

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: PLANNING AROUND SLEEP

SAMPLE: 2,000 general population Americans

SPLITS: Age, gender, region, night owl vs. early bird (Q2), introvert vs. extrovert (Q1)

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 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

S1. **Do you have any children aged...? [Select all that apply]**

- a. 0-5
- b. 6-10
- c. 11-15
- d. 16-18
- e. 19 or older
- f. N/A: I am not a parent [Exclusive]

Survey Questions:

1. Which of the following do you more strongly identify with? [Select one]

Introvert

Extrovert

Both equally (ambivert)

2. Which of the following do you more strongly identify with? [Select one]

Night owl

Early bird

Both equally

3. Please complete the sentence: I will turn down plans if they begin before _____. [Select one]

6:00 a.m.

6:15 a.m.

6:30 a.m.

6:45 a.m.

7:00 a.m.

7:15 a.m.

7:30 a.m.

7:45 a.m.

8:00 a.m.

8:15 a.m.

8:30 a.m.

8:45 a.m.

9:00 a.m.

9:15 a.m.

9:30 a.m.

9:45 a.m.

10:00 a.m.

10:15 a.m.

10:30 a.m.

10:45 a.m.

11:00 a.m.

No time in particular

4. Please complete the sentence: I will turn down plans if they begin after _____. [select one]

7:00 p.m.

7:15 p.m.

7:30 p.m.

7:45 p.m.

8:00 p.m.

8:15 p.m.

8:30 p.m.

8:45 p.m.

9:00 p.m.

9:15 p.m.

9:30 p.m.

9:45 p.m.

10:00 p.m.

10:15 p.m.

10:30 p.m.

10:45 p.m.

11:00 p.m.

No time in particular

5. In an average month, how many invites do you turn down because they would get in the way of your sleep (the plans start too early in the morning / too late in the evening)? [Slider]

Slider 0–15 [increments of 1] [left label: 0; right label: 15+]

6. In an average month, how many invites do you want to turn down (but don't) because they get in the way of your sleep (the plans start too early in the morning / too late in the evening)? [Slider]

Slider 0–15 [increments of 1] [left label: 0; right label: 15+]

7. Are you more or less likely to turn down plans in the summer? [Select one]

More likely

Less likely

The same

8. Do you / would you feel guilty turning down plans to sleep instead? [Select one]

Yes, always

Yes, sometimes

No, never

9. Which of the following are your favorite type(s) of plans? [Select up to three] RANDOMIZE, ANCHOR LAST 1

Getting coffee together

Brunch

Lunch

Dinner

Post-dinner drinks

Going to a bar or club

Going to an evening event

Going to a daytime event

A small get-together at someone's house

A larger house party

Running errands together

Going to an exercise class together

None of the above [EXCLUSIVE]

10. Have you ever told friends / family to not invite you out at certain times because you'll be in bed? [Select one]

Yes

No

Not sure

11. Have you ever used a creative excuse to get out of plans that would interfere with your sleep?

[Select one]

Yes

No

Not sure

12. [Show if Q11 = YES] What creative excuse have you used to get out of plans that would interfere with your sleep? [Free text]

Free text

Prefer not to say

13. Which of the following is more of a priority for you? [Select one]

Getting enough sleep

Making / attending plans (going out with friends in the evening, etc.)

Both equally

14. At what age did you, or do you expect to, start prioritizing your sleep over plans with friends / family? [Slider]

Slider from 20 – 39 [increments of 1] [Left label: 20 or younger; Right label: 39 or older]

Not sure / no age in particular

15. [Show if Q13 = A] How did you start prioritizing your sleep more? [Select one]

I made a conscious effort to start prioritizing my sleep
Naturally, as I got older, I started subconsciously prioritizing my sleep more
A mix of both

16. To what extent do you agree or disagree with the following statement? "The best kind of weekend is one with no plans." [Select one]

Strongly agree
Somewhat agree
Neither agree nor disagree
Somewhat disagree
Strongly disagree

17. Which day(s) do you prefer to have plans on? [Select up to three]

Monday
Tuesday
Wednesday
Thursday
Friday
Saturday
Sunday

No day in particular [EXCLUSIVE]

18. Do you typically sleep in on the weekend, compared to the weekdays? [Select one]

Yes

No

19. What is your ideal time to wake up on a Saturday? [Select one]

Before 7 a.m.

7:00 a.m.

7:15 a.m.

7:30 a.m.

7:45 a.m.

8:00 a.m.

8:15 a.m.

8:30 a.m.

8:45 a.m.

9:00 a.m.

9:15 a.m.

9:30 a.m.

9:45 a.m.

10:00 a.m.

10:15 a.m.

10:30 a.m.

10:45 a.m.

11:00 a.m.

After 11 a.m.

No time in particular

In the next few questions, please tell us about your “ideal social outing” on a weekend.

20. When during the weekend would this ideal social outing occur / start? [Select one]

Friday evening (6 p.m. onward)

Saturday morning (until 11:59 a.m.)

Saturday afternoon (noon until 5:59 p.m.)

Saturday evening (6 p.m. onward)

Sunday morning (until 11:59 a.m.)

Sunday afternoon (noon until 5:59 p.m.)

Sunday evening (6 p.m. onward)

Not sure

21. How long would this ideal social outing last? [Select one]

Less than an hour

1 hour

1 hour 30 mins

2 hours

2 hours 30 min

- 3 hours
- 3 hours 30 min
- 4 hours
- More than 4 hours
- Not sure

22. How many other people would be invited to this ideal social outing? [Select one]

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10+

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.

23. We're looking to hear from people about their balance between making plans and getting enough sleep. 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

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

Name:

Email: