

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: Drinking by Generation

SAMPLE: 2,000 Americans aged 21+ who drink beer, wine, cider or spirits, evenly split by generation, and 2,000 UK respondents aged 18+ who drink beer, wine, cider or spirits.

SPLITS: Age, gender, region

Survey Questions:

M1. Which country do you live in? [Select one]

- a. **United States**
- b. **United Kingdom**
- c. **None of the above - TERMINATE**

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 21**]

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 [N=1,000 EACH]

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 [TERMINATE]

[SHOW IF M1 = A]

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

[SHOW IF M1 = B]

D4. Which region do you live in?

Northern Ireland

Scotland

Wales

North East

Yorkshire and the Humber

West Midlands

East Midlands

North West

South West

East of England

South East

London

SQL. Which of the following beverages do you regularly consume?

[Select all that apply] [RANDOMIZE, ANCHOR LAST 1]

1. Beer, wine, cider or spirits – CONTINUE
2. Coffee
3. Tea
4. Soda
5. Energy drinks
6. Milk
7. Juice
8. None of the above [EXCLUSIVE]

Survey Questions

1. In general, what motivates you to drink beer, wine, cider or spirits moderately when socializing with others?

[Select all that apply] [RANDOMIZE, ANCHOR LAST 1]

- a. It's the right approach
- b. Fitness goals
- c. Work responsibilities
- d. Family responsibilities
- e. Saving money
- f. Better sleep
- g. Emotional well-being

- h. Setting a good example
 - i. Avoiding regret
 - j. Maintaining my social image or reputation
 - k. Preferring quality over quantity
 - l. Wanting to achieve a well-balanced lifestyle in general
 - m. None of the above/Nothing in particular
- [EXCLUSIVE]

2. Thinking about drinking moderately, please rank the following motivations in order of most important to least important to you.

a. [Show answers selected in the previous question, RANKING TOP 5]

3. When thinking about drinking beer, wine, cider or spirits moderately or reasonably, which of these things, in your opinion, are important?

[Select all that apply] [RANDOMIZE, ANCHOR LAST 1]

- a. Avoiding “rounds” or pressure to keep up with others
- b. Drinking slowly rather than quickly
- c. Setting a personal drink limit in advance

- d. Counting and keeping track of the number of glasses, cans or bottles you have had
- e. Spacing drinks that contain beer, wine, cider or spirits with water, non-alcoholic beverages (e.g., “zebra striping”) or lower alcohol serves (e.g. low alcohol beer or single measure of spirit)
- f. Planning before you go out how you will get home safely (e.g., public transit, taxi/rideshare, designated driver)
- g. Paying attention to how beer, wine, cider or spirits affect your body and mood
- h. Eating prior to and while drinking
- i. Maintaining my social image or how I’m perceived
- j. Choosing quality over quantity
- k. None of the above [EXCLUSIVE]

4. Thinking about drinking moderately or reasonably, please rank the following moderation practices in order of most important to least important to you.

- a. [Show answers selected in the previous question, RANKING TOP 5 – MOST IMPORTANT TO LEAST]

5. How has your idea of moderate drinking evolved in terms of balance, personal choice and control?

[Select one]

- a. I have become more intentional
- b. My approach has not changed
- c. I have become less intentional

6. How important is it to you that your drinking choices feel fully self-directed (e.g. not influenced by others)?

[Select one]

- a. Very important
- b. Somewhat important
- c. A little bit important
- d. Not important at all

7. Do you plan to drink beer, wine, cider or spirits during summer events and occasions?

[Select one]

- a. Yes
- b. No
- c. Not sure

8. [Show IF Q7 = A] When drinking beer, wine, cider or spirits during summer events and occasions, which of the following factors will be important considerations that shape your drinking behavior?

[Select all that apply] [RANDOMIZE, ANCHOR LAST 1]

- a. Taste
- b. Wanting to drink moderately (e.g., responsibly)
- c. Others' drinking behaviors around me
- d. Cost
- e. Socializing
- f. None of the above [EXCLUSIVE]

9. [SHOW IF Q8 = A,B,C,D,E] When drinking beer, wine, cider or spirits during summer events and occasions, which of the following factors will be the most important consideration that shapes your drinking behavior?

- 1. [Show answers selected in the previous question, SELECT ONE]

10. [1] How will you celebrate or spend time with others this summer, if at all, this year?

[Select all that apply] [RANDOMIZE, ANCHOR LAST 1]

- a. Go to restaurants, bars or clubs
- b. Attend a party
- c. Attend a community event, festival or fan event
- d. Host a party at home
- e. Have a meal or special dinner at home
- f. Spend time with friends and family
- g. Travel or go on vacation
- h. Watch or attend sporting events
- i. None of the above [EXCLUSIVE]

11. [SHOW IF Q7 = A] In general, when drinking beer, wine, cider or spirits during summer events and occasions, how do you intend to drink moderately or reasonably?

[Select all that apply] [RANDOMIZE, ANCHOR LAST 1]

- a. Avoiding "rounds" or pressure to keep up with others
- b. Drinking slowly rather than quickly
- c. Setting a personal drink limit in advance
- d. Counting and keeping track of the number of glasses, cans or bottles you have had

- e. Spacing drinks that contain beer, wine, cider or spirits with water or non-alcoholic beverages (e.g., “zebra striping”)
- f. Planning before you go out how you will get home safely (e.g., public transit, taxi, designated driver)
- g. Paying attention to how beer, wine, cider or spirits affect your body and mood
- h. Eating prior to and while drinking
- i. Stopping drinking at a certain time or switching to non-alcoholic options
- j. None of the above [EXCLUSIVE]

12. **[SHOW IF Q10 = H] When watching or attending sporting events this summer specifically, how do you intend to drink moderately or reasonably?**

[Select all that apply] [RANDOMIZE, ANCHOR LAST 1]

- a. Avoiding “rounds” or pressure to keep up with others
- b. Drinking slowly rather than quickly
- c. Setting a personal drink limit in advance
- d. Counting and keeping track of the number of glasses, cans or bottles you have had

- e. Spacing drinks that contain beer, wine, cider or spirits with water or non-alcoholic beverages (e.g., “zebra striping”)
- f. Planning before you go out how you will get home safely (e.g., public transit, taxi, designated driver)
- g. Paying attention to how beer, wine, cider or spirits affect your body and mood
- h. Eating prior to and while drinking
- i. Stopping drinking at a certain time or switching to non-alcoholic options
- j. None of the above/I don’t plan to drink when watching or attending sporting events this summer [EXCLUSIVE]