

# 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](mailto:questions@talkerresearch.com)

**PROJECT NAME:** The lost roadmap

**SAMPLE:** 2,000 men evenly split by generation

**SPLITS:** Age, gender, region, Q18 (in a committed relationship + married, merged vs. all other statuses, merged)

## Survey Questions:

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

1. Male
2. Female **TERMINATE**
3. Non-Binary **TERMINATE**
4. Other **TERMINATE**
5. Prefer not to say **TERMINATE**

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 **TERMINATE**

## **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:

#### New Questions

**1. Which of the following statements do you agree with the most? [select one]**

- a. What it means for “a man to be a provider for his family” feels clear to me
- b. What it means for “a man to be a provider for his family” feels unclear to me

**2. Which things do you think are part of the definition of a man “being a provider for a household/family?” [select all that apply]**

**RANDOMIZE, ANCHOR LAST 2**

- a. Being the sole/only earner in the household  
[cannot be selected with b]
- b. Being the highest earner in the household  
[cannot be selected with a]
- c. Ensuring basic needs are met (e.g. food, housing, utilities)
- d. Paying for major expenses (e.g. rent/mortgage, insurance, education)
- e. Managing or overseeing household finances
- f. Saving for the family's future (e.g. retirement, emergencies, children's needs)
- g. Partaking in parenting and caregiving duties
- h. Handling/overseeing home maintenance and repairs
- i. Sharing equally in household responsibilities  
[cannot be selected with j]
- j. Being responsible for all household responsibilities  
[cannot be selected with i]
- k. Offering guidance, mentorship or leadership within the family
- l. Being someone the family can depend on in all areas, not just financially
- m. Sharing responsibility equally with a partner for the family's overall well-being, success and safety  
[cannot be selected with n]

- n. Taking primary responsibility for the family's overall well-being, success and safety [cannot be selected with m]
- o. Other (please specify)
- p. Not sure/Nothing in particular [Exclusive]

### **3. Growing up... [select one grid]**

#### **GRID**

- a. Did you have a strong male role model who positively shaped your views on money and financial responsibility?
- b. Were you taught that a man's main role in his family is to financially provide for them?

#### **GRID BY**

- i. Yes
- ii. No

### **4. How much pressure do you feel, if any, to be the primary financial provider in your household? [select one]**

- a. A lot of pressure
- b. Some pressure
- c. A little bit of pressure
- d. No pressure at all
- e. N/A: I don't have a household/family

**5. Even though household roles that are split between men and women have evolved significantly in modern times, do you feel that society still expects men to be the main/higher earners in a household? [select one]**

- a. Yes
- b. No

**6. Compared to your parents' generation, do you think it is easier or harder for men in general to fulfill the role of "financial provider" today? [select one]**

- a. It's much harder today than it was then
- b. It's somewhat harder today than it was then
- c. It's neither harder nor easier today than it was then
- d. It's somewhat easier today than it was then
- e. It's much easier today than it was then

**7. [SHOW if Q6 = A or B] Why do you think it's harder for men in general to fulfill the role of "financial provider" today, compared to your parents' generation? [select all that apply]**  
**RANDOMIZE, ANCHOR LAST 2**

- a. The cost of living has increased faster than wages

- b. Housing has become significantly less affordable
- c. Job stability has declined
- d. Levels of debt are higher for many people
- e. Increased expectations for dual-income households
- f. Social expectations around gender roles have shifted
- g. Economic uncertainty (e.g. recessions, gig economy, automation)
- h. Cultural expectations for men in general are less clearly defined today
- i. Personal priorities for men have shifted away from being a household's sole provider
- j. Other (please specify)
- k. Not sure/No reason in particular [Exclusive]

**8. How often do financial concerns negatively impact your mood or mental health? [select one]**

- a. More than once per day
- b. About once per day
- c. A few times per week
- d. About once per week
- e. A few times per month
- f. About once per month or less

**9. What sources of financial stress, if any, are you currently experiencing? [select all that apply]**

**RANDOMIZE, ANCHOR LAST 2**

- a. Debt
- b. High cost of living
- c. Job instability
- d. Making less money than I need to
- e. Having only a little bit of money saved, or none at all
- f. Frequent unexpected expenses
- g. Being unemployed
- h. Other (please specify)
- i. N/A: I'm not experiencing any financial stress right now [Exclusive]

**10. Which of the following statements best describes your financial state? [select one]**

- a. I am not making ends meet financially
- b. I'm barely making ends meet financially
- c. I'm somewhat struggling financially, but getting by
- d. I'm secure financially, although financial worries do arise occasionally
- e. I don't ever experience financial stress or struggles

**11. How much do you agree or disagree with the following statement? “The rising cost of living makes me feel like financial success is more out of my reach than ever.” [select one]**

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

**12. In the past, have you ever avoided discussing money struggles with others because you felt that you should “have it handled?” [select one]**

- a. Yes
- b. No
- c. I don't remember

**13. Do... [select one grid]**

**GRID**

- a. Financial setbacks you experience negatively affect your sense of self-worth?
- b. You feel that society expects men to handle financial stress silently/not talk about it with others?
- c. You feel that social media and online influencers promote a lifestyle and financial goals that are unrealistic?

