagree
Somewhat disagree

Strongly disagree



24. How often do you consume news or information about current events? (Select one)

- Multiple times a day
- About once a day
- A few times a week
- Less than once a week
- Never

25. Compared to a year ago, are you consuming more or less news? (Select one)

- Much more news
- Somewhat more news
- Neither more nor less news
- Somewhat less news
- Much less news

26. In which of the following formats do you usually consume news?

Select all that apply. [RANDOMIZE](#), [ANCHOR LAST 1](#)

- Short video clips (e.g. TikTok, Reels, Shorts)
- Long-form articles
- Headlines or summaries only
- Podcasts or audio
- Newsletters
- Television or streaming news
- Social media posts
- Search results or AI-generated summaries
- Other (please specify)

27. Which of the following best describes how you currently feel about the news? Select all that apply. [RANDOMIZE](#), [ANCHOR LAST 1](#)

- Interested and engaged
- Informed but overwhelmed
- Selective about what I consume
- Distrustful or skeptical
- Emotionally drained
- Indifferent
- Avoidant
- Other (please specify)
- None of the above [EXCLUSIVE](#)



28. Which of the following helps you judge whether a news story is credible or authoritative? Select all that apply. [RANDOMIZE](#), [ANCHOR LAST 1](#)

- Data or statistics
- Multiple sources cited
- Quotes from experts
- References to research or studies
- Coverage by a recognized news outlet
- Clear explanation of sources
- Balanced or neutral tone
- Transparency about uncertainty or limits
- I don't actively judge credibility [EXCLUSIVE](#)
- Other (please specify)
- None of the above [EXCLUSIVE](#)

29. Which of the following best describes how you decide whether something counts as 'news' rather than content or opinion? (Select one) [RANDOMIZE](#), [ANCHOR LAST 1](#)

- It comes from a recognized news outlet
- It includes facts, data, or reporting
- It explains something new or important
- It's widely discussed or shared
- It affects people like me
- I don't make a clear distinction [EXCLUSIVE](#)

30. Generally, how much of a news story do you usually consume before deciding whether to continue? (Select one)

- Just the headline
- The first few lines
- A summary or key points
- A majority of the story
- The full story
- It depends on the topic