## **GRID BY**

- i. Yes
- ii. No

## **14. Have... [select one grid]**

### **GRID**

- a. You ever felt isolated from those around you because of pressure to be financially successful?
- b. Financial challenges ever made you feel like you were falling short of “being a man?”

### **GRID BY**

- i. Yes
- ii. No

## **15. Where do you look for guidance on what it means to be a “successful” man today? [select all that apply] RANDOMIZE, ANCHOR LAST 2**

- a. My dad
- b. Another male relative
- c. Famous figures/influencers
- d. Social media
- e. My peers
- f. Podcasts
- g. Books
- h. Blogs and articles
- i. Other (please specify)

j. N/A: I don't look for guidance anywhere on what it means to be a "successful" man today [Exclusive]

**16. Compared to previous generations, do you feel that there are fewer clear role models for men in general today? [select one]**

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

**17. How have social media or online influencers shaped your expectations around success and money? [select one]**

- a. I've become more confident in my ability to be financially successful
- b. My confidence in my ability to be financially successful has not changed
- c. I've become less confident in my ability to be financially successful
- d. N/A: I'm not active on social media

**18. [SPLIT] Are you...? [select one]**

- a. Single
- b. Casually dating
- c. In a committed relationship
- d. Married

- e. Divorced
- f. Widowed

**19. [SHOW if Q18 = C or D] In your relationship, how are your bills and expenses split?**

- a. Sliding scale between “My partner pays 100% of our bills and expenses.” and “I pay 100% of our bills and expenses.”
- b. N/A: My partner and I don’t live together/We don’t have joint bills or expenses

**20. [SHOW if Q18 = C or D] In your relationship, who earns more money? [select one]**

- a. I do
- b. My partner does
- c. We earn the same amount
- d. N/A: Only one of us works/has a job

**21. [SHOW if Q20 = B] How does the fact that your partner has a higher income than you make you feel? [select all that apply] RANDOMIZE, ANCHOR LAST 1**

- a. Fine
- b. Happy
- c. Relieved
- d. Anxious

- e. Embarrassed
- f. Guilty
- g. Insecure
- h. None of the above [Exclusive]

**22. Which of the following things are included in your definition of personal success? [Select all that apply.] RANDOMIZE, ANCHOR LAST 1**

- a. A strong sense of purpose
- b. Good mental health
- c. High income
- d. Strong relationships
- e. Having a family
- f. Work-life balance
- g. Making a positive impact on others
- h. Having a college degree
- i. Owning a home
- j. Being well-rounded (e.g. enjoying hobbies, traveling, learning new skills)
- k. None of the above [Exclusive]

**23. How would you define “being successful as a man?”**

- a. Free text
- b. Not sure/prefer not to say

**24. In relationships where a man is the “stay at home partner” who manages household and/or caregiving/parenting responsibilities, and their partner works outside the home, how do you view the man who is the “stay at home partner?” [select all that apply] RANDOMIZE, ANCHOR LAST 2**

- a. Isolated
- b. Admirable
- c. Respectable
- d. Unfulfilled
- e. Lonely
- f. Weak
- g. Unhappy
- h. Happy
- i. Practical
- j. Loving
- k. Supportive
- l. Other (please specify)
- m. No way in particular [Exclusive]

### **Year-on-Year Questions**

**25. [SHOW if Q18 = C or D] What money-related things, if any, have you ever kept hidden from your partner or spouse? [select all that apply] RANDOMIZE, ANCHOR LAST 2**

- a. A savings account
- b. My spending habits
- c. A credit card/line of credit
- d. Cash reserves
- e. An amount of debt
- f. Investment(s)
- g. My betting habits
- h. Borrowing money from friends or family
- i. A side hustle/gig that gave you income
- j. Valuable assets (e.g. a house, car)
- k. An inheritance
- l. Other (please specify)
- m. N/A: I've never kept any money-related things hidden [Exclusive]

**26. How strongly do you agree or disagree with the following statements? [select one grid]**

GRID RANDOMIZE

- a. My partner has better financial habits than I do
- b. I'd be embarrassed if my partner looked at my bank statement or credit balances
- c. My debt is too high
- d. The cost of living is too high
- e. I don't make enough money
- f. My financial situation has made me feel disconnected from my friends

g. I avoid friendships that make me feel financially insecure

**GRID BY**

- i. Strongly agree
- ii. Somewhat agree
- iii. Neither agree nor disagree
- iv. Somewhat disagree
- v. Strongly disagree

**27. Do you currently have any debt? [select one]**

- a. Yes
- b. No

**28. [SHOW if Q27 = A] How do you feel about having debt? [select all that apply] RANDOMIZE, ANCHOR LAST 2**

- a. Frustrated
- b. Anxious
- c. Overwhelmed
- d. Embarrassed
- e. Vulnerable
- f. Hopeless
- g. Insufficient
- h. Angry
- i. Other (please specify)
- j. None of the above [Exclusive]